|  |  |  |
| --- | --- | --- |
| Network Innovation Competition 2021 Supplementary Answer form | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Project Name | EQUINOX | | |
| Question number | 11 | Pro forma section | 2 |
| Question date | 07/09/2021 | Answer date | 09/09/2021 |
| Question summary | How will you address the risk that customers recruited to the trials via the Welsh Government retrofitting programme and the WMCA programme will not be representative because of the policy objectives underlying the choice of homes to be included in these programmes? (This includes the possibility that customers receiving “free” HPs will react differently from those who have chosen to install them) | | |

## 

## Answer (please retain document formatting and do not exceed 2 pages unless otherwise agreed with Ofgem)

Equinox aims to recruit a representative sample of customers as part of the project. In addition to recruiting customers onto the trial through the Welsh Government and WMCA programmes, we will recruit customers from Octopus' portfolio of customers with HPs. Furthermore, we are continuing to explore how customers from other energy suppliers e.g. Scottish Power could be included in the trial. We expect that this multi-channel recruitment approach will ensure that we capture customer behaviours to flexibility across a wide range of customer segments, including customers who receive a "free" HP and those that have purchased their HP independently.