

Customer and stakeholder communications during a project



This guide supports colleagues and contractors to improve our external communications during projects.

Communications support

The communications team can support you with:



Press releases to promote the project



Design signage and customer materials



Coordinate stakeholder engagement



Manage social media and online updates including dedicated web pages



Organise community/school/MP visits



Promote projects internally (Hive, Connect, Volt)



Provide branded templates and assets

Proactive communications to customers and stakeholders keeps them informed during a project, reduces complaints, shows the long term benefits of the work and builds our brand.

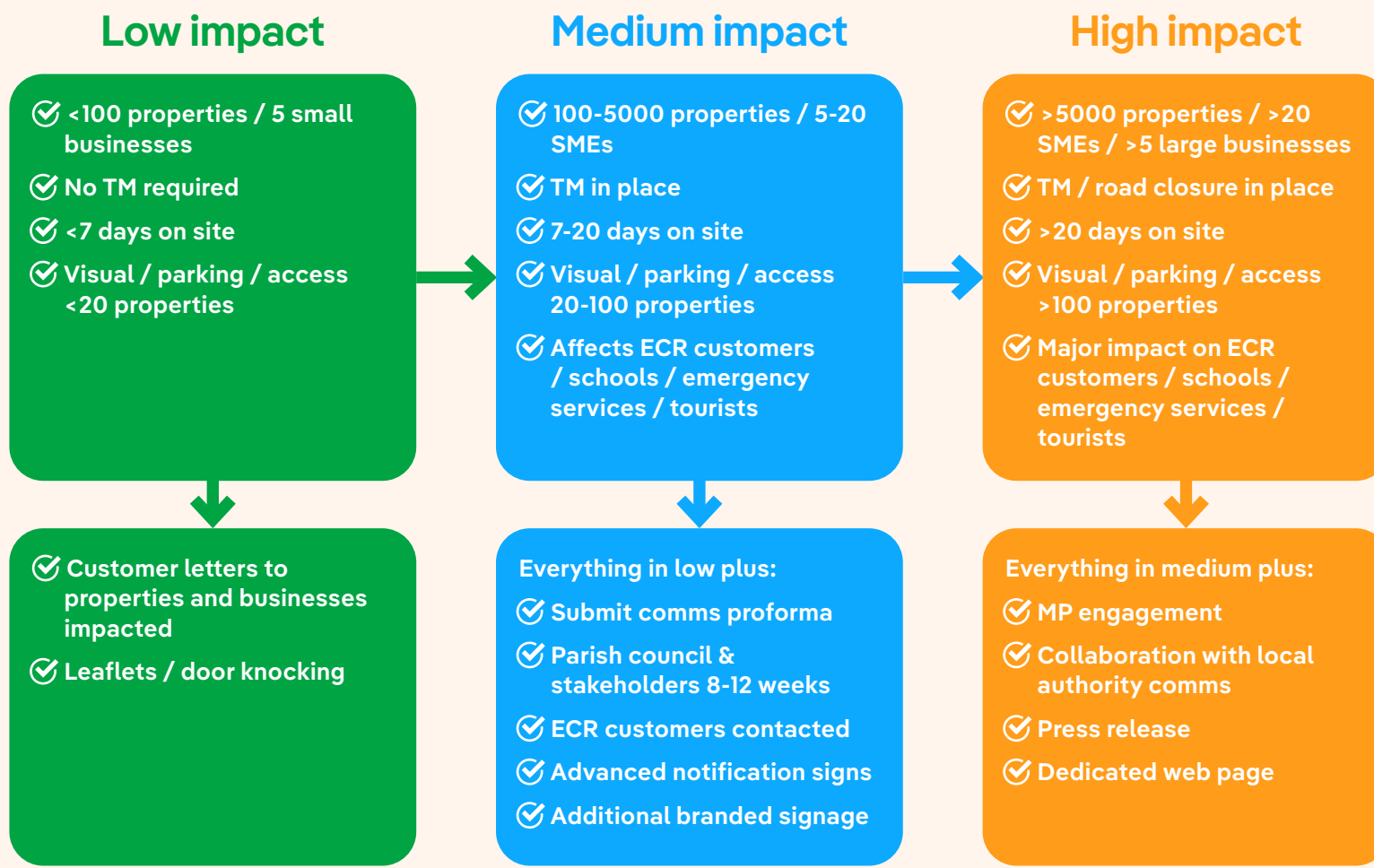
Every project is different, review the communications impact chart (overleaf) to determine your project impact and **allocate budget for communications activity in your project plan.**

Consider what the project's financial investment is, how many local customers, businesses and stakeholders will be affected, how long the work will last and the distance of the route. [Complete the proforma.](#)

Outline key milestones for communications opportunities e.g. large equipment deliveries / installations, cable pulls, significant dates for disruption etc.

For projects which directly impact the local community, there may be an opportunity to provide donations or sponsorship for local community projects as part of our responsible business framework.

Customer communication flow chart



If any one criteria falls into a higher category, follow higher impact guidance

Checklist

- ✓ **Engage early** – at project approval

- ✓ **Assess impact** – use communications criteria

- ✓ **Budget** – include all communications costs (2% of total project budget as a guide dependent on impact and disruption)

- ✓ **Stakeholder mapping** – consider the different stakeholders you need to engage with

Key things to note

- **Responsible business / social value** - for projects which directly impact the local community, there may be an opportunity to provide donations or sponsorship for local community projects as part of our responsible business framework. The first step in delivering social value is understanding the local community, stakeholders, socio-economic position and drivers.
- **Extra Care Register / Business Extra Care Register** - ensure vulnerable customers and local businesses are aware of the extra support available to them. Complete and submit an **inclusivity & vulnerability impact assessment form** found on the Volt.
www.enwl.co.uk/power-cuts/business-extracare-register
www.enwl.co.uk/power-cuts/extra-care
- **Brand guidelines** - we're proud of our brand and it's important that it's represented professionally and consistently in all our communications. Our brand guidelines are found on the Volt and provide support for colleagues and stakeholders, including the correct placement of our logo. If in doubt, email communications@enwl.co.uk
- **Customer letters** - It is a requirement that all impacted residents are issued with a letter at least two weeks prior to work commencing. Letters should outline why the work is taking place, what the long term benefits are and provide key dates for traffic management and road closures. Letters should be issued in co-ordination with contractors. Letterheads can be found on the volt.

We should always be referred to as SP Electricity North West and abbreviation should be avoided if possible. If unavoidable, please ensure our name is abbreviated to 'SP ENW' with a space.



Our contractors and suppliers

Our contractors and suppliers are working on SP Electricity North West's behalf and should follow the same advice and guidance we use. When they need to communicate with customers this should be done under the SP Electricity North West brand.

All SP Electricity North West assets can be accessed via The Volt and made available for contractors' use.

Signage examples

Information board



We're upgrading the power network

Need extra support while this work takes place?

www.enwl.co.uk/extracare
0800 195 4141

Scan me 

 SP Electricity North West

PVC outdoor banner



We're investing £1.9m to improve the reliability of Rochdale's electricity network.

enwl.co.uk/rochdale

 SP Electricity North West

Building a better future quicker for everyone.

Notice board



We're working to make sure your power supply is safe and secure

Permit number:

Emergency telephone: **0800 195 4141**

www.enwl.co.uk

 SP Electricity North West

Barrier sticker



0800 195 4141
www.enwl.co.uk

 SP Electricity North West

Timeline

