



**OFGEM CUSTOMER SERVICE
REWARD SCHEME 2009**
Submission by CE Electric UK

Corporate Social Responsibility

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A sustainable, embedded approach to social policies and decision-making

Responsible behaviour towards the environment and the communities we serve lies at the heart of all our operations and is reflected in two of our five customer promises to put safety first and to take care of our local environment.

We have a goal to deliver industry-leading safety performance and another to be a leading environmental performer. This year we introduced an additional goal to pursue long-term sustainability. Our UK executive regularly reviews progress and monthly progress reports are sent to our parent company.

Putting safety first: fighting crime

We understand the fear of doorstep crime and are working with the police on two highly innovative campaigns to reduce it. Operation Strongbow, launched this spring in Durham, Cleveland and Northumberland, involved sending 100,000 cards warning against bogus callers and giving a special contact number so worried customers could call us to check the credentials of any caller claiming to represent us. We were one of the sponsors of the cards, which were given to children to pass on to elderly relatives and neighbours.

Another campaign is being launched this autumn in Chester-le-Street with Durham Constabulary. The police will deliver letters to 600 homes where no lights are on in the dark afternoons, offering occupants free timer switches, funded by us. When bogus callers claim to be from us, we quickly issue a warning to residents, working with the police and media. We also alert our staff and remind them of our *Entering Your Home* code of practice.

Copper theft has resulted in five fatalities and 13 serious incidents in three years. We have a strategic alliance with South Yorkshire Police and BT to combat this problem and funded a Crimestoppers appeal, which produced 11 good-quality leads for the police. We also took part in a television documentary about the dangers of wandering into substations broken into by thieves. We have also launched an "Adopt a Substation" appeal, which encourages local people to report any disturbances, and have put up "Help Prevent a Tragedy" signs with a freephone number for people to call if they see anything suspicious.

Putting safety first: working with young people

We launched our pioneering "Stay Away - Stay Alive" programme in 1996 to warn children of the dangers of electricity. Last year it led to direct engagement with 45,000 children. Each year we introduce new elements.

This year, we have joined forces with the emergency services and a specialist media company to develop an industry-leading safety education CD. The new CD contains numerous resources and activities to heighten awareness of various safety issues, including the dangers of electricity. We are always exploring innovative ways to engage with young people, so have included on the CD a new electrical safety themed computer game (pictured on the front cover of this submission). Children can download the game free to their computers and soon to their mobile phones. It can be accessed from the "Fusebox" education section of our website, which received 32,000 hits last year, from the Crucial Crew website and from eight other social networking and games sites used by children. We believe we are the first DNO to take safety

Flagship initiative

education to this level and consider this to be a flagship initiative. We have sent the CD to schools across our network and it has attracted praise from pupils and teachers alike.

We also target awareness campaigns on particular groups of young people. "Take Care, Not Risks" is run in conjunction with Sunderland Football Club and aimed at children in areas of high vandalism. In the past two years about 2,200 children from 22 primary schools and one secondary school have taken part. Their knowledge of safety issues rose by 60 per cent.

We are sponsoring Skill Force, a charity where instructors deliver vocational training programmes to more than 150 underperforming 14 to 16-year-olds. We are giving safety presentations to Skill Force youngsters and also those in two clubs for blind and partially sighted children in Sheffield and Hull. These clubs encourage youngsters to become involved in sport, as does our work with England Athletics and the Yorkshire and Humberside Athletics Coaching Committee. It provides coaching to help develop potential Olympic athletes and delivers safety and healthy eating messages too.

Putting safety first: working with other partners

Our safety record is as good as the contractors we use and we launched an annual safety and customer service awards competition in December, giving one award to the leading safety performer and another to the contractor with the most improved performance.

To reduce preventable vehicle accidents (PVAs), car and van drivers have been given magnetic discs reminding them to look around their vehicles before they set off as part of our "Circle of Inspection" campaign. PVAs fell from 42 to 36 last year.

In December we produced 2,000 leaflets for partners such as the Forestry Commission, NFU, agricultural colleges, planning authorities and wholesalers of trees about the types of tree and shrub to plant near our overhead lines. A DVD about safety and vegetation management was produced this spring to develop awareness among stakeholders and customers of this key area of our work.

Caring for our local environment

This year has seen a flagship project to protect the interests both of wildlife and of our customers. In the past, when we fitted bird diverters we used a metal tie fastened to the overhead line by a linesman from a four-wheel-drive vehicle with a lifting device while the power was turned off. At our request, the manufacturer has now designed a clamp to replace the metal tie. We ordered almost 350 of these clamps and orange bird diverters and are fitting them from the ground using hot gloving techniques so the power stays on. This has been welcomed by the North Pennines Black Grouse Recovery Project, which is concerned about the birds' safety near our overhead lines in Upper Teesdale.

Flagship initiative

Another innovation is in tracing leaks from fluid-filled cables. In the past, several joint holes often had to be dug to trace a leak. We are now trialling sensors the diameter of a pen to probe the ground to pinpoint the leak, so only a single hole is needed. Demonstrating best practice, similarly thin sensors on around 100 devices known as Sniffers help to locate faults under roads and footpaths. Instead of

Pursuing long-term sustainability

digging holes, typically one metre square, to find the fault, Sniffer holes are barely visible and pinpoint faults with much greater accuracy.

Progress here is linked to our commitment, shared by our staff and contractors, to carry out high-standard street works by following ten principles set out in a CARE charter developed with our local authorities. Local authority highways staff, who inspect our signing, guarding and reinstatement works, scored our performance at 70 per cent in 2006; last year it had risen to 93 per cent. Also pushing forward continuous improvement in this area are members of our field staff who each year carry out about 10,000 site inspections. For the future, we are looking at re-using spoil from street works in other projects nearby instead of sending it for landfill. A trial is being held in Sheffield.

Away from street works, almost all our major substations now have spill kits for dealing with oil spills. We are also working with social housing provider Coast and Country Housing to tackle graffiti at one of our substations in Middlesbrough through a community youth project to produce a mural on boards to be attached to the substation's wall.

We have been working with English Heritage on excavations near Hadrian's Wall and on routing an underground cable to avoid getting too close to Kirkstall Abbey in Leeds.

We work with our partners on ecological issues. Waste wood on one scheme near Ripon, North Yorkshire, was used to create habitat piles. In sensitive woodland on another scheme near Gateshead, there was a group of rare Green Hairstreak butterflies, which we ensured we didn't disturb, and, on another job, any trees felled were stacked for use by a wood turner and charcoal maker.

A year ago we sponsored two regional events in Durham and Hull organised by Business in the Community (BiTC) as part of The Prince's May Day Summit on Climate Change. We also signed-up to three pledges – to calculate our carbon footprint, to report it publicly and to set a target and take action to reduce our emissions. Our total carbon footprint has been reduced by 3 per cent from 2007 to 2008 and our target is a 20 per cent reduction by 2020. A breakdown of the figures (see the Supplementary Support Page) is on our website.

We also sponsored two similar BiTC regional events in May this year, signing-up to three further pledges – to encourage staff to reduce their carbon footprint at home and at work, to work in partnership with suppliers to reduce supply-chain emissions and to mobilise customers to take action. Work is also taking place this year to reduce the carbon footprint of our vehicles. A trial of the use of speed limiters on our vehicles began last autumn and a decision on using them more widely throughout our fleet will be made soon. We are also looking into using electric vehicles to replace some of our fleet.

Each of our major offices had an energy audit last year and several measures, including low-energy lighting, have been introduced. This year we will install energy management systems to identify where savings can best be made.

Pushing forward the agenda is a Sustainability

Steering Group of senior managers including our newly-appointed Head of Sustainability. A Sustainability Forum meets quarterly to take forward initiatives including working with regional development agencies and other bodies to encourage community energy solutions. One idea being worked on with One North East is to develop a 'toolkit' this summer for promoters of district electricity generation projects wishing to connect to our network. We continue to connect wind farms to our network, including the largest project so far, a seven-turbine scheme at Wynyard in County Durham, completed last year.

Other schemes completed over recent years range from introducing mini-sewage treatment schemes, undergrounding overhead lines in visually sensitive areas and a scheme to reduce the use of bottled water by staff. We now provide general environmental awareness training for all our staff.

Workforce sustainability is also on our agenda. We are one of only three DNOs sponsoring the National Skills Academy for Power. We have also sponsored four undergraduates on power engineering courses, partnered Durham Business School, whose MBA students do projects with us, and supported an Engineering Challenge event held in north Lincolnshire in March for 14-year-olds. In addition, earlier this year we created 20 jobs as trainee linesmen. To help retain our staff, we hold employee engagement surveys.

Delivering our other customer promises

Our other customer promises are respecting you, your time and your property, doing a really good job and being there when you need us.

These are delivered by staff and contractors. At their inductions, contractors are made aware of the importance of the promises and last year we began a series of quarterly workshops to develop new customer service initiatives. Fourteen ideas are being evaluated.

We respect customers' time and property by informing them in advance of upcoming works by mailshots, by a *Community Update* publication, and by customer ambassadors holding roadshows with local residents.

Doing a really good job includes our commitment to carrying out new types of risk assessment to enable us to do more vegetation management work without interrupting power supplies. Through working with one of our vegetation management partners, we have reduced customer minutes lost on the work they carry out by half.

Being there when you need us can take many forms. A very good example is our Global Days of Service initiative, which saw our staff contribute 9,500 hours of voluntary service last year. We donated more than £19,000 to the groups involved. It includes holding *Preparing for Mother Nature* roadshows last year in Newcastle, Northallerton, York, Shipley and Grimsby using our customer support vehicles, and customer ambassadors. It also involves liaising with parish councils, one being Bowes high on the A66 trans-Pennine route. The council successfully requested funds from us for a generator and upgrading kitchen equipment at the village hall where motorists are sometimes stranded in severe weather.

Supplementary Support Page

"We are delighted that the new type of fixings for bird diverters are to be fitted on stretches of power lines in Upper Teesdale which have been identified as posing a fatal hazard to flying black grouse. The orange diverters are very effective and these new fittings, which allow them to be fitted without interrupting customers' supplies or disturbing the ground with heavy vehicles, are very good news."

Dr Philip Warren, North Pennines Black Grouse Recovery Project Officer.

The project's partners include The Game & Wildlife Conservation Trust, The RSPB, Ministry of Defence, Northumbrian Water, Sita Trust, The North Pennines AONB Partnership and Natural England.

"Operation Strongbow is the first project of its kind to be rolled out on a regional level and is pioneering a new approach to the problem of doorstep crime."

Ingrid Wolfe, Operation Strongbow Regional Co-ordinator

"The leaflet about tree planting is to be welcomed. It provides good, common sense advice about tree planting as well as containing some important safety information. It highlights the benefits of working together to ensure that we have the right trees in the right places."

Jon Bates, Operations and Planning Manager, Forestry Commission, North York Moors

The make-up of our carbon footprint for 2007 and 2008 is as follows:

	2007 (tonnes CO2)	2008 (tonnes CO2)
Building energy use	3,520	3,318
SF6	177	81
System losses	1,176,259	1,141,127
Fleet fuel use	5,763	5,878
Business car use	2,495	2,437
Business air and rail	60	79
Total carbon footprint	1,188,274	1,152,920
Total business carbon footprint (excluding system losses)	12,015	11,793

	2005	2006	2007	2008	2009
"Stay Away - Stay Alive" safety education programme in schools.	✓	✓	✓	✓	✓
Crucial Crew safety education events.	✓	✓	✓	✓	✓
Community and corporate responsibility programme.	✓	✓	✓	✓	✓
Members of Corporate Forum for National Parks.	✓	✓	✓	✓	✓
Global Days of Service initiative with staff volunteers.	✓	✓	✓	✓	✓
Sponsorship of degree courses for engineering students.	✓	✓	✓	✓	✓
Improved feedback on "Stay Away - Stay Alive".		✓	✓	✓	✓
"Fusebox" education section on website.		✓	✓	✓	✓
"Take Care, Not Risks" safety campaign.			✓	✓	✓
"Switched On to Athletics" campaign.			✓	✓	✓
Street works charter.			✓	✓	✓
Development of customer promises and CE Effect magazine to reinforce them.			✓	✓	✓
New senior appointment of Head of Sustainability.				✓	✓
Involvement in One North East's Energy Leadership Council.				✓	✓
Roll-out of customer promises to staff, contractors and customers.				✓	✓
Strategic alliance with police and BT to tackle copper theft.				✓	✓
"Adopt a Substation" and "Help Prevent a Tragedy" campaigns.				✓	✓
Electronic voting keypads interactive safety presentation in schools.				✓	✓
Support for clubs for blind and partially sighted children.				✓	✓
Safety awards for contractors and workshops for contractors to improve customer service.				✓	✓
"Circle of Inspection" safety campaign.				✓	✓
Leaflet about tree planting near overhead lines.				✓	✓
Innovative design for bird diverters.				✓	✓
Working with English Heritage and other partners on environmental issues.				✓	✓
Sponsorship of regional events on climate change.				✓	✓
Wynyard wind farm connected to our network.				✓	✓
Speed limiter trials on our vehicle fleet.				✓	✓
Employee engagement survey and follow-up.				✓	✓
Preparing for Mother Nature roadshows.				✓	✓
New environmental goal of pursuing long-term sustainability.					✓
Executive-sponsored Sustainability Steering Group launched and meeting monthly.					✓
Two campaigns with the police to fight doorstep crime.					✓
Free, downloadable version of Crucial Crew safety game.					✓
Sponsorship of Skill Force, a charity delivering vocational training programmes.					✓
DVD on safety and vegetation management.					✓
Trial of new sensors to pinpoint leaks from fluid-filled cables.					✓
Trial to re-use spoil and not send it to landfill.					✓
Anti-graffiti substation mural initiative.					✓
Toolkit for promoters of district electricity generation projects.					✓
Sponsorship of the National Skills Academy for Power.					✓
Support for Engineering Challenge.					✓
Community Update publication.					✓



CE Electric UK

Customer Support Team
Being there when you need us



CE Electric UK
Delivering power all day, every day



Preparing for Mother Nature

What to do if a power interruption occurs

Customers with additional needs
If you have a disability or additional needs, please contact us on 0845 60 60 360 for more information.

STRONGBOW

USEFUL NUMBERS

- Durham Constabulary - 0345 60 60 360
- Cleveland Police - 01642 325 326
- Northumbria Police - 03450 043 043
- Trading Standards - 08454 04 05 06
- Northumbrian Water - 0845 717 1100
- United Utilities (Gas) - 0800 668877
- Northern Electric - 0845 265 265

Preparing for Mother Nature

Customers with special needs
If you have a disability or additional needs, please contact us on 0845 60 60 360 for more information.

Contact us
0845 60 60 360 (Monday to Friday, 9am to 5pm)
0845 60 60 360 (Saturday, 9am to 12pm)
0845 60 60 360 (Sunday, 10am to 12pm)
If you are unable to reach us, please contact your local MP or the Citizens Advice Bureau.

Energy-saving
• Turn off lights when you leave a room
• Turn off the TV when you finish watching
• Turn off the computer when you finish using it
• Turn off the kettle when you finish boiling water
• Turn off the washing machine when you finish washing
• Turn off the dishwasher when you finish washing
• Turn off the oven when you finish cooking
• Turn off the heater when you finish heating
• Turn off the fan when you finish using it
• Turn off the radio when you finish listening
• Turn off the music when you finish playing
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CE Electric UK

Customer Support Team
Being there when you need us
www.ce-electricuk.com

engage
business network



CE Electric UK delivers electricity to 1.5 million customers in the Northeast and 2.2 million customers in Yorkshire and north Lincolnshire through its subsidiaries, the licensed distribution companies Northern Electric Distribution Limited and Yorkshire Electricity Distribution plc.



Corporate member of
Plain English Campaign
Committed to clearer communication

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CE Electric UK
delivering power all day, every day