



Customer communications

Your guide to help improve how we communicate with our customers and stakeholders

August 2016

Download this document at www.enwl.co.uk/customercommunications

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Introduction

We provide electricity to 2.4 million homes and businesses across the North West and invest millions each year to make sure our customers have a safe, reliable power supply.

Our investment covers a range of different areas, such as asset replacements, connections, cable diversions, generation projects and much more.

This work can sometimes mean short or long term disruption and inconvenience for our customers, which can have a substantial impact on their daily lives.

It is important that we keep our customers informed about what we’re doing and why we’re carrying out the work - to help keep their lights on.

Why is communication important?

Keeping our customers and stakeholders informed is hugely important.

An active site is a great way to keep customers updated and promote who we are and what we do.

If we continue to be proactive with our communications, customers and stakeholders are more likely to understand the benefits it will bring to their local area and their power supply. It will also help increase awareness of our role and build our reputation and trust with our customers.

Lack of communication with customers and key stakeholders can impact our key objectives, such as successful delivery of our investment project itself, improving customer service and reducing complaints.

In 2015, we received approximately 2,186 complaints and enquiries about site issues (see social media examples below). Improved site communications will help save time and resource spent dealing with these complaints for our customer contact centre and will remove any obstacles associated with customer complaints.



Approach

This document provides a framework for on-site communications and is aimed at our internal operations staff and external contractors to help improve how we communicate with our customers and stakeholders when carrying out work.

Here you will find a summary of the tools available to facilitate effective communication with customers and stakeholders.

All supplementary information that is referenced in this document e.g. letter templates and ordering instructions for signs and PPE etc available on The Volt (Commercial>Customer communications).

To be most effective, project communications should be planned and proactive. Project managers should consider the different types of customers likely to be affected by the work and communicate appropriately with each of them.

You should also consider the type of project you are working on as the level and scope of communications may vary.

Key principles of good communication (NJUG recommendations):

1. Early engagement with your key stakeholders is imperative
2. Use all means of communication possible to reach your stakeholders
3. Ensure you use the latest technology so you can reach the widest audience possible e.g social media
4. Reach out to influential organisations and groups who can spread your messages out to their established networks
5. Ensure your availability to address concerns at times which most suit those directly affected by works (especially road users and local businesses)
6. Regular internal communication is necessary to ensure the smooth running of works
7. Education, education, education of the hazards of work sites e.g. local school engagement.

Customer communications process

Please follow the process below for customer communications when carrying out any project.

Project Phase	Timing	Activity
Development	Minimum 6 months prior to start OR planning stages of project	<ul style="list-style-type: none"> Use the flowchart (see opposite page) to decide the level of impact your project will have on customers and stakeholders and follow associated communications guidelines Engage with identified stakeholders and gain appropriate level of consent
Post approval / Pre-start on site	1 - 2 months before work commences	<ul style="list-style-type: none"> Fill out a pro-forma (accessible from The Volt) and send it along with supplementary project information to pressoffice@enwl.co.uk Communications team will respond and work with you to develop any potential press and online coverage and signage
	1 month before work commences	<ul style="list-style-type: none"> Draft customer letters and send to communications for approval Work with external (or in-house) sign suppliers to develop signs and send to communications for final approval before production Project information will be uploaded to The Volt for internal reference - this will help our customer team when dealing with project specific enquiries
	2 weeks before start on site	<ul style="list-style-type: none"> Communicate any changes to project details - amend original pro-forma and send to communications team Once approved, distribute letters to affected customers and put pre-warning signs in place
	1 week before start on site	<ul style="list-style-type: none"> Press release issued to local press and uploaded to online channels
On site	During work	<ul style="list-style-type: none"> Keep all stakeholders updated and inform communications team of any delays / other developments so they can handle any potential negative press coverage Take photos and videos of your work to help promote projects and keep customers informed on social media
Project finished	Finished all work on site	<ul style="list-style-type: none"> Inform communications team Advise appropriate stakeholders (e.g. thanks, apologies etc) and seek feedback on site performance

Pro-forma

Pro-formas are available on the new customer communications page (accessible from The Volt > Commercial > Customer communications)

Customer communication flow chart

LOW IMPACT

What does this look like?

- Supply interruption < 100 properties and/or 5 small businesses

The following criteria are also applicable to those not affecting customer supplies:

- **Traffic:** Your work affects traffic but no traffic management required
- **Duration:** You are working on site for less than seven days
- **Access / Parking / Visual Impact:** Affects less than 20 properties

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What do you need to do?

- Leaflet drop / door knock customers
- Letters to local businesses
- Use standard SLG

Guidance notes

If for example, you meet the majority of low impact criteria but meet at least one of the medium or high weight criteria, you will need to default to the higher impact project guidelines. For example if you are only affecting up to 20 properties, but your project will have a major impact on emergency services, you need to follow high impact guidelines.

MEDIUM IMPACT

What does this look like?

- Supply interruption to 100 - 5000 properties and/or 5 - 20 small businesses and/or up to 5 med/large businesses

The following criteria are also applicable to those not affecting customer supplies:

- **Traffic:** some form of traffic management in place that affects type 4 roads, school routes, town/city centres or high amenity pedestrian areas
- Road/lane closure
- **Duration:** You are working on site for between 7 - 20 days
- **Access / Parking / Visual Impact:** Affects 20 - 100 properties
- Affects emergency services, schools/universities or any tourist attraction
- Impact on Priority Services Register customers

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What do you need to do?

- Fill out a pro-forma and email to pressooffice@enwl.co.uk
- Meet with local parish council and key businesses 12 - 8 weeks before work starts
- Arrange for customer team to contact Priority Services Register customers affected
- Letter drop all customers/businesses using standard letter templates to explain work, detail any disruption and provide expected completion date
- Advanced notification signs to be placed 4 weeks prior to work commencing or as agreed with local authority
- Invest in additional branded signage and display on site to help promote brand and project benefits

HIGH IMPACT

What does this look like?

- Supply interruption to >5000 properties and/or 20+ small businesses and/or > 5 med/large businesses

The following criteria are also applicable to those not affecting customer supplies:

- **Traffic:** some form of traffic management in place that affects type 0,1 or 2 roads, school routes, town/city centres or high amenity pedestrian areas
- Major road/lane closure
- **Duration:** You are working on site for more than 20 days
- **Access / Parking / Visual Impact:** Affects > 100 properties
- Major impact on emergency services, schools/universities or tourist attractions
- Prolonged impact on Priority Services Register customers

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What do you need to do?

- Fill out a pro-forma and email to pressooffice@enwl.co.uk
- Meet with local parish council or senior representatives and key businesses 12 - 8 weeks before work starts
- Arrange for customer team to contact Priority Services Register customers
- Speak to communication team about local MP engagement
- Arrange notice in local papers via the press office
- Letter drop to all customers/businesses using standard letter templates to explain work and detail any disruption and provide expected completion date
- Advanced notification signs to be placed 8 weeks prior to work commencing or as agreed with local authority
- Invest in additional branded signage and display on site to help promote brand and project benefits

Our brand

Ordering instructions

Please see The Volt on how to order these items

Brand guidelines

It is important that our brand is represented professionally and consistently across all of our communications.

Our logo is very important to us. You should never manipulate it in any way by changing colours or dimensions of the original logo file.

Here are some tips:

Dos	Don'ts
Always put the logo on a white background	Remove the accent from the logo or the strapline 'Bringing energy to your door'
Always use supplied artwork (See The Volt)	Squash or stretch the logo. It should never be smaller than 30mm wide
Always allow space for the logo as shown by the exclusion zone below	Change the colours of the logo
	Reverse the logo on a photograph or colour



The logo must be used completely and never be broken up. The logo always includes the strapline.

Representing the Electricity North West brand:

PPE

- As much as possible, you should keep your PPE clean and be presentable at all times. Please ensure that the logo is always visible when you are working on site.



Livery

We completed a pilot project in Spring 2016 to refresh a range of our new vehicles. This three month trial will also include any new industrial vehicles brought in during this period.

The success of the trial will be judged on feedback and internal engagement and we will advise if there are plans to roll this out to all new fleet in the coming years.

If you require any further information about this, please email pressoffice@enwl.co.uk.



ID cards



All staff working for or on behalf of Electricity North West should carry an ID card at all times. This will help to identify you, particularly if customers are vulnerable and do not feel comfortable letting you into their home without identification.

Business cards

Project managers and other office staff should carry business cards, particularly for external meetings.

**electricity
north west**
Bringing energy to your door

Your Name
Job Title

T: 01925 846 892
M: 07710 087 169
E: your.name@enwl.co.uk

304 Bridgewater Place, Birchwood Park, Warrington, Cheshire. WA3 6XG

On site signage

Our construction sites provide a great opportunity to enhance visibility of our investment projects and of the Electricity North West brand. Signage should be used to promote the work we are doing and give people information about why we are carrying out the work and the duration of the works.

When should you use signage on site?

Type of sign	Purpose	Design
Permit board	Mandatory requirement from NRSWA 1991 for all construction sites, irrespective of size and duration. Please ensure you enter the correct permit number and expected completion date for all sites.	Please follow standard designs (available on the following pages) for ALL signs
Signing, and lighting as per the Safety Code (red book)	All street works sites should be signed, lighted and guarded in accordance with the Safety Code (red book) to ensure safety of the public and our workforce.	
Advance notification	Generally used for medium or high impact projects and should be in position at least two weeks before we start on site or as agreed with the relevant authority. They will give commuters time to plan a different route before work commences on site.	
Barriers	Barriers are used at all sites to protect public safety. It is important that barriers used are clean, presentable, positioned correctly and are adequately secured at all times. Stickers must not be peeling off or damaged and if so, you should repair via our approved process or order new barriers. Please use barriers to present permit boards and additional information boards at every site.	
Heras fencing	Heras fencing is generally used for medium or high impact projects and enhances site safety and security. It offers ample opportunity to position branded signage.	
Link box working	You can use this pop-up sign when working on link boxes in the footway. This sign can be used when a risk assessment shows that conventional signs and barriers are not required - for example short duration works in areas with low pedestrian traffic.	
Additional branded signage / bespoke project signage	We should, where possible invest in additional branded signage, particularly for medium or high impact projects. These signs will help to promote our brand and will act as a signpost for further information on our website.	

Ordering instructions

Please see The Volt on how to order these items

The following pages outline our standard designs for all aforementioned signs. You should always use these designs and if you need further guidance or approval, please contact the communications team.

Permit board

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

Thank you for your patience

electricity north west
Bringing energy to your door

Expected site clear date: Day Month Year

Permit number:

Site managed by:

Help keep our sites tidy, email your feedback to ratemysite@enwl.co.uk

www.enwl.co.uk | 0800 195 41 41  

595 (w) mm x 440 (h) mm

Expected site clear date: Use five days as the default for faults, unless you have more detailed information available on expected site clear date. Update the date as needed as the job progresses.

Site managed by: For projects use the name of the project manager or site manager. For fault or small connections excavations use the name of the person responsible for digging the hole.

Signage and standard lighting



Advance notification

electricity north west
Bringing energy to your door

ELECTRICITY IMPROVEMENTS

Chorley Old Road

Road Closure: Park Street

Starts: Late August

Duration: 6 weeks

0800 195 4141

www.enwl.co.uk



THANK YOU
for your
patience

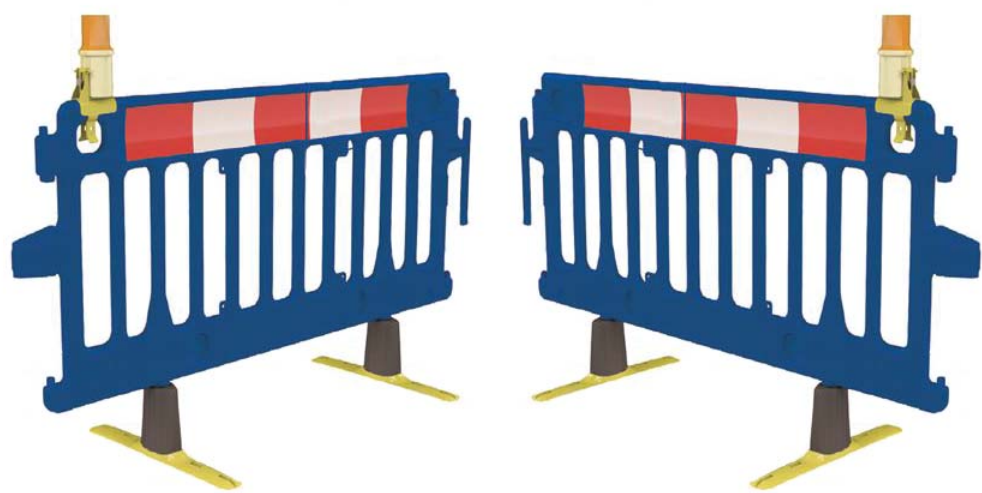
electricity north west
Bringing energy to your door

End

On site signage

Ordering instructions
Please see The Volt on how to order these items

Barriers



Additional branded signage

If you are working on a medium or high impact project, you should use bespoke branded signage to provide further information and help to promote the Electricity North West brand.

The communications team will help you develop the sign and can also help you develop a project webpage which customers can refer to like the examples shown below.



1400 (w) mm x 1000 (h) mm



2500 (w) mm x 800 (h) mm

How to order

- Contact pressoffice@enwl.co.uk with the wording you want to include, your deadline and delivery address
- If our in-house graphic designer is available they will produce the artwork, if not then we can provide a quote for an external designer
- Once approved the artwork will be sent to our approved printers and they will print the banner and deliver it to your preferred address
- You must then raise a PO for the printers (21000169/Colyer Thorpe) and for the design work (if it was not completed in-house)

The communications team is on hand to help you through the process.

PR and online promotion

Press

Press releases are issued to media (e.g. newspapers, TV and radio) on a regular basis to help promote the work we do across the North West and also inform motorists and local residents that we will be working in the area.

Recent research reveals that 33% of people heard about us by reading a local press story, so we know that this is an effective channel for communicating with our customers, using local channels they trust.

Our dedicated press office is available to help promote projects to local media and provide information about any potential disruptions on local roads. If we are proactive and use this channel effectively, we can explain why we are carrying out work in advance and what disruption this may cause.

How to arrange a project press release:

If you are working on a project, please fill in a pro-forma and send it to pressoffice@enwl.co.uk. Our press office will get in touch with you to finalise any press releases before they are sent out to local media.

Uploading project information onto The Volt:

When the communications team receive your pro-forma and supplementary information, it will then be uploaded to the project information page on The Volt. This is vital, as it acts as a reference for our contact centre advisors and helps them deal with project specific enquiries.

Examples of project press coverage:

Latest news

05/04/16: Powerful investment set for Hyde

A £220,000 investment to boost power supplies to more than 7,000 homes and businesses in Hyde, Greater Manchester is starting next week.

Engineers from the region's power network operator, Electricity North West, will work hard to install 500m of new underground electricity cables between Junction 4 of the M67 and Stockport Road in Hattersley.


The essential two-month project will replace the cables which have been in place for 50 years, with new environmentally friendly cables, which will help ensure local customers continue to receive a reliable power supply now and in the future.

Tim Groom, head of major projects for Electricity North West, said: "Our engineers will work hard to keep any disruption to a minimum during this essential project."

"We've teamed with Tameside Metropolitan Borough Council to ensure we work along the most convenient route and we are working overnight to cause little disruption to local businesses and motorists."

"We're delighted that we are investing in the power network in Hyde and we are committed to delivering the best service to our customers and keeping the lights on for people across the North West."

If customers have any queries about the project, they can call Electricity North West on 0800 195 4141 or follow @ElectricityNW on Twitter.



Power project is good news for villagers and area's winged visitors!

By Danielle Thompson

THOUSANDS of migrating birds will be safer after 300 special flight diversers are fitted to power lines near a Burywood wildlife sanctuary.

Engineers from power network operator Electricity North West are working with the Wildlife Trust at Manton Moor for the last two years to help raise the visibility of overhead powerlines for the 31,000 pink-footed geese and whooper swans which migrate to the area every year from Ireland.

In September 2013, they launched the visibility project which aims to reduce the risk of birds flying into live electricity lines near the reserve by putting 350 bird diversers - special sound orange attachments to the lines - to ensure the cables stand out to large birds which have poor manoeuvrability.

Last week, Electricity North West started work on a £177,000 project to upgrade the power network in Hattersley, upgrading 4km of overhead power lines and

Electricity North West workers fitting orange bird diversers to the new power lines last week. Code:1985103

60 electricity poles - and they will install 300 more diversers on the new power lines.

Manton Moor - centre manager, Nick Brooks, said: "Working with Electricity North West to trial bird diversers on power lines has helped us ensure the long-term protection of these birds as they fly through Lancashire and Suffolk over the winter, as well as benefiting local communities. This has been a

flagship research project and we are looking forward to continuing that relationship for many years to come."

West Lancs MP, Rosie Cooper, welcomed the move. She said: "It will improve the reliability of the power supply in rural communities, whilst I know one experience a loss of power supply when there are bird collisions with overhead cables. The action Electricity North West is taking to tackle this problem is to be commended."



Multi-million pound upgrade to power grid

A multi-million pound upgrade to the electricity network that will boost 5,000 homes and businesses has started.

Electricity North West (ENW) engineers kicked-off replacing underground cables last week as part of the £2.4m project in the Atherton area.

The new service will ensure power supplies remain reliable by increasing capacity even with new homes and companies coming to the area, the company said.

Tim Groom, head of major projects for ENW, said: "This vital work highlights our commitment in ensuring we keep the lights on for our customers."

"It is essential that we replace and upgrade these cables, which have been providing electricity to local customers since the 1950s, to ensure customers receive the power they need."

"We will continue to invest in the power network across the North West to ensure we provide the best service to all of our customers."

Coun David Molyneux, deputy leader of Wigan Council, said: "I'm delighted that ENW is investing in the local electricity network and upgrading power cables which have been keeping the lights on in the area for decades."

The first sections of seven kilometres worth of new improved underground cable were laid in Atherton last week, between Salford Road and Johnson Street.

The works are expected to be completed by November. Coun Molyneux added: "This project will benefit the local community now and for years to come."

Electricity North West owns, operates and maintains the North West's electricity distribution network, connecting 2.4m properties, and more than five million people in the region to the National Grid.

If customers have any queries about the project, they can call Electricity North West on 0800 195 4141 or follow @ElectricityNW on Twitter.

Make sure you follow us on social media by clicking on the links below.



Social media

Social media is a great way to communicate directly with our customers to show them who we are and the great work we do.

Since 2012, we have been using social media to provide accurate and timely information and proactive advice to customers and we now have a combined following of over 24,000 people.

During the 2015 storms, social media was instrumental in helping us keep our customers informed 24/7 throughout the extremely busy and distressing time.

How you can help?

Customers are more receptive to real life images and footage of our work and we regularly receive feedback and praise when we post them onto our social channels.

Please provide photos and videos of your work, this will help customers understand why we do what we do and drive more traffic to our website to find out more about specific projects impacting their area.



Letters

A letter is a personal and cost effective way of keeping customers informed and is particularly useful when we need to communicate up-to-date information at short notice.

Letters should be distributed to affected customers by project managers, our customer contact centre and contractors. In all cases, letters should follow the agreed templates (available on The Volt) and printed on Electricity North West letterheads.

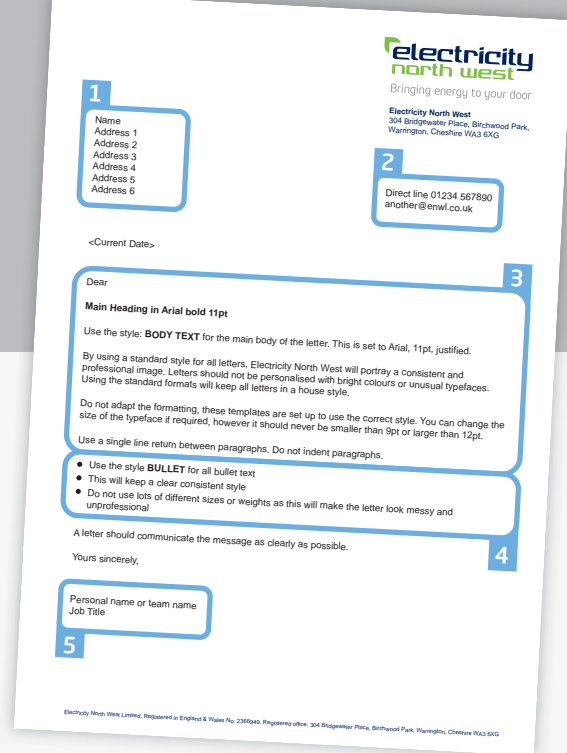
Our principal contractors are 'branded' as Electricity North West; they wear our PPE, drive our branded vehicles and carry our ID cards. Letters from contractors should therefore always be issued with our brand, to minimise any confusion.

How to distribute letters:

1. Use the relevant letter template from The Volt or at www.enwl.co.uk/customercommunications
2. Make sure that you add helpful information for relevant customers at different stages of a project
3. Print on letter headed paper (available at all offices). All pre-printed letterheads should be ordered from our preferred print supplier
4. Make sure that the project manager has final sign off
5. Email final version of letter to pressoffice@enwl.co.uk for uploading to The Volt.

MP/Councillor engagement

In many cases, it is necessary to communicate with local MPs and councillors during your project. Our communications team can help to co-ordinate these meetings and provide expert advice, in order to maximise the opportunity and build relationships for future engagement.



Letter formatting

1 Address Block

This has been set up to fit a standard window envelope.

If using window envelopes the address area may need to be moved depending on the size of envelope used. Please test before printing large quantities.

2 Direct Contact

Space is allowed for a direct phone and email if required.

If not required please delete this placeholder text.

3 Body Text

This is set to Arial, 11pt. Headings can use bold. Bold and Italic can be used within the letter to highlight text if required.

Body text should always be in black.

Body text size can be changed if required to make a letter fit, but it should be between 9pt and 12pt.

Only use one space after a full stop. The convention of using more than one space after a full stop is dated and does not reflect the modern image of the company.

Use a single line return between paragraphs. Do not indent paragraphs.

4 Bullet

Use the standard round bullet.

Bullet points should be punctuated as appropriate.

5 Signature

Use either a personal name with job title or a team name.

Please DO NOT use other logos, such as contractor logos, Investor in People or Charter Marks.

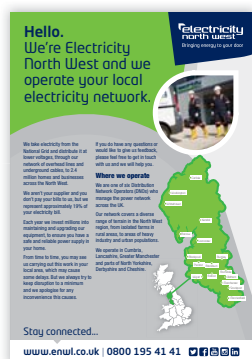
Branded literature

Ordering instructions

Please see The Volt on how to order these items

We have developed a suite of customer literature to help explain some of the work we do and the services we offer. Literature is also extremely useful for providing important information and encouraging customers to take action (e.g. advising which appliances they can and can't use when they are being connected to temporary generation).

Here are some examples, but if you want to see all of the literature available, please visit our literature library on The Volt.



Introductory

Reason for use;

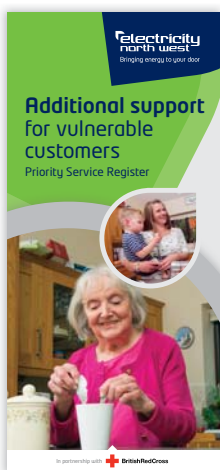
It is important that you have some information to hand to tell people more about who we are and what we do. Introductory cards can be kept in your vehicle and handed out as and when needed.



Temporary repairs

Reason for use;

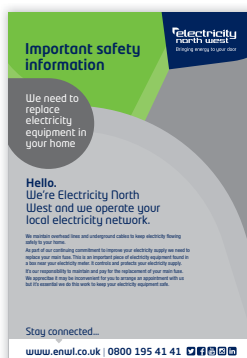
You can issue this card when you are carrying out temporary repairs near a customer's property and will need to return to carry out permanent repairs and reinstate the original surface. There is an equivalent card for permanent repairs which can be used when you have completed your repairs and need to return to carry out reinstatement.



Priority Services Register

Reason for use;

If you come across vulnerable customers when you are working, please provide a Priority Services Register leaflet to encourage them to join our register, so that they can avail of our additional welfare services. You can also point them to our website for further information - www.enwl.co.uk/priority.



Cut out

Reason for use;

This card can be delivered to customers to encourage them to contact us to arrange a suitable time for you to complete cut out replacements in their home. It also includes a range of FAQs on the back which will help customers understand the process better.

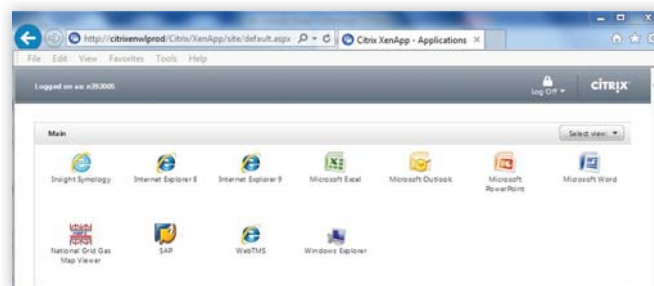
How to order literature or create new literature?

If you need to order literature, please contact our preferred print suppliers (further information on The Volt) and they will deal with your request. If you require new literature that does not already exist, please email pressoffice@enwl.co.uk and we will develop new literature to meet your needs.

Accessing The Volt - for contractors

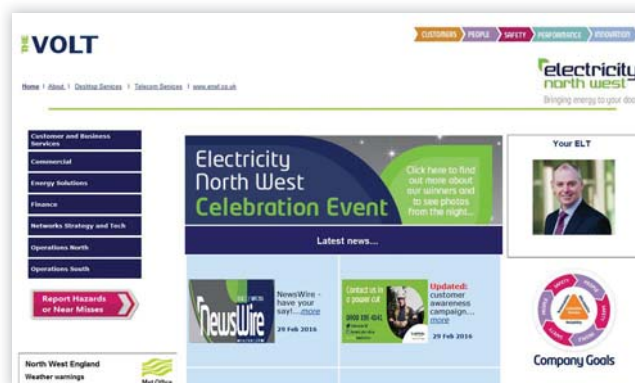
This document is for guidance only. We have added all of the detailed information you need to our internal site - The Volt (e.g. letter templates and ordering instructions for signs and PE etc). If you have an employee number, you can access The Volt through Citrix. If you do not have an employee number, please contact your area business contact.

1. When you log into Citrix, you will be presented with the following screen:



2. Double click the IE9 explorer icon and this will take you straight to The Volt homepage.

3. Once on The Volt homepage > click commercial > click customer communications.



4. If you want to print an item from The Volt, please forward this from your Electricity North West account (which your business contact will have set up) to your own work email in order to print.

5. You can also access this document at www.enwl.co.uk/customercommunications.



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