



## MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

Sealand Road, Chester CH1 4LR. (Chester (0244) 377111)

*Chairman*  
*Deputy Chairman*

B. R. HASTINGS, B.SC.(HONS.)  
R. T. GALES, B.SC.(ENG.), C.ENG., F.I.E.E.  
CLLR. O. EDWARDS, M.B.E., J.P.

*Members*

T. JONES, C.B.E., J.P.  
M. J. MOORE, O.B.E., J.P., M.SC. (*Chairman, Consultative Council*)  
D. MORLEY-SMITH  
J. G. PARKES, M.A.  
LORD SEFTON OF GARSTON

### **Chief Officers**

*Chief Engineer*

J. FISHER, B.ENG., C.ENG., F.I.E.E.

*Secretary*

L. J. SCUDAMORE, B.SC., C.ENG., F.I.E.E.

*Chief Accountant*

G. G. BARNES, F.C.A.

*Chief Commercial Officer*

(*Acting*)

*Management Services Controller*

W. N. SHIRES, C.ENG., M.I.E.E.

C. W. LEONARD, I.P.F.A.

### **Group Managers**

R. J. BARRACLOUGH, B.A., A.C.M.A.

N. MADEN, C.ENG., M.I.E.E.

### **Engineering Department**

*Deputy Chief Engineer*

G. HAUGHAN, C.ENG., M.I.E.E.

*Assistant Chief Engineers*

*Civil*

H. C. FOREMAN, C.ENG., M.I.C.E.

*Plant & Construction*

J. S. ROBERTS, C.ENG., M.I.E.E.

*System Management*

D. FARQUHAR, C.ENG., M.I.E.E.

*Technical*

J. M. COWAN, DR.ING., B.SC., C.ENG., F.I.E.E.

### **Secretary's Department**

*Personnel Manager*

G. J. McLENNAN, B.SC., PH.D., M.I.P.M.

*Assistant Secretaries*

*Administration*

T. D. HAMILTON, M.A., F.C.C.A.

*Legal*

D. N. WILLIAMS, LL.B.

*Education & Training Officer*

D. KERNAN, F.I.MAR.E., A.M.B.I.M.

### **Accountant's Department**

*Deputy Chief Accountant*

K. S. LEACH, F.C.C.A., A.C.M.A.

*Assistant Chief Accountants*

*Financial & Management*

*Accounts*

R. HUYTON, M.B.E., A.C.C.A.

*Finance & Stores*

G. DODD, F.C.C.A., A.M.B.I.M.

*Internal Audit*

D. G. TOMSETT, A.C.I.S., A.I.A.C.

*Revenue*

R. D. EVANS, A.C.C.A.

### **Commercial Department**

*Deputy Chief Commercial Officer*

(*acting*)

D. H. HOLMAN, B.A.

# MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

## Assistant Chief Commercial

### Officers

|                               |                                |
|-------------------------------|--------------------------------|
| Appliance Marketing           | W. SAUNDERS, B.A.              |
| Commercial Economist (acting) | J. W. THOMPSON, B.A.(ECON.)    |
| Energy Sales                  | R. I. JOWETT, C.ENG., M.I.E.E. |
| Installation & Service        | W. D. HIGGS                    |

## Management Services Department

|                             |                      |
|-----------------------------|----------------------|
| Computer Service Manager    | J. Peaker, A.C.M.A.  |
| Area Magazine               | Contact (monthly)    |
| Editor, Press & Information | K. BALDWIN, M.I.P.R. |

### DATA OF AREA

Area: 4,721 sq. miles    Population: 3,044,800    Per sq. miles: 645    Employees: 5,859

| Annual Data                    | 1976/77      | 1977/78      | ± Per cent |
|--------------------------------|--------------|--------------|------------|
| kWh sales                      | £266,989,000 | £306,917,000 | +15.0      |
| Purchase of electricity        | £222,471,000 | £249,878,000 | +12.3      |
| Distribution                   | £9,806,000   | £10,812,000  | +10.3      |
| Consumer service               | £3,883,000   | £4,370,000   | +12.5      |
| Meter reading & a/cs           | £4,276,000   | £4,830,000   | +13.0      |
| Administration                 | £3,090,000   | £3,307,000   | + 7.0      |
| Interest                       | £8,603,000   | £8,685,000   | + 1.0      |
| Balance of Revenue             | £1,509,000   | £7,626,999   | —          |
| Reserve at 31 March            | £26,140,000  | £33,766,000  | —          |
| GWh sold net                   | 14,278       | 14,206       | - 0.5      |
| Off-peak GWh sold              | 448          | 554          | - 7.0      |
| Maximum demand net MW          | 2,767        | 2,758        | - 0.3      |
| Load factor %                  | 63.3         | 63.7         | —          |
| Consumers at 31 March          | 1,186,904    | 1,204,157    | + 1.5      |
| Domestic consumers             | 1,054,480    | 1,070,848    | + 1.6      |
| Domestic kWh/domestic consumer | 3,950        | 3,910        | - 1.0      |

## Districts

### NORTH MERSEY DISTRICT

Bridle Road, Bootle, Merseyside L30 4XA. (051-525 3681)

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|                              |  |
|------------------------------|--|
| District Engineer            | A. EYRES, C.ENG., M.I.E.E.               |
| District Commercial Engineer | D. E. NOAD, A.M.B.I.M.                   |
| Administrative Officer       | G. SHOESMITH, F.C.A., I.P.F.A., A.C.I.S. |

107 sq. miles    Pop. 453,100    Cons. 186,079    MWh/s 1,494,000    (Dom. 45.5%)

### Shops

| Towns        | Address                      | Early Close    | Telephone       |
|--------------|------------------------------|----------------|-----------------|
| Bootle       | 121 Mariners Way, New Strand | Wednesday      | 051-922 5696/7  |
| Formby       | 11 Chapel Lane               | Wed. (all day) | Formby 72513    |
| Kirkby       | 8 Newtown Gardens            | Wednesday      | 051-546 4994    |
| Maghull      | 24 West Way                  | Wed. (all day) | 051-526 1423    |
| Norris Green | 22 Broadway, Norris Green    | Wednesday      | 051-226 5848    |
| Southport    | 171 Lord St.                 | Tuesday        | Southport 40378 |
| Walton       | 62 Walton Vale               | Wednesday      | 051-525 2618    |
| Waterloo     | 119 South Rd., Liverpool 22  | Wednesday      | 051-928 4923    |

### LIVERPOOL DISTRICT

Lister Drive, Liverpool L13 7HJ. (051-228 0909)

2

|                              |  |
|------------------------------|--|
| District Engineer            | C. E. DONOVAN, C.ENG., M.I.MECH.E., M.I.E.E.               |
| District Commercial Engineer | R. C. HODSON, B.SC.(HONS.), D.M.S., A.M.B.I.M., M.C.I.B.S. |
| Administrative Officer       | P. FALCON, A.C.M.A., A.C.I.S.                              |

68 sq. miles    Pop. 614,700    Cons. 218,203    MWh/s 2,036,000    (Dom. 34.2%)

## MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

### Shops

| <i>Towns</i>   | <i>Address</i>                      | <i>Early Close</i> | <i>Telephone</i> |
|----------------|-------------------------------------|--------------------|------------------|
| Allerton       | 67 Allerton Rd., Liverpool 18       | Wednesday          | 051-722 2612     |
| Garston        | 12 Speke Rd., Garston, Liverpool 19 | Wednesday          | 051-427 4845     |
| Huyton         | Derby Rd., Huyton                   | Thursday           | 051-489 1814     |
| Liverpool City | 56/57 St. John's Precinct           | —                  | 051-709 0751     |
| Old Swan       | 674/676 Prescott Rd., Liverpool 13  | Wednesday          | 051-228 8587     |
| Prescot        | 37 Eccleston St.                    | Thursday           | 051-426 6785     |

### MID MERSEY DISTRICT

3

Central Road, Wilderspool Causeway, Warrington WA4 6QD. (Warrington 51151)

|                                     |  |
|-------------------------------------|--|
| <i>District Engineer</i>            | A. R. COOPER, A.M.C.T., C.ENG., M.I.E.E., A.M.B.I.M. |
| <i>District Commercial Engineer</i> | J. G. NORBURY  |
| <i>Administrative Officer</i>       | D. HODGETTS, A.C.C.A.                                |

161 sq. miles Pop. 417,600 Cons. 157,210 MWh/s 3,785,000 (Dom. 13.3%)

### Shops

| <i>Towns.</i>         | <i>Address</i>   | <i>Early Close</i> | <i>Telephone</i> |
|-----------------------|------------------|--------------------|------------------|
| Frodsham              | 102 Main St.     | Wed. & Sat.        | Frodsham 32988   |
| Runcorn Shopping City | Town Sq.         |                    | Runcorn 74675    |
| St. Helens            | 4 Bridge St.     | Thursday           | 0744 22524       |
| Warrington            | Buttermarket St. | Thursday           | Warrington 34738 |
| Widnes                | 35 Albert Rd.    | Thursday           | 051-423 3707     |

### DEE VALLEY DISTRICT

4

Rhostyllen, Wrexham, Clwyd LL14 4DU. (Rhos, Wrexham 840441)

|                                     |                                  |
|-------------------------------------|----------------------------------|
| <i>District Engineer</i>            | J. PARRY, C.ENG., M.I.E.E.       |
| <i>District Commercial Engineer</i> | R. A. WILLIAMS, C.ENG., M.I.E.E. |
| <i>Administrative Officer</i>       | A. J. ELLINSON, B.ENG., C.ENG.   |

713 sq. miles Pop. 383,300 Cons. 154,793 MWh/s 2,987,000 (Dom. 17.7%)

### Shops

| <i>Towns</i>   | <i>Address</i>      | <i>Early Close</i> | <i>Telephone</i>      |
|----------------|---------------------|--------------------|-----------------------|
| Chester        | 22 Northgate St.    | Wednesday          | Chester 26053         |
| Ellesmere Port | 11 Marina Drive     | Wednesday          | 051-355 3026          |
| Neston         | 5 Bridge St.        | Wed. & Sat.        | 051-336 1666          |
| Corwen         | 15 Bridge St.       | Wed. & Sat.        | 0490 2286             |
| Johnstown      | 16 High St.         | Wed. & Sat.        | Rhos (Wrexham) 840154 |
| Shotton        | 58 Chester Rd. West | Wednesday          | Deeside 813242        |
| Wrexham        | 15 Queen St.        | Wednesday          | Wrexham 4144          |

### NORTH WIRRAL DISTRICT

5

Craven Street, Birkenhead L41 4BT. (051-647 7040)

|                                     |   |
|-------------------------------------|---|
| <i>District Engineer</i>            | R. H. MORLEY, B.SC.(ENG.), C.ENG., M.I.E.E.               |
| <i>District Commercial Engineer</i> | G. BOWERS   |
| <i>Administrative Officer</i>       | J. E. ROBERTS, B.ENG., C.ENG., D.M.S., M.I.E.E., A.C.C.A. |

75 sq. miles Pop. 348,200 Cons. 141,686 MWh/s 969,000 (Dom. 52.0%)

### Shops

| <i>Towns</i> | <i>Address</i>     | <i>Early Close</i> | <i>Telephone</i> |
|--------------|--------------------|--------------------|------------------|
| Birkenhead   | 7 Grange Rd. West  | Thursday           | 051-647 8187     |
| Heswall      | 23 Pensby Rd.      | Wednesday          | 051-342 3621     |
| Moreton      | 267 Hoylake Rd.    | Wednesday          | 051-677 5713     |
| New Ferry    | 87 New Chester Rd. | Saturday           | 051-645 5017     |
| Wallasey     | Wallasey Rd.       | Wednesday          | 051-638 3243     |
| West Kirby   | 9 Banks Road       | Wednesday          | 051-625 7348     |

MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

**MID CHESHIRE DISTRICT**

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Macon Way, Crewe, Cheshire CW1 1DQ. (Crewe 55171)

*District Engineer* G. ZEHER, C.ENG., M.I.E.E., M.I.E.R.E.  
*District Commercial Engineer* N. WALSH, C.ENG., F.I.E.E.  
*Administrative Officer* M. G. METCALFE, A.C.A., B.SC.(ECON.)

415 sq. miles Pop. 274,400 Cons. 105,040 MWh/s 1,100,000 (Dom. 35.0%)

**Shops**

| Towns     | Address           | Early Close     | Telephone      |
|-----------|-------------------|-----------------|----------------|
| Crewe     | 44 Victoria St.   | Wednesday       | Crewe 4181     |
| Knutsford | 9/11 Princess St. | Wed. (all day)  | 0565 4181      |
| Northwich | 6 Town Sq.        | Wednesday       | 0606 6758      |
| Winsford  | 9 Queens Parade   | Wed. (all day)  | 060-65 2705    |
| Nantwich  | 22 Swine Market   | Wed. (all day)  | Nantwich 64885 |
| Sandbach  | 8 Congleton Rd.   | Tues. (all day) | Sandbach 2411  |

**CLWYD DISTRICT**

7

Cefndy Road, Rhyl, Clwyd LL18 2TT. (Rhyl 55144)

*District Engineer* L. GRIFFITHS, C.ENG., M.I.E.E., A.M.I.E.R.E.  
*District Commercial Engineer* K. APPLETON  
*Administrative Officer* G. D. COOKSLEY, B.COM., F.C.C.A.

693 sq. miles Pop. 241,900 Cons. 100,261 MWh/s 743,000 (Dom. 53.2%)

**Shops**

| Towns      | Address         | Early Close      | Telephone   |
|------------|-----------------|------------------|-------------|
| Colwyn Bay | 11 Station Rd.  | Wednesday        | 0492 30125  |
| Flint      | 8 Chester St.   | Wed. (all day)   | 03526 2551  |
| Llandudno  | Mostyn Broadway | Wed. (all day)   | 0492 77242  |
| Llanrwst   | 20 Ancaster Sq. | Thurs. (all day) | 0492 640481 |
| Mold       | 26 High St.     | Thursday         | 0352 3431   |
| Prestatyn  | 236 High St.    | Thursday         | 07456 2401  |
| Rhyl       | Bodfor St.      | Thursday         | 0745 55847  |
| Ruthin     | 3D Clwyd St.    | Thurs. (all day) | 082-42 2118 |

**GWYNEDD DISTRICT**

8

St. Helens Road, Caernarfon LL55 2YB. (Caernarfon 4166)

*District Engineer* A. R. SHAW, C.ENG., M.I.E.E.  
*District Commercial Engineer* D. J. WILLACY, C.ENG., M.I.E.E., M.C.I.B.S.  
*Administrative Officer* D. HUGHES A.C.M.A.

812 sq. miles Pop. 156,400 Cons. 71,324 MWh/s 604,000 (Dom. 44.8%)

**Shops**

| Towns              | Address                 | Early Close   | Telephone    |
|--------------------|-------------------------|---------------|--------------|
| Bangor             | Wellfield Shopping Cen. | Wednesday     | 0248 4254    |
| Blaenau Ffestiniog | High St.                | Thurs. & Sat. | 076-681 328  |
| Caernarvon         | 9/11 Pool St.           | Thursday      | 0286 3516    |
| Holyhead           | Market St.              | Tuesday       | 0407 2500    |
| Llangefni          | Glanhwfa Rd.            | Tuesday       | 024-872 3490 |
| Portmadoc          | 29 High St.             | Wed. & Sat.   | 0766 2294    |
| Pwllheli           | Lower Cardiff Rd.       | Thurs. & Sat. | 0758 3124    |

**OSWESTRY DISTRICT**

9

Maesbury Road, Oswestry, Salop SY10 8JL. (Oswestry 5331)

*District Engineer* R. A. OWEN, C.ENG., M.I.E.E.  
*District Commercial Engineer* L. PRICE  
*Administrative Officer* E. T. WILLIAMS, A.C.I.S.

MERSEYSIDE AND NORTH WALES ELECTRICITY BOARD

1,029 sq. miles Pop. 107,500 Cons. 47,840 MWh/s 355,000 (Dom. 45.7%)

| <i>Towns</i> | <i>Address</i> | <b>Shops</b> | <i>Early Close</i>  | <i>Telephone</i> |
|--------------|----------------|--------------|---------------------|------------------|
| Newtown      | Broad St.      |              | Thurs. (all day)    | 0686 27429       |
| Oswestry     | 6 Salop Rd.    |              | Thursday            | 0691 5140        |
| Whitchurch   | 3 Green End    |              | Wednesday (all day) | 0948 2310        |

**ABERYSTWYTH DISTRICT**

**10**

Lluest, Llanbadarn Fawr, Aberystwyth, Dyfed, SY23 3UA. (Aberystwyth 3141)

|                                     |                    |
|-------------------------------------|--------------------|
| <i>District Engineer</i>            | D. G. PARRY        |
| <i>District Commercial Engineer</i> | L. PRICE           |
| <i>Administrative Officer</i>       | R. LEWIS, A.C.I.S. |

648 sq. miles Pop. 43,700 Cons. 21,721 MWh/s 147,000 (Dom. 57.1%)

| <i>Towns</i> | <i>Address</i>          | <b>Shops</b> | <i>Early Close</i> | <i>Telephone</i> |
|--------------|-------------------------|--------------|--------------------|------------------|
| Aberystwyth  | 10 Pier St.             |              | Wednesday          | 0970 4466        |
| Barmouth     | King Edward St.         |              | Wed. & Sat.        | 034-1280 666     |
| Dolgellau    | Eldon Sq.               |              | Wed. & Sat.        | 034-14 22396     |
| Machynlleth  | 43/45 Maengwyn St.      |              | Thurs. & Sat.      | 0654 2408        |
| Tywyn        | Bryn Llewelyn, High St. |              | Wed. & Sat.        | 0654 710243      |