

“Our Programme of Listening” Stakeholder Engagement Strategy and Implementation Plan (RIIO-ED1)

Introduction

It is impossible to do our job without speaking to the people to whom we provide a service. Every day we are speaking to people about new connections to our electricity network, about our plans to replace or repair cables in their area, and about how to be safe around overhead lines and substations. This is our day-to-day work. We want to hear about things that are affecting people now and a separate implementation plan sets out how we are going to do this.

We are also looking to the future – specifically what service our customers and other stakeholders want from electricity distribution networks over the next two decades and how highly they value these services. Our regulator, Ofgem, has asked us to prepare a business plan for the period 1 April 2015 – 31 March 2023. This process is referred to as RIIO-ED1. By placing the needs of our stakeholders at the centre of our planning, we can ensure that our distribution network is fit for purpose. We can't do this without knowing what our stakeholders will want. This plan sets out how we are going to make sure their voices are heard.

Our approach to listening to our stakeholders remains the same whether on RIIO-ED1 or day to day issues. We are committed to:

- being easy to contact: we offer a range of ways to get in touch with us
- listening to everyone fairly and equally: we want to hear everyone's views
- providing timely responses: when you ask us a question, one of our locally based colleagues will be in touch within five working days to provide a clear and accurate response.
- showing how your views have informed our plans, policies and processes: we will analyse and consider every response we receive. We will publish how we have incorporated key themes within our business as appropriate.

In addition to this, our regulator, Ofgem, has set us a challenge of increasing our understanding of our stakeholders’ expectations by:

- identifying who our stakeholders are
- developing effective means of engaging with them
- incorporating their views into the decision making process

We are committed to being user-centred and will take the outputs of our engagement activity and incorporate them, as appropriate, into our business processes, procedures and our business plan. This document sets out our strategy for stakeholder engagement and how we plan to implement it.

Our Stakeholder Engagement Strategy

We are committed to placing our stakeholders at the centre of our business planning and improvement processes. We can’t do this without knowing what our stakeholders want and need.

1. Identifying of our stakeholders

We have developed a list of stakeholders who we felt could add particular insight into our day-to-day business and RIIO-ED1 business planning process.

We have created a centralised stakeholder contact and record management system to enable us to actively manage engagement across the business. This is managed in accordance with ISO 9001 and our Data Protection Standard.

2. Understanding our relationship with our stakeholders

We have categorised our stakeholders based upon our existing relationships with them; the level of influence they have over our business plan and processes; and their interest in helping us shape it.

3. Actively engaging our stakeholders

We offer a range of ways to engage with us: interviewer administered surveys, written consultation documents; audio recorded focus groups with electronic audience response system; on-line surveys; structured interviews with stakeholders; stakeholder meetings, events, fora and workshops; customer voice groups.

With our stakeholders in mind, we will continually monitor and evaluate our mechanisms of engagement to ensure they sustain constructive engagement.

4. Informing our stakeholders

Our network and customer performance reports are publicly available in a range of formats.

We will produce and regularly update our stakeholder engagement and communication plan which will provide stakeholders with enough information, and in a format they want, to enable them to participate in key debates.

5. Listening and responding to stakeholders

We will publish key themes arising from our stakeholder consultation processes and our response to them so that our stakeholders know what action we will be taking both to improve our internal processes and how it has informed our business plan.

6. Being accessible to our stakeholders

We are committed to being open and easy to talk to.

Engaging with our RIIO-ED1 Stakeholders

We are aware that no single method of engagement will tell the full story and so we have selected a range of measures. Additionally, we have designed our method of engaging with stakeholders to triangulate our findings. This is so that we can test the reliability of our findings by comparing the key themes emerging from Our Consultation Papers, surveys, one-to-one stakeholder interviews, focus groups, events and customer voice groups. **Table 2: Our approach to engaging with our RIIO-ED1 Stakeholders** sets out our strategy. We are committed to being open and transparent. We will make all the materials used to gather our stakeholders feedback; along with our analysis and consideration of their responses available on our website.

Table 2: Our approach to engaging with our RIIO-ED1 Stakeholders

Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
Street and telephone survey	01 June – 31 July 2012	Domestic customers	Interviewer administered survey	Quantitative data on customer priorities for our RIIO-ED1 business plan		<ul style="list-style-type: none"> • Number of respondents • Publication of our analysis and consideration of responses • Publication of how we have incorporated key themes into the first consultation paper
Our First and Our Second Consultation Papers	<ul style="list-style-type: none"> • Our First Consultation Paper 20 September – 16 November 2012 • Our Second Consultation Paper 11 February – 29 March 2013 	<p>There are a large number of stakeholders and customers who will either have an interest; or be affected by our business plan within the RIIO-ED1 price control period.</p> <p>We would like to hear from all our RIIO-ED1 stakeholders.</p>	<p>Written consultation document written so that the content is accessible to everyone. They provide enough information to allow the reader to make informed comment; and those with more knowledge of the industry to draw upon this as they respond.</p> <p>These have been made available in hard copy and electronic format.</p> <p>Responses can be submitted using a web form, by email or post.</p>	Quantitative and qualitative data on the experience and views of respondents.	<p>Media Activity Launch press release issued to all media contacts national/regional and trade contacts print and broadcast media.</p> <p>Web Activity Launch press release placed on SSEPD and SSE corporate website</p> <p>Social media Social Media posts “We’re seeking your views on the future of delivering electricity to customers’ homes.”</p> <p>Internal activity Staff communications to raise awareness within Power Distribution and wider organisation.</p>	<ul style="list-style-type: none"> • Number of views received • Analysis and consideration of responses • Publication of how we have incorporated key themes into the business plan

Supporting Documents

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For more information go to
www.ssepd.co.uk/HaveYourSay/ED1

Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
Focus groups	<ul style="list-style-type: none"> • 20 November – 11 December 2012 	<ul style="list-style-type: none"> • Connections Customers • Innovation Community • Environmental interest groups • Land-use planning communities • Domestic, commercial and industrial customers (including their representatives and those who experience supply interruptions) 	Audio recorded Focus Groups with Electronic Audience Response System	Quantitative and qualitative data on the experience and views of respondents	<p>Media Activity Supporting press releases for workshops north and south (will be done just after events), appropriate photography, supporting quotes etc. Issue to all media contacts national/regional and trade contacts print and broadcast media.</p> <p>Web Activity Post workshop press releases placed on SSEPD and SSE corporate websites.</p> <p>Internal activity Staff communications to raise awareness within Power Distribution and wider organisation.</p>	<ul style="list-style-type: none"> • Number of views received • Analysis and consideration of responses • Publication of how we have incorporated key themes into the business plan

Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
On-line survey	<ul style="list-style-type: none"> • 04 December 2012 – 29 March 2013 	<ul style="list-style-type: none"> • Minor and major connections Customers • Domestic, commercial and industrial customers • Domestic customers who experience interruptions 	Self-completion survey	Quantitative data on respondents views	<p>Media Activity Launch press release issued to all media contacts national/regional and trade contacts print and broadcast media. Offering interviews on how stakeholders can get involved (local radio stations).</p> <p>Web Activity Launch press release placed on SSEPD and SSE corporate website</p> <p>Social media Social Media posts “The electricity industry is changing – have your say”</p> <p>Use Facebook and Twitter to notify and remind stakeholders that we are seeking their views via on-line survey.</p> <p>Internal activity Staff communications to raise awareness within Power Distribution and wider organisation.</p>	<ul style="list-style-type: none"> • Number of views received • Analysis and consideration of responses • Publication of how we have incorporated key themes into the business plan

Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
One-to-one Interviews	<ul style="list-style-type: none"> 20 November – 11 December 2012 	<ul style="list-style-type: none"> Customer Representatives Environmental interest groups 	Structured interviews to ensure we captured the voice of groups who were unable to attend focus groups	Quantitative and qualitative data on the experience and views of respondents		<ul style="list-style-type: none"> Number of views received Analysis and consideration of responses Publication of how we have incorporated key themes into the business plan
Events in Parliaments	<ul style="list-style-type: none"> 12 March Westminster 19 March Holyrood Event 	<ul style="list-style-type: none"> MP MSP 	Engaging participants using quantitative approach.	Quantitative on the views of respondents	<p>Parliamentary events Scottish Parliament: MSP sponsored lunchtime event, invitation to all MSPs in SHEPD area and other MSPs with an energy interest</p> <p>Westminster: Drop in sessions in a room at Westminster where we are able to brief MPs in SEPD area on activities in their constituencies and our plans under ED1</p> <p>Dedicated Briefings Targeted briefing with energy spokespeople, relevant Ministers and meetings at the constituency offices of MSP/MPs with a particular interest</p> <p>e-Newsletter Development and emailing of an e-newsletter on ED1 and wider Networks activity</p>	<ul style="list-style-type: none"> Number of views received Analysis and consideration of responses Publication of how we have incorporated key themes into the business plan

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Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
Stakeholder Events	<ul style="list-style-type: none"> • 26 March 2013 in SHEPD • 28 March 2013 in SEPD 	<p>There are a large number of stakeholders and customers who will either have an interest; or be affected by our business plan within the RIIO-ED1 price control period.</p> <p>We would like to hear from all our RIIO-ED1 stakeholders.</p>	Engaging participants using quantitative and qualitative approaches at an event.	Quantitative and qualitative data on the experience and views of respondents	<p>Media Activity Invitations to media to attend the Stakeholder Seminar (national/regional and trade contacts print and broadcast media).</p> <p>Web Activity Press release placed on SSEPD and SSE corporate website</p> <p>Social media Social Media posts</p> <p>Internal activity Staff communications to raise awareness within Power Distribution and wider organisation.</p>	<ul style="list-style-type: none"> • Number of views received • Analysis and consideration of responses • Publication of how we have incorporated key themes into the business plan

Method of engagement	Timing	Audience	Process to gather the data	Outcome	Communication	Reporting the engagement outputs and outcomes
Customer Voice Groups	<ul style="list-style-type: none"> As required 	<p>There are a large number of stakeholders and customers who will either have an interest; or be affected by our business plan within the RIIO-ED1 price control period.</p> <p>RIIO-ED1 Customer Voice Groups will be made up of representatives from Stakeholders in quadrant D of Figure 3.</p>	<p>Engaging a group of people and enabling them to influence our service.</p> <p>This group will act as a scrutiny panel.</p>	Minutes of the meetings	<p>Media Activity Launch press release issued to all media contacts national/regional and trade contacts print and broadcast media.</p> <p>Web Activity Launch press release placed on SSEPD and SSE corporate website On-line survey on home page of SSEPD</p> <p>Social media Social Media posts</p> <p>Internal activity Assist with internal communication plan in conjunction with stakeholder team for early next year - staff communications i.e. workshops, ongoing SSEnet/news features to raise awareness within Power Distribution and total organisation. Discuss with events team, continue to build business case for marketing support.</p>	<ul style="list-style-type: none"> Publication of how we have incorporated key themes into the business plan