

A photograph of two utility workers in safety gear. One worker, a woman with blonde hair, is seen from the side, wearing a white hard hat and a yellow high-visibility jacket. The other worker, a man with a beard and glasses, is facing her, also wearing a white hard hat, safety glasses, and a yellow high-visibility jacket. They are in a utility room with wooden walls and yellow ladders in the background. The man is smiling and pointing towards the woman.

Customer communications

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

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 ensure we keep phones charged, TVs streaming and 2.4 million homes warm for our five million customers.

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 2018/19, we received 8836 complaints and enquiries about site issues. 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.

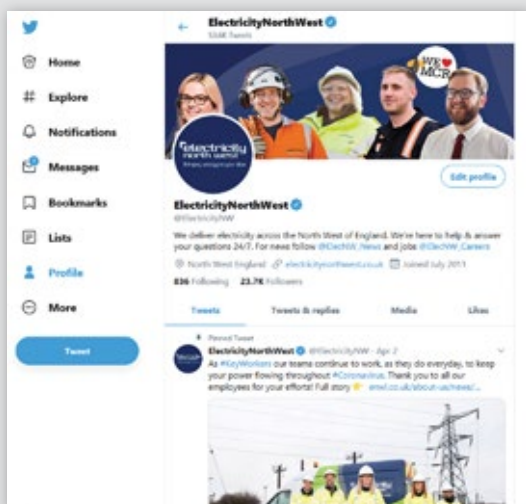
All supplementary information that is referenced in this document e.g. letter templates and ordering instructions for signs and PPE etc available on [The Volt, Our Brand](#).

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:

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 following 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 The 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 the Communications team for approval Work with external (or in-house) sign suppliers to develop signs and send to the Communications team 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 the 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 the 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 the Communications team Advise appropriate stakeholders (e.g. thanks, apologies etc) and seek feedback on site performance

Pro forma

Pro formas are available on the [Customer communications page](#).

Customer communication flow chart

LOW IMPACT

What does this look like?

- Supply interruption < 100 properties and/or five 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

MEDIUM IMPACT

What does this look like?

- Supply interruption to 100 - 5000 properties and/or 5 - 20 small businesses and/or up to five 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 pressoffice@enwl.co.uk
- Meet with local parish council and key businesses 8-12 weeks before work starts
- Arrange for the 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 four 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 > five 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 pressoffice@enwl.co.uk
- Meet with local parish council or senior representatives and key businesses 8-12 weeks before work starts
- Arrange for Customer team to contact Priority Services Register customers
- Speak to the Communications 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 eight 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.



Guidance notes

If 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.

Our brand

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. If in any doubt please email ElectricityNorthWestCommunications@enwl.co.uk



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.



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 in full and never be broken up. The logo always includes the strapline.

Livery

Following the successful roll-out of our branded vehicle livery the majority of our fleet is now fully wrapped in our new branding. We have a process for updating any remaining fleet as the vehicles come to the end of their working life and are replaced.

Magnetic strip branding, with our logo and partnership branding, is used to brand contractor vehicles.

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



Our branded vehicles.



Contractor vehicle with partnership branded signage.

ID cards

All Electricity North West employees should carry their Electricity North West ID card at all times. Our trusted contractors carry their own-branded ID cards, and this is communicated in our customer letters.

By being clear in our communications it will help to identify our employees and contractors, 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.



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.	

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.

<p>We're working to make sure your power supply is safe and secure</p> <p>Thank you for your patience</p>			
Expected site clear date:	Day	Month	Year
Permit number:			
Site managed by:			
<p>Help keep our sites tidy, email your feedback to ratemysite@enwl.co.uk</p> <p>www.enwl.co.uk 0800 195 41 41  </p>			

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

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

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.



On site signage



Link Box signage

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

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. These are available as outdoor PVC banners and Herras banners specifically for fencing around an area of work.

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.



Herras fencing project banner



PVC project banner

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 to complete this
- Once approved the artwork should be sent to our approved printers using our [Print Portal](#). If you do not have access to the print portal you can request access on the login page. This will be approved within two working days
- Orders require line manager approval and a supporting cost centre code for the item. This will need to be provided before the order can be placed. You do not need to raise a purchase order.

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.

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 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:

£7m investment in Manchester's power network

A huge seven figure sum is to be invested in South Manchester by the region's power network operator.

Electricity North West has started work on its £7m South Manchester Enterprise Zone project upgrading part of the power network near Manchester Airport.

The firm is installing a new 23,000-volt substation housing two 40-tonne electricity transformers almost doubling network capacity in the area.

Electricity North West will also install 30km of new underground electricity cables, with multiple cables along a 5km route between Styal Road and Thorley Lane to power the rapidly expanding Airport City Manchester and surrounding areas.

Work is under way and the scheme will improve power supply to thousands of homes and businesses in the local area.

Electricity North West project manager, Ian Greenwood, said: "As the region's power network operator, we want to provide the best service possible to our customers. That means now, and planning for the future too.

"We're supporting the region's aims to meet a net-zero commitment by 2030, and that means we're investing in the power network now as we all move away from fossil fuels and use more sustainably-generated electricity. Airport City is an exciting project for not only Manchester but the whole region. As more businesses come to the area, there will only be an increase in demand for power.

"That's why we are proactively installing a new substation, massively increasing capacity on the power network in the area. The new substation will ensure that customers will continue to receive the power they need today and in the future.

"As always we will do our best to keep disruption to a minimum. Digging up roads isn't easy for people and commuters. We'd like to take this opportunity to thank everyone for their patience and support to allow us to carry out this essential work safely."

To allow work to be carried out safely traffic management systems will be in place on the main route between Styal and the airport as well as several residential areas where new 23,000 volt cables will be laid.

The full traffic management programme has been worked on or will be agreed with Manchester City Council.

Jonathan Haigh, managing director of MAG Property and Airport City JV Partner, added: "Investment in this new infrastructure is essential to facilitate the delivery of our ambitious landmark £1 billion Airport City development, and unlocking the potential to bring 20,000 new jobs to the region over 10-15 years.

"With works set to commence imminently on approved plans for a new £5 million pedestrian bridge, hotel development and office development, we have worked collaboratively with Electricity North West and other stakeholders to ensure the power demands of occupants are met – both in the short term and in the longer term as Greater Manchester progresses towards its aim of becoming carbon neutral and a healthier, cleaner and greener city-region."

Electricity North West will closely monitor the flow of traffic in the area but please allow extra time for your journey and try to avoid the area where possible. For more information and updates please visit www.enwl.co.uk/withlandflow.



£1m investment in Rautenstall power network

The region's power network operator, Electricity North West, is investing more than £1m to upgrade the power network for 6,000 customers in Rautenstall, in Runcorn.

Starting on Monday 8 April, engineers will begin replacing nine underground power cables stretching 1.2km along Risco Road. The cables have been in place since the 1970s and will be replaced with new updated electricity cables.

Some customers in the area have experienced power outages over the past few years, caused by the aging cables, which has triggered the need for the essential work.

Michael Davies, area manager for Electricity North West, said: "We pride ourselves on delivering the very best service to our customers and we have recognised that this work is essential to prevent any further power outages in the area.

"These cables have been in place since 1955 and it is now time for our engineers to replace the cables to ensure thousands of customers in Rautenstall receive the power they need when they need it.

"We know that although we'll work hard to keep disruption to a minimum, digging up local roads is never easy for people and commuters, so we would like to take this opportunity to thank everyone for their patience and support to allow us to carry out this essential work safely."

To allow engineers to safely carry out the work there will be a mixture of temporary traffic lights and a one way system on Risco Road from Monday 8 April. The project is due to be completed in October.

Electricity North West will closely monitor the flow of traffic but please allow extra time for your journey and try to avoid the area where possible. For more information and updates please visit www.enwl.co.uk/rautenstall.



Final phase of major £3m Stalybridge power upgrade set to get under way

The final phase of a major £3m power upgrade project which will benefit 58,000 customers in Stalybridge, Buxton, Cloppock and the High Peak areas will soon be getting under way.

Engineers from Electricity North West are replacing 7 km of underground power cable, which has been powering the area since the 1970s, with new updated and environmentally-friendly eco-cables.

Already 1,500 letters have been issued to local residents and businesses and more than 1,000 workbooks have been sent out to customers at a stand at the local Tesco supermarket on Trinity Street, Stalybridge recently.

Engineers have completed work at Stalybridge on Wakefield Road and Huddersfield Road and will start work on Mutton Road on 4 August.

John Patch, transmission south manager for Electricity North West, said: "These cables have been in place since 1980 and they have served the area well but it's now time for our engineers to replace them to ensure that every home and business in the area continues to enjoy the power they need when they need it.



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.

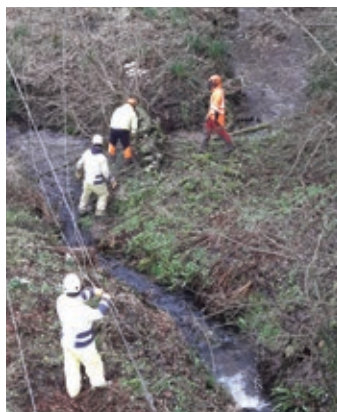
Since 2012, we have been using social media to provide accurate and timely information and proactive advice to customers and we now have a combined following of over 116,000 people.

During the storms, social media is 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 principals contractors carry their own organisation's branded when working on our behalf, including having their own-branded ID cards, PPE and vehicles (with reference to our partnership). Letters to customers therefore should always be issued with specific reference to the contractor and their branding to minimise any confusion.

How to distribute letters:

1. Use the relevant letter template from [The Volt](#)
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 using the [online Print Portal](#)
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.

1 Name
Address 1
Address 2
Address 3
Address 4
Address 5
Address 6

2 Telephone: 01234 567890
person@enwl.co.uk

Electricity North West
Barton Street, Portwood, Stockport,
Cheshire, SK1 2JD.

Bringing energy to your door

Electricity North West
Barton Street, Portwood, Stockport,
Cheshire, SK1 2JD.

<Current Date>

3 Dear
Main Heading in Calibri bold 11pt
Use the style: **BODY TEXT** for the main body of the letter. This is set to Calibri, 11pt, justified.
By using a standard style for all letters, Electricity North West will portray a consistent and professional image. Letters should not be personalised with bright colours or unusual typefaces. Using the standard formats will keep all letters in a house style.
Do not adapt the formatting, these templates are set up to use the correct style. You can change the size of the typeface if required, however it should never be smaller than 9pt or larger than 12pt.
Use a single line return between paragraphs. Do not indent paragraphs.

4 • Use the style **BULLET** for all bullet text
• This will keep a clear consistent style
• Do not use lots of different sizes or weights as this will make the letter look messy and unprofessional

A letter should communicate the message as clearly as possible.

Yours sincerely,

5 Personal name or team name
Job Title

Electricity North West Limited, Registered in England & Wales No: 2366949, Registered office: Barton Street, Portwood, Stockport, Cheshire, SK1 2JD.

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 Calibri, 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.

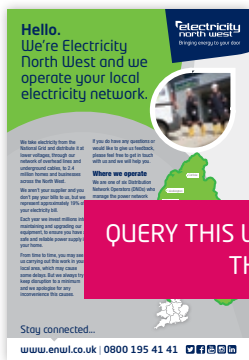
5 Signature

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

Branded literature

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 the [online Print Portal](#) (access via 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. This literature can be kept in your home or office as and when needed.

QUERY THIS WITH RO - CAN'T FIND IT ON THE PRINT PORTAL.



PSI advanced warning

Reason for use;

Customers will be part of a planned service interruption. There are also leaflets for multiple interruptions and PSI postponements.



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 be part of our additional welfare services so that we can provide them with extra support. You can also direct them to our website for further information www.enwl.co.uk/priority



Tree cutting

Reason for use;

This leaflet can be delivered to customers to give them more information on our vegetation management processes which can help them understand the process better.



How to order literature or create new literature?

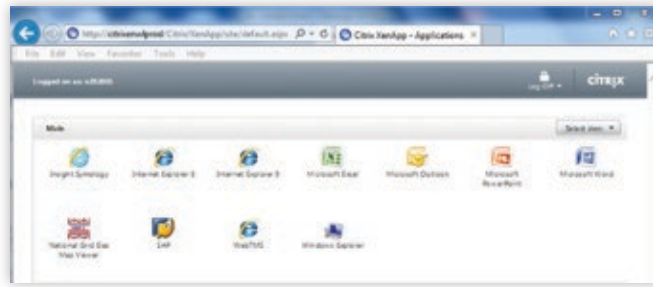
If you need to order literature, please order it via our Print Portal (which can be found on The Volt). If you require new literature that does not already exist, please email pressoffice@enwl.co.uk and we will develop new literature to meet your needs.



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 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 a similar screen in the first image:
2. Double click the web 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.



electricity
north west

Bringing energy to your door

Registered address: Borron Street, Portwood, Stockport,
Cheshire, SK1 2JD. Registered Number 2366949
Phone: 0800 195 4141
Website: www.enwl.co.uk