



ANNEX 10: EDUCATION, OUTREACH AND CORPORATE SOCIAL RESPONSIBILITY

Electricity North West Limited

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1. Executive Summary

1.1 Overview

We define corporate social responsibility (CSR) as ensuring our business is successful in the inclusion of social and environmental considerations into our operations. This means looking at the needs of the business and communities and looking at ways to utilise our business strengths for community enhancement.

Our robust stakeholder engagement processes and programme, following the principles of AA1000, informs our CSR decision-making. Together these programmes offer a complementary and holistic approach to the long-term sustainability of our business, helping us both mitigate risk and positively contribute to the communities in which we work.

1.2 Following internationally-recognised best practice

Our commitment to being a responsible business is clear. Our Chief Executive, Steve Johnson, sits on the Business in the Community North West Advisory Board. We benchmarked ourselves against the Business in the Community CR Index for the first time in 2013 achieving a score of 54%.

We are committed to working with our stakeholders to improve this score from now and throughout the RIIO-ED1 period.

We will also continue to report against the Global Reporting Initiative (GRI) guidelines which we have done since 2011. GRI provides companies and organisations with a comprehensive sustainability reporting framework that is widely used around the world.

Together with our commitment to follow Accountability’s AA1000 principles, we have a robust framework to base our CSR, stakeholder engagement and sustainability strategy on.

 AccountAbility	 CORPORATE RESPONSIBILITY INDEX	 Global Reporting Initiative™
Stakeholder engagement principles of: <ul style="list-style-type: none"> • Inclusivity • Materiality • Responsiveness 	Focus on: <ul style="list-style-type: none"> • Community • Workplace • Environment • Marketplace 	Sustainability in: <ul style="list-style-type: none"> • Economic • Environmental • Social

2. Education

The predicted lack of engineers to come out of the education system is a key area of focus for our business, the community and the UK economy at large. It is predicted that by 2020, the UK will require approximately 830,000 engineers and yet, according to the Royal Academy of Engineering, we are only producing 23,000 annually. As a major engineering employer we need to play our part in encouraging students in the study of science, technology, engineering and maths (STEM) subjects. This will be of long term benefit to our business and the wider community.

We've worked hard with STEM providers in our area – Cumbria, Lancashire and Greater Manchester – to assess the curriculum and ascertain where it would be best for us to focus our involvement.

Due to the nature of the school system, and the requirement for students to choose subjects for GCSE levels, we have been targeting Key Stage 2 (8-11 year olds) with a scheme called 'BrightSparks' to ensure that an enjoyment and appreciation of the electricity syllabus occurs before students attend secondary school and make subject choices.

Up to 2023 we want to target more schools with our programme and also formally partner with other stakeholders such as the Museum of Science and Industry to promote STEM subjects. Through their annual science festival and other events, we aim to extend our engagement with young people outside of the classroom.

Developing a robust educational programme makes sense from a long-term strategic perspective. To implement our plans and ensure that the North West's energy requirements are met we need to ensure we have a workforce in place to deliver, now and in the future.

3. Safety

We are committed to promoting the awareness our customers have of the potential safety risks associated with contact with the electricity distribution system and how customers can avoid danger.

In the RIIO-ED1 period we will continue to identify potential risks and any incident trends that indicate increased risk due to changes in customer activities. Where necessary we will develop and implement appropriate communications to increase customer awareness of risk and precautions.

The types of communication methods we will use will include information available on our web-site, attendance and presentation at relevant events which provide the opportunity to promote awareness, personal response to specific customer queries regarding safety implications associated with their activities and running specific public safety events that can be attended free of charge.

4. Scheme overviews

Scheme: BrightSparks (Age 8-11)

Provider: Cumbria & Greater Manchester STEM

Overview of scheme: One day session aligned to national curriculum that teaches young people about electricity and safety.

Over 6,000 children have taken part in this scheme since Electricity North West got involved.

Future developments:

- Metrics to demonstrate learning of day
 - inclusion of fuel poverty messages to raise awareness
 - Website resource
 - Include a 'future technology' section to include smart meters and electric cars
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Scheme: Tomorrow's Engineers (Age 12-15)

Provider: Engineering UK

Overview of scheme: The Tomorrow's Engineers programme delivers careers awareness through extra-curricular engineering activities that give young people in targeted schools, i.e. those who have not yet had the opportunity to take part in such a programme, the chance to get hands on with engineering and ask questions about what real-life engineering jobs entail. These are underpinned by curriculum-linked careers information and resources, and an ambassador engagement programme to reinforce careers learning and provide signposts on the next steps to a career in engineering.

This new scheme commenced in September 2013.

Future developments:

- Metrics to record effectiveness of session
 - Link to BrightSparks programme
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Scheme: Big Bang fair Cumbria (Age 11 – 17)

Provider: Cumbria STEM centre

Overview of scheme: The Big Bang Near Me hosts inspirational scientists and engineers with the sole goal of opening the minds of young people. There are careers workshops to visit and local companies' on-hand to give insight into future careers nearby and beyond. They are there to answer questions and enthuse the engineers and scientists of the future.

We started sponsoring this annual event in 2012 and plan to continue sponsorship in the future.

Future developments:

- Link to graduate and apprentice scheme
 - Support CREST awards which are linked to the Big Bang fair
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Scheme: STEM ambassadors (Employees)

Providers: Regional STEM centres

Overview of scheme: Ambassadors are an invaluable and free resource for teachers and schools. They offer their time voluntarily to enthuse and inspire students within schools about STEM subjects. They can do this through a variety of activities such as clubs, careers talks, helping with school events, lessons and competitions, and much more.

Future developments:

- Increase the number of employees trained as STEM ambassadors
- Increase the number of school sessions we take part in

Scheme: Museum of Science & Industry (MOSI)

Provider: MOSI

Overview of scheme: Sponsorship of the annual Manchester Science Festival which attracts over 80,000 visitors, in order to inspire the next generation of science students and raise awareness of the company and the opportunities available.

Future developments:

- Installation of car charging point at MOSI – offer issued
- Collaboration on the re-furbishment of the power hall

Current initiatives:

- Continue to sponsor employees individual community involved through the charitable donation process. 15 employees were supported in 2012-13 with a further 25 expected in 2013-14.
 - Continue to support the employee chosen corporate charity (currently The Christie)
 - Offer and develop the employee volunteering scheme (currently at two days per employee per year)
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