

Annex 9: Education and awareness strategy

This strategy sets out how we will ensure we continue to promote safety, STEM education and awareness as part of our commitment to the communities of the North West throughout ED2 2023-28

December 2021

About Electricity North West

Electricity North West Limited is one of 14 electricity distribution network operators (DNOs) in Great Britain. We are responsible for maintaining and upgrading 56,000km of network and nearly 500 major substations across the region. We supply the electricity to the diverse communities in the North West of England which extends from Macclesfield all the way up to Carlisle.

We are regulated by the Office of Gas and Electricity Markets (Ofgem) who provide DNOs with the license to operate and decide what's fair for us to charge our customers for each price control period.

Our current price control began in 2015 and runs to 2023. It's referred to as RIIO-ED1. In full, that stands for Revenue = Incentives + Innovation + Outputs, Electricity Distribution 1. Under this framework, the price we can charge our customers is fixed until the next price control, RIIO-ED2, which will run from 2023 until 2028.

Work is already underway to set the framework for RIIO-2 that applies to all energy network companies (i.e. gas and electricity distribution). The framework will determine what RIIO ED2, which begins on 1st April 2023, looks like.

The period which the RIIO-ED2 price control covers will see significant change in the way electricity is generated, consumed and stored, driving innovation across the whole energy system both now and into the future.

Contents

About Electricity North West	2
1. Welcome	4
3. Our track record and lessons from RIIO-ED1(2015-2023)	5
3.1 Transforming our communities responsibility framework	5
3.2 Delivering education and awareness in RIIO-ED1.....	6
3.2.1 Education programme	6
3.2.2 Working with universities	8
3.2.3 Customer and community safety and awareness.....	8
4. Approach for RIIO-ED2 2023-2028.....	10
4.1 Research and insight for an education and awareness strategy in ED2	10
4.2 Our education strategy for ED2	13
4.3 Our community education and awareness programme for ED2	15
5. Summary and Measures	17

1. Welcome

At Electricity North West we recognise the role that we play in wider society and the role that we have to play in education, both formally in schools and colleges, collaborating with universities and informally through community groups and by public safety and wider awareness campaigns. We acknowledge the national shortage of engineers and diversity in engineering industries and the role we play as a key employer in the region to inspire the next generation of engineers and attract a diverse and inclusive range of colleague's representative of our communities. We continue to support science, technology, engineering and mathematics (STEM) to create an educational pipeline into our industry and business.

For the last eight years we have delivered a successful primary education programme in schools reaching over 100 schools and approximately 3,500 pupils per year. It is curriculum based, supporting electrical circuits education and promoting essential public safety around our network. We also developed a secondary programme focusing on careers in the industry and aligned to our recruitment needs with a particular focus on attracting a diverse and inclusive range of candidates. We recognise the need to extend this educational outreach further to help support pupils in secondary schools, to inspire them to take STEM subjects and excite them to become our colleagues of the future, particularly those from underrepresented parts of our community.

The electricity industry is currently undergoing a substantial period of change with exciting developments particularly around sustainability and the decarbonisation of homes, industry and transport. This change brings the industry huge opportunities as we develop and maintain the digitally enhanced network for the future and innovate to meet the new challenges of UK Net Zero targets. More recently the Government has announced an ambition to support Net Zero and build back better after the coronavirus pandemic with better alignment of the green skills agenda to get the right skills in place for renewable energy and green technologies. As a critical part of that infrastructure, our research this year has indicated an opportunity to inspire pupils and young people in non-educational settings to develop wider awareness about the diverse range of opportunities, roles and the skills needed for the industry of the future along with practical support for sustainability and energy efficiency.

Whilst we initially developed a proposition for RII0-ED2 (ED2) to increase the provision of safety education in schools, our research indicated the need for material to be curriculum linked. It also highlighted greater support for secondary education, particularly around STEM subjects, support for green jobs in the transition to Net Zero and network innovation, energy efficiency and inclusive careers in the industry across all age groups.

Public safety and awareness around our network remains a key focus for us and our customers. It is imperative we continue to raise awareness in our communities about public safety around our networks and continue to work with partner organisations to regularly communicate safety messages and to raise awareness of our operations and role in the decarbonisation journey. Our strategy aims to continue to support essential curriculum, safety and careers-based programmes in schools, non-educational community groups, work with leading universities to develop innovative network solutions and raise awareness of our activities across the wider community.

Paul Bircham

Regulation and Communications Director, Electricity North West

3. Our track record and lessons from RIIO-ED1(2015-2023)

3.1 Transforming our communities responsibility framework

In 2017 we launched our Purpose and Principles in recognition of the crucial role we play in our communities and the increasing reliance our customers will have on electricity in the future.

Our Purpose *'Together we have the energy to transform our communities'* is central to our *'Transforming our Communities'* responsibility framework (corporate responsibility strategy) which was launched in 2019.

The Transforming our Communities responsibility framework (Fig. 1) demonstrates how we consider social, environmental and economic impacts in the activities we carry out. Using best practice examples and the work we have already done in RIIO-ED1 (ED1) the framework was developed to ensure that we consider a responsible approach across our business activities now and for the future. Under our framework each key area: our people and partners; our environment; and our communities are divided into a number of goals which are important to our business, our stakeholders and our colleagues. Below each goal are a series of commitments. These are regularly reviewed in line with best practice benchmarking.

Figure 1 Transforming our Communities responsibility framework



We recognise that education and awareness play an important role across a number of areas of the framework and connects and supports a number of other key strategies across the business.

Our people and partners are instrumental in the delivery of all aspects of the work we do to transform communities across our business, now and in the future. We are committed to maintaining and promoting a responsible approach to their safety and wellbeing and to ensure that we attract colleagues that represent our communities. Promoting community safety around our

network day to day is essential. As a result, our education and awareness programme is closely aligned to our approach to talent attraction, diversity and inclusion and health, safety and wellbeing.

We have an important role to play in ensuring that the electricity network is understood by our communities and ensuring that people can access the right support is vital especially to customers in vulnerable circumstances. As a result, our education and awareness programme is closely aligned to our partnerships and support provided for customers in vulnerable circumstances to ensure that they can access the available help in a power cut and for those experiencing fuel poverty.

We also recognise the central role that we can play in the UK's journey to Net Zero through both innovation and the transformation of the electricity network. A fully decarbonised UK power sector by 2035 is a crucial part of the UK Net Zero Strategy to support the UK hitting Net Zero carbon emissions by 2050 and the more challenging regional targets. This transformation of the way energy networks operate will bring opportunities for everyone, whether that's inspiring future employees of the exciting roles in the industry to deliver an efficient electricity network; training in 'green jobs' in green technology; people doing their bit to help their homes and communities generate and use renewable energy; using energy in the most efficient and flexible way possible, or benefitting by charging electric vehicles at times when renewable generation and capacity is high. Helping customers to understand all the changes and how they are impacted by them, how they can get involved, how we are preparing for the transition and supporting others in achieving theirs is a key role for us.

3.2 Delivering education and awareness in RIIO-ED1

Our approach to education and awareness has evolved throughout the ED1 period. We have developed our own STEM education programme and collaborated across the industry and with partners to promote safety and awareness messages and to develop network innovation.

3.2.1 Education programme

We recognise the importance of delivering safety and STEM education to keep our communities safe and to help address the national shortage of engineers especially women and people from an ethnic minority background in engineering industries, promote green skills to create a diverse educational pipeline into our industry and business.

Our education programme in ED1 has focused on six key areas:

1. Support curriculum-based safety and electricity topics in primary key stage 2 (KS2 aged 7-11) through our Bright Sparks programme;
2. Support regional public science fairs to raise industry and STEM awareness;
3. Support school and college engagement including recruitment fairs and careers events in line with our People and Diversity and Inclusion Strategies¹ with a particular focus in under-represented areas;
4. Collaboration with universities;
5. Promoting public safety around our network; and
6. Raising awareness of our services and particularly how we are supporting customers in vulnerable circumstances and the transition to Net Zero.

¹ Please see our Annex 27 Workforce Resilience Strategy

Over the past eight years we have delivered our in-school Bright Sparks workshops to around 3,500 pupils each year across the North West, working with STEM partners. The workshops delivered hands-on electricity and safety-based curriculum to Key Stage 2 (KS2) pupils. Our visits to more than 100 schools a year have helped us to achieve consistently good feedback from teachers and pupils and many repeat bookings.

“The children thoroughly enjoyed the Bright Sparks day, they learnt so much. Very practical and hands on. Great coverage.” *Flimby Primary School*

The great benefit of this programme is the availability of all the required resources, which as a small school, we don't have available. All the children were able to participate, with plenty of equipment and an excellent booklet.” *St James' Catholic Primary School*

“Covered all Y6 objectives as well as delivering important safety messages.” *Peer Hall Primary School*

“The children had a fantastic day. The delivery of the lesson was well paced, interactive and each child clearly made progress. Many children left the school wanting their own electricity kit, so they could make circuits at home.” *Haverigg Primary School*

We have also regularly supported a number of regional science festivals in partnership with Science and Industry Museum Manchester (SIM), University of Central Lancashire (UCLAN) and Manchester University (Teen Tech) reaching thousands of people. These events also provided an opportunity for our colleagues, including apprentices, to volunteer sharing circuits, safety and careers information to engage and inspire our potential future colleagues directly.

In line with our People and Diversity and Inclusion Strategies² we have also, throughout ED1, developed relationships with a number of regional secondary schools and mosques and attended careers fairs and provided career and industry support, including promoting our award-winning apprenticeship programme and work experience opportunities. Aligned to our support for customers in vulnerable circumstances we have also developed links with non-educational community groups supporting young people in diverse communities including Burnley Boys and Girls Club, Inspire Youth Zone, Girl Guides North West and mosques in Blackburn and Oldham.

In 2018-19 we built on our relationship with UCLAN and started to deliver STEM educational workshops in the secondary schools identified above, however when the Covid-19 pandemic hit we had to postpone all our secondary and primary Bright Sparks workshops as they are delivered face-to-face. This presented a gap in our programme and an opportunity to make resources more digitally available so that we could continue to inspire future generations.

² Please see our Annex 27 Workforce Resilience Strategy

As part of that development, in partnership with SIM we held two workshops with eight teachers and discussions with other distribution network operators (DNOs) to review our current material and share best practice.

Building on what teachers told us, we developed our [Powering your future education hub](#)³ including careers and electricity industry material and engaged external educational specialists to develop [Bright Sparks Online](#)⁴ an easy-to-use electricity programme, made up of four curriculum linked lessons for KS2 teachers that could be delivered in the classroom or remotely.

This online resource was launched in March 2021 and aims to spark young people's curiosity about the world around them and develop their understanding of sustainability, safety and electricity, from building electrical circuits to looking at why it's important to save electricity, and ways to do so. Importantly it is also clearly curriculum linked with supporting teachers notes, handouts and videos suitable for in school and home learning.

In 2021 we have continued to develop the collaborative approach to educational resource development, working with another DNO we will shortly launch an interactive safety game.

3.2.2 Working with universities

In addition to UCLAN, we have also worked with a number of universities to support delivery of our ED1 innovation strategy. Universities including Manchester, Strathclyde and Queens, Belfast have provided technical support, research and data analysis for our C2C, CLASS⁵ and Smart Street⁶ projects, which included calculating the financial and carbon benefits of the innovative solutions. Our innovation investment with academics in ED1 has been approximately £1.5m.

More recently as part of our Leading the North West to Net Zero Carbon plan⁷, we have been working with The Tyndall Centre for Climate Change Research at Manchester University and The University of Salford. Working with the Tyndall Centre we have produced information on a number of steps businesses can take to reduce energy bills and explain the benefits. The University of Salford is also working with us on the development of Net Zero substations and depots and alongside the Manchester University is working on the decarbonisation of housing stock. We are also working with the University of Lancaster looking at how an integrated transport system, including electric vehicles, can decarbonise the Lake District National Park and Cumbria.

3.2.3 Customer and community safety and awareness

While customers don't choose their network operator and we don't bill them directly, awareness of the business and our activities remains critical in a number of different areas. This includes who customers should contact in a power cut; safety around the network; our services to customers in vulnerable circumstances; and our investment in network reliability, resilience and decarbonisation.

³ <https://www.enwl.co.uk/about-us/transforming-our-communities/powering-your-future/>

⁴ <https://www.enwl.co.uk/about-us/transforming-our-communities/powering-your-future/bright-sparks/bright-sparks-online/>

⁵ <https://www.enwl.co.uk/go-net-zero/innovation/key-projects/class/>

⁶ <https://www.enwl.co.uk/go-net-zero/innovation/key-projects/smart-street/>

⁷ <https://www.enwl.co.uk/globalassets/go-net-zero/net-zero/documents/leading-the-north-west-to-net-zero.pdf>

Throughout ED1 we have worked with trusted partners to raise awareness of the Priority Services Register and energy efficiency and fuel poverty support provided to customers in vulnerable circumstances and to ensure that our communities most in need are targeted appropriately.

We have also worked in partnership with other DNOs and Electricity Networks Association (ENA), our representative national body, to promote a number of campaigns nationally. In 2016 the ENA launched a single power cut emergency number **105** which we regularly promote through our *winter ready* campaigns to reassure businesses, customers and consumers of the preparations we make to prevent power cuts and protect customers against supply loss during the winter months and periods of bad weather. We have also run our own local customer awareness campaigns, largely targeted over the winter period to promote our services including our Priority Services Register for customers and businesses, the support we provide and how they can get in touch if they need us.

We have a well-established communication and media approach to power cut incidents and by working closely with operational and customer contact centre colleagues ensure that information is shared in a timely and efficient manner. Over the past year (2020-21) our media coverage generated a reach of more than 57 million, showing the work we do each year to keep our communities informed on our role and work.

Working collaboratively with ENA we have also developed material as part of a *Look out, Look up!* campaign to promote National Farm Safety Week which we promote annually alongside regional partners including the National Farmers Union (Figure 2). Information on farm and angling safety is available on [our website](#)⁸.

Community safety messages are also regularly communicated as part of an ongoing awareness campaign around school holidays to, for example, to raise awareness of the dangers of our network and in particular trespass into substations etc.

Figure. 2 Awareness campaign examples



Our communications activities are not only about safety. We also regularly raise awareness of our investment programmes and take time to explain not only the immediate impact of, for example, roadworks and power cuts, but the longer-term network reliability benefits they bring. We also work with partners and regularly promote our enhanced services for customers in vulnerable circumstances and the priority services register along with the support we provide for businesses.

⁸ <https://www.enwl.co.uk/advice-and-support/safety-advice-incident-reporting/>

In ED1, as part of our Leading the North West to Net Zero carbon plan we have substantially increased the investment in raising awareness of decarbonisation and our role in the energy revolution. We have worked with partners including local universities to create and promote information of how to reduce energy bills for businesses and customers in our region and continue to promote and share the work we are doing in this area to encourage and inspire others. Visit our Go Net Zero website for further information <https://www.enwl.co.uk/go-net-zero/>.

In 2018-19, in partnership with Science and Industry Museum Manchester, we sponsored an exciting immersive exhibition demonstrating the development of electricity in our lives now and in the future. We continue to work with the museum and other partners to share innovative messages about energy, decarbonisation and climate change.

4. Approach for RIIO-ED2 2023-2028

During the next price control period RIIO-ED2 (ED2) we will continue to build on and enhance the education and awareness resources and campaigns we have already developed to support the responsible business framework goals and support the commitments in our business plan.

4.1 Research and insight for an education and awareness strategy in ED2

Our business plan has been shaped by extensive customer and stakeholder research⁹ which gave participants an opportunity to influence our proposals from the ground up and engage on the issues that really mattered to them. Our draft plan was published for stakeholder consultation in July 2021.

Feedback from Jane Campbell, Engineering UK: *“It was very relevant to the goals the industry needs to achieve. It was good to read that your strategy aligns with the Government’s ambition to build back better and that your research recognises the importance of more support around STEM subjects in secondary education and linking this to the transition to Net Zero and green recovery and the varied careers that will be in demand for this future workforce. It was also great to read that you recognise the need to extend your educational outreach to inspire more young people from groups that are underrepresented in engineering to study STEM subjects.”*

In the first customer connection phase of the research¹⁰ safety and raising awareness were clearly identified as priorities. Raising awareness was a new priority area identified by customers as a key requirement of meeting the needs of consumers and network users. As part of our willingness-to-pay research in 2020 we tested seven business plan priorities (Figure 3) including raising awareness. The quantitative results indicated agreement of 86% (safety) and 85% (raising awareness). In general, our customers and consumers were unaware of the diverse range of services that we provided and indicated an appetite to understand more.

⁹ See Annex 1 Customer research findings, Willingness to Pay & Triangulation and Annex 30 Stakeholder and Customer Engagement Approach

¹⁰ See Annex 1 Customer research findings, Willingness to Pay & Triangulation

Network	Customer	Environment	Other
<ul style="list-style-type: none"> Delivering a reliable network Building a resilient network Keeping employees and customers safe 	<ul style="list-style-type: none"> Meeting our customers' needs Supporting customers in vulnerable circumstances 	<ul style="list-style-type: none"> Helping the North West become carbon neutral Electricity North West's direct environmental impact 	<ul style="list-style-type: none"> Providing value for money Keeping bills as low as possible Raising awareness

Figure. 3 Business Plan Priorities

A detailed proposition based on education in schools was further developed and tested as part of our research in 2020 (Figure 4).

During testing the education proposition received 88% acceptability overall (85% from customers only). It scored 100% among the deliberative panel of informed customers. The minority who thought the proposal was unacceptable thought it lacked ambition, or its scope was limited.

Safety education

Work with schools to expand our safety education programmes

We will deliver educational awareness campaigns in person and online to ensure customers take precautions when working with or near electrical equipment to significantly reduce the risk of injury. Our campaigns will include other key topics such as education and careers, targeting school, college and university students.

We currently undertake a programme of Safety visits to schools in partnership with trusted third party providers. Based on positive feedback from those who receive this, we will significantly scale it up and offer more widely.

This initiative includes analytics to review the ongoing effectiveness of the programme.

BENEFIT: Increased awareness among the future generation of the dangers of electricity and behaviour change that saves lives.

Figure 4: Education proposition used in acceptability testing

Taking onboard this feedback we reviewed triangulation of internal and external research¹¹ and worked with external education specialists to develop an industry and curriculum-based education strategy for ED2.

We found that there is evidence to expand the educations programme from a focus on safety to further promote STEM, sustainability, energy efficiency and the net zero transition, and skills to support workforce resilience.

¹¹ See Annex 1 Customer research findings, Willingness to Pay & Triangulation

- Workforce challenges include **loss of existing talent**, competition in the **recruitment and retention** of talent, **limited pipeline of young people** choosing STEM subjects, skills gaps and shortages and **lack of diversity** in the workforce
- The Institute for Public Policy Research reports there are **skills gaps** throughout the energy and low carbon sectors (e.g. digital and data skills)
- Engineering Brand Monitor 2019: adults are the most common sources of **careers information** for young people, yet the majority reported a lack of confidence in giving careers advice in engineering careers– **target parents, carers and teachers**
- Energy and Utilities Skills Partnership: Important to **reshape the perception of the sector** by communicating what engineering is, what roles the sector offers and information on the next steps to become an engineer
- There is an **under representation of women and people who identify as ethnic minority** in the sector. Work is required to instil confidence in a diverse population including girls and young women that they can become an engineer and work with them to improve their **knowledge, perceptions and desirability to work in the sector**
- YouGov’s research on behalf of National Grid has found that being part of the solution to tackling climate change is a big, **untapped motivator** for men and women of all ages and backgrounds. **More than half (57%) want to work for an organisation that helps get us there.**
- **House of Commons Environmental Audit Committee (EAC) Green Jobs** in October 2021 recommended that environmental sustainability is embedded across all National Curriculum and A level courses, and a module on sustainability included in every apprenticeship and T-level course.
- However, research from the Princes’ Trust shows that even though young generations are technology able **they don’t all have the skills to source information on topics like energy efficiency and low carbon technology**, so it is important to consider digital literacy and use wider engagement tools.

Our education specialists worked with teachers (KS2-4) and students (aged 7-13) and provided the following insight:

- Material must **align to the national curriculum** and Gatsby benchmarks – easily accessible and curriculum linked;
- **Meaningful content** – updated and easily accessible resources applied to real life;
- **Conveys diversity and inclusivity** and increases understanding of current and future opportunities in the sector;
- **Cross curricular** – link STEM to innovation, creativity, problem solving and curiosity; and
- Career opportunities extend beyond typical roles and harness interest in environment.

“I don’t want to work with electricity, I want to work with computers and do cool stuff like that”
Lewie, age 7

“Safety messages feel tired: there’s a reliance on videos which generally cover the same ground: child (usually a boy) kicks football/other item into electricity sub-station, climbs in to get it against the advice of their friends, gets sizzled up”

Sarah, primary teacher

“A job in electricity is something I’m interested in, particularly because I know we need to eliminate fossil fuels”
Maisie, age 13

Our research also indicated the following potential subjects (Figure. 5) that could be supported in a developing curriculum-based education programme. This will remain under review subject to the EAC Green jobs recommendations and any further curriculum changes.

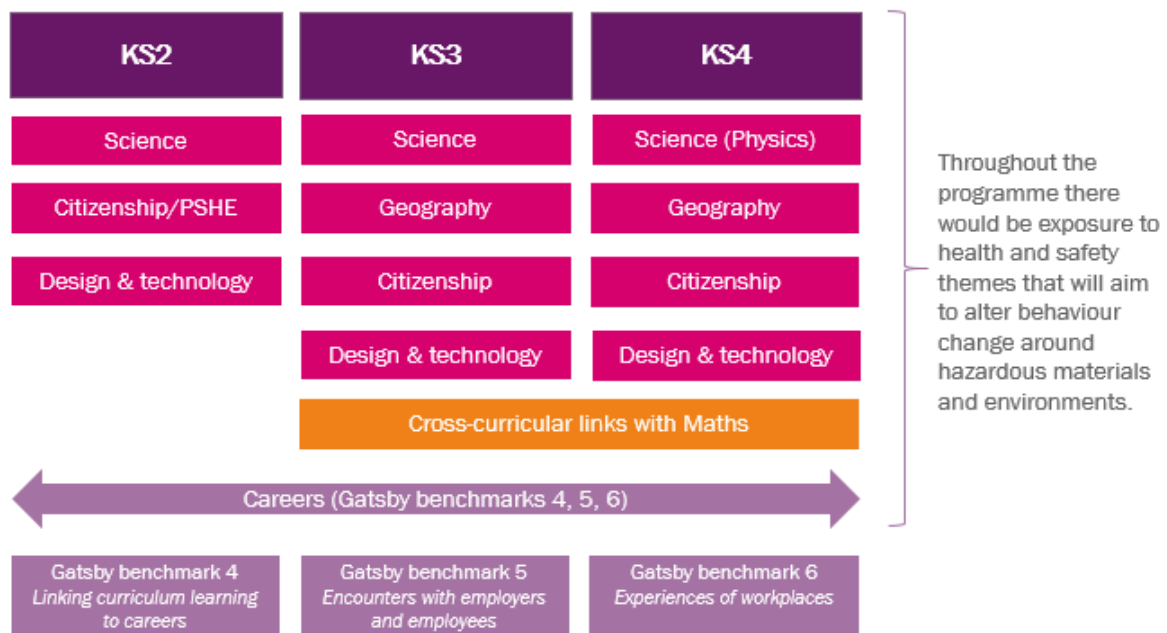


Figure 5: Potential breadth of future curriculum-linked education materials

Further customer research, as part of the ED2 stakeholder engagement programme highlighted the need to tailor awareness messages to ensure that messages were locally recognisable and tailored to different audience segments. Research with One Manchester as part of our ED1 Consumer Vulnerability programme also provided further insights on how to engage with different demographics, particularly those with learning disabilities and cognitive impairment and youth groups. This learning will be taken forward into our ED2 awareness campaigns, particularly where they align with our Electricity Users in Vulnerable Circumstances Strategy Annex 8

4.2 Our education strategy for ED2

Building on our existing education programme for ED1 and research findings, we will build on the existing KS2 Bright Sparks electricity and safety programme to develop further material to support energy efficiency, decarbonisation and Net Zero messages in line with the curriculum recommendations in EAC Green Jobs report The approach will also increase our secondary education support aligned to our DSO strategy, Environmental Action Plan Annex 13, Electricity Users in Vulnerable Circumstances Annex 8 and Workforce resilience strategy and our diversity and inclusion strategy Annex 27¹², including opportunities around the developing green skills and jobs agenda in line with the UK Net Zero Strategy and maintaining and developing our links with universities in line with our innovation strategy¹³. Working collaboratively with the industry and education specialists

¹² See Annex 27 Workforce Resilience Strategy

¹³ See our Innovation strategy: <https://www.enwl.co.uk/go-net-zero/innovation/our-innovation-strategy/>

we will reinforce the link between each of the education stages to ensure that consistent and relevant messages are delivered across the curriculum.

Our education strategy for ED2 (2023-28) aims to:

- support the needs of the national curriculum in electricity, sustainability particularly energy efficiency and net zero and STEM related topics;
- promote community safety around the electricity network;
- recognise the exciting role that the electricity industry will play in sustainability, future decarbonisation and net zero including the range of roles and 'green jobs' available in the industry; and
- offer young people in the North West the chance to explore what the future electricity industry looks like and feel confident to join the industry in line with our diversity and inclusion strategy and the developing green skills opportunities.

We will develop and deliver the programme with a range of partners including schools and educational establishments alongside building existing and new relationships with non-educational community groups and continue to support our colleagues and enable them to also support their communities. We will continue to collaborate with universities to ensure that academic research is incorporated into our business decision making and used as appropriate. This is particularly important as we collaborate with partners to decarbonise and digitise the network and to support the delivery of innovation across the network and our business operations.

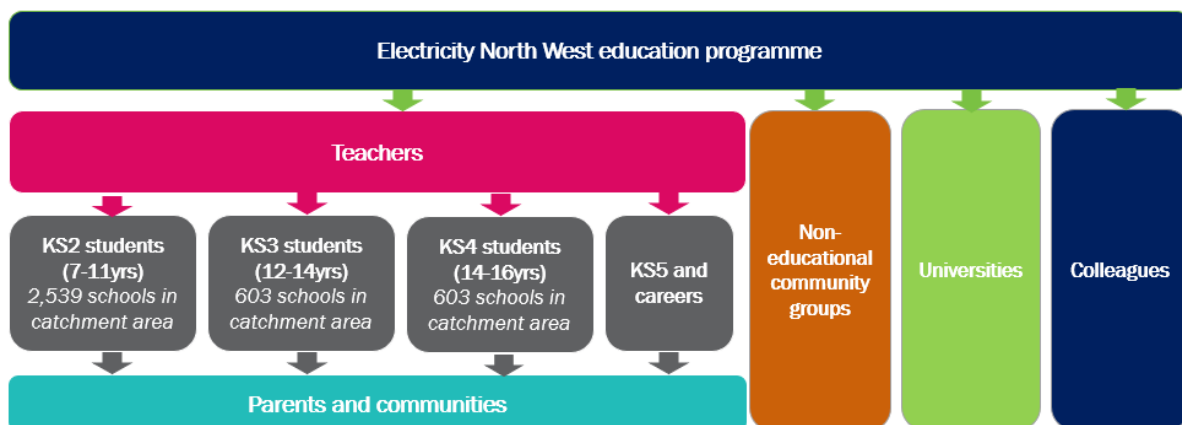


Figure 7: ED2 education programme overview

Our education approach will be based on the following principles:

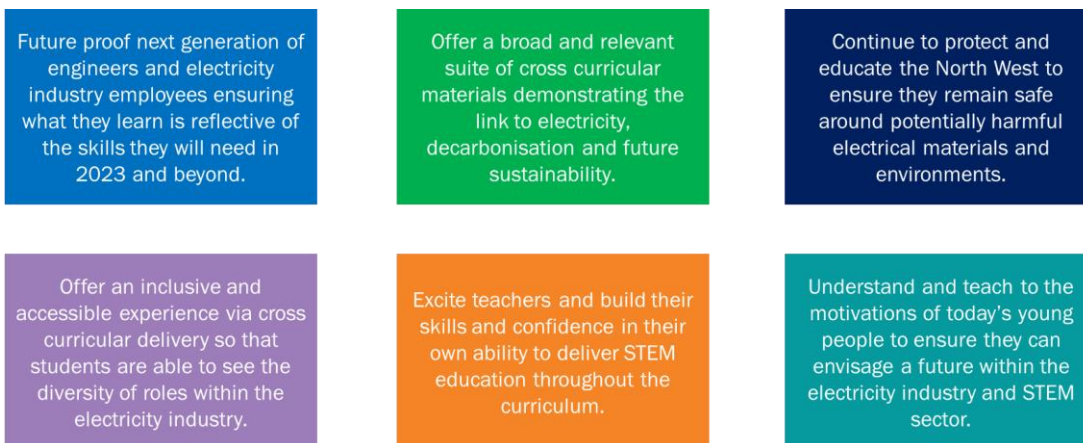


Figure 8: Education strategy principles

Our education strategy for ED2 will focus on ten key areas, including new ones to aligned to the UK Net Zero Strategy and Green Jobs recommendations, promoting links to curriculum and industry-based STEM in primary and secondary schools and our network of STEM ambassadors:

- Continue to support and develop curriculum-based safety, sustainability and electricity topics in KS2 through our Bright Sparks workshops (or similar) and offer more widely through the Bright Sparks online programme;
- **NEW** Develop new Bright Sparks curriculum-based resources to support EAC Green Jobs report recommendations (if appropriate)
- **NEW** Develop a curriculum based KS3 and KS4 secondary education programme linked to relevant STEM subjects, energy efficiency and jobs in the energy sector including promotion of green jobs and the net-zero energy workforce;
- Support school and college engagement including recruitment fairs and careers events in line with our People and Diversity and Inclusion Strategies¹⁴;
- **NEW** develop a company network of volunteer STEM ambassadors and provide suitable resources to enable them to deliver support to schools;
- Support regional science fairs to raise industry and STEM awareness;
- Collaborate with universities to support delivery of our Innovation Strategy and Net Zero ambitions;
- Promote community education and public safety around our network;
- Promote energy efficiency, decarbonisation of the UK power sector, solar PV, heat pumps and electric vehicles and the support available to customers and communities in vulnerable circumstances in line with customers in vulnerable circumstances strategy; and
- Raise awareness of decarbonisation and the exciting role of the electricity network in sustainability and the Net Zero transition in line with our strategy and the UK Net Zero Strategy to fully decarbonise the power sector by 2035.

4.3 Our community education and awareness programme for ED2

Our research has told us that ‘delivering a safe network’ and ‘raising awareness’ are high priorities for our customers. We will therefore build on our existing customer and community awareness

¹⁴ Please see our Annex 27 Workforce Resilience Strategy

programmes to ensure that important safety, operational, customer and messages about the future electricity network are shared.

Building on our existing community education and awareness programme for ED1 we will identify and promote community safety messages. We will continue to participate in industry-wide safety awareness campaigns e.g. network and household safety, electrical goods safety, farming and fishing near overhead lines, collaborating through Electricity Networks Association, our representative national body. We will enhance these national campaigns and develop more regionally-focused campaigns in conjunction with other utility operators and partner organisations.

Working with our community partners and as part of Utilities Together, a group of regional utility providers, we will enhance and develop further campaigns to support customers in vulnerable circumstances and promote our Priority Services Register and energy efficiency in line with our Electricity Users in Vulnerable Circumstances strategy¹⁵. Additionally, based on the ED1 One Manchester Research the proposed Vulnerability Engagement Fund will help ensure that we tailor and segment messages and campaigns and learn insights on how we engage with different demographic for learning disabilities and cognitive impairment and youth groups. It will help us understand why different communities or groups don't engage with us or how we provide the right support during a power cut to tailor to the vulnerabilities. Our ED2 business plan outlines several major investment programmes to safeguard public safety and we will promote and communicate those initiatives throughout ED2 to ensure that customers and communities are aware of the steps that are being taken to protect communities and ensure safety.

We will continue to raise awareness of our operational activity and investments to enhance and protect customers reliable supplies and our network assets and the support we provide in a power cut and as outlined in our Electricity Users in Vulnerable Situations strategy¹⁵.

Aligned to our crucial role in raising awareness around safety and reliability, we will engage with and educate customers and stakeholders around our role in enabling the North West to reach Net Zero carbon emissions, and explain how we can support communities, businesses and individuals in playing their part in that. Our Leading the North West to Net Zero plan¹⁶ and Environmental Action Plan¹⁷ sets out our plans to drive down our own carbon emissions so we can inspire, guide and collaborate with others to do the same. This will be achieved via direct and targeted engagement along with a programme of events and campaigns across the North West, recognising that different geographical areas and regions have different challenges and opportunities in terms of the generation, distribution, storage and usage of energy and associated carbon emissions.

In addition, we will help everyone understand the transformation of the energy market that needs to happen to support the fully decarbonised UK power sector by 2035 commitment in the UK Net Zero Strategy to support the UK reaching Net Zero by 2050 We will support even more ambitious regional targets, aiming for net zero by between 2030 (Lancashire) and 2038 (Greater Manchester). Households and businesses will have greater flexibility and control over their electricity and will be able to unlock the potential from new technologies like battery storage and electric vehicles in their everyday lives. Our Electric vehicle strategy¹⁸ sets out the actions we will take to lead and support

¹⁵ See Annex 8 Electricity Users in Vulnerable Situations strategy

¹⁶ <https://www.enwl.co.uk/globalassets/go-net-zero/net-zero/documents/leading-the-north-west-to-net-zero.pdf>

¹⁷ See Annex 13 Environmental Action Plan

¹⁸ See our Electric Vehicle Strategy: <https://www.enwl.co.uk/go-net-zero/our-plans-to-go-net-zero/our-electric-vehicle-strategy/>

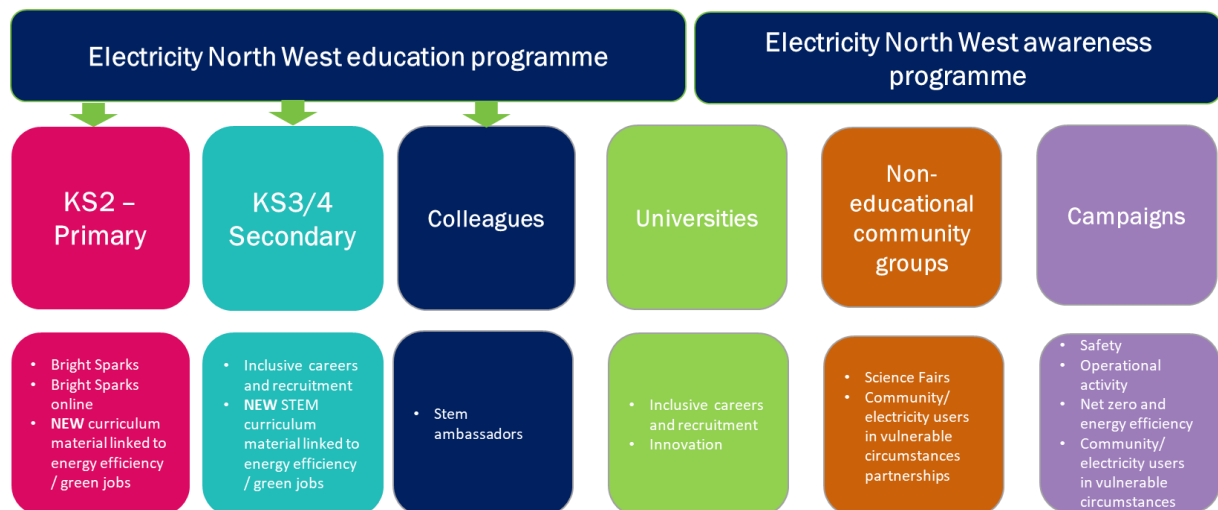
our customers on our journey to decarbonise the region’s transport and our DSO strategy¹⁹ describes our changing role and the steps we will take to become a proactive manager of a smarter and more flexible electricity distribution system.

All these changes will require the acquisition and retention of new talent and skills for network operators such as ourselves. Helping our customers understand new technology and new ways of doing things in the electricity sector is essential to us bringing everyone with us on our journey and opening up the many opportunities to all.

We will:

- Communicate and promote safety to reassure customers and the community that network safety is a top priority;
- We will continue to participate in industry-wide safety campaigns;
- We will work with local partners i.e. other utilities, NFU etc to promote safety messages and targeted campaigns;
- We will develop and deliver awareness tailored campaigns to explain our operational activity and support for customers in vulnerable circumstances;
- We will work with partners to develop and promote services to electricity users in vulnerable circumstances
- We will develop awareness campaigns to help customers and communities in decarbonisation, the transition to Net Zero and the distribution system operation transition;
- We will work collaboratively in line with other strategies within the business plan and with other stakeholders to raise awareness.

5. Summary and Measures



Commitment	Detail	Measure
1. Bright Sparks	Working with partners we will continue to deliver and develop Bright	We will aim to deliver over 100 Bright Sparks workshops (or

¹⁹ See our DSO Strategy: <https://www.enwl.co.uk/go-net-zero/our-plans-to-go-net-zero/dso/>

	Sparks workshops (or equivalent) to North West primary schools.	equivalent) to 3,500 KS2 pupils per year.
2. Bright Sparks On-line	<p>We will share and promote the new Bright Sparks on-line resources to schools we are unable to reach by our workshops.</p> <p>We will review and refresh the material at least once in the five-year ED2 period to ensure it meets curriculum requirements and EAC Green Jobs recommendations.</p>	<p>We will promote our resources every year to schools across the region and aim achieve 500 downloads / views over the ED2 period. Potentially reaching over 15,000 pupils.</p> <p><i>(20% of the approx. 2,500 primary schools in the North West)</i></p>
3. Safety material	Working with Energy Networks Association (ENA) and other DNOs we will review and refresh the school safety videos and other material.	<p>Develop and promote at least one new and updated safety video (or similar) to schools across the region.</p> <p>Develop new safety material in-line with teacher feedback.</p>
4. Secondary education material	<p>We will develop curriculum linked secondary education material and identify a range of subject areas incorporating sustainability (net zero, energy efficiency), science and problem solving and aligned to Gatsby benchmarking.</p> <p>We will review material to ensure it meets curriculum requirements and EAC Green Jobs recommendations.</p>	<p>New material to be developed by 2024 and promoted annually to c600 secondary schools in the region and aim to achieve over 120 downloads. Potentially reaching over 3,600 pupils.</p> <p><i>(20% of the approx. 600 secondary schools in the North West)</i></p>
5. STEM ambassadors	Develop and support a network of volunteer STEM ambassadors across the organisation.	<p>Create a network of 25 STEM volunteers across the company.</p> <p>Develop a series of materials for volunteers to use across a range of subjects.</p>
6. Science Festivals	Continue to support regional science festivals.	Support two annual science festivals across the region each year.
7. Partnerships	We will work collaboratively with partners, including non-educational community groups to promote safety, energy efficiency and STEM across North West.	Number of partners involved
8. Review education material in ED2	We will review the success of the programme via participant feedback.	Undertake regular participant feedback and measure outputs.

	We will strategically review our education programme with professionals during ED2 to ensure that it remains fit for purpose and delivers value.	At least once in ED2
9. Raise awareness of decarbonisation and the transition to Net Zero	We will collaborate and develop education materials and campaigns to raise awareness of decarbonisation, energy efficiency, Net Zero and distribution system operator transition and ensure that no one is left behind.	Undertake regular participant feedback and measure outputs.
10. Community safety and awareness	We will regularly communicate our operational activity and investment programmes to raise awareness. Collaborate with the ENA and other partners to share national and regional community safety messages.	Reach of messages via a range of communications channels
11. University collaboration	We will continue to work with universities to promote STEM, innovation and decarbonisation.	Number of partnerships in ED2