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| Network Innovation Competition 2021 Supplementary Answer form | | |

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| Project Name | EQUINOX | | |
| Question number | 20 | Pro forma section | 3 |
| Question date | 14/09/2021 | Answer date | 16/09/2021 |
| Question summary | In Section 3.2 you estimate that the annual market is worth £290k in the WPD licence areas. Can you please give an indication of what proportion of the flexibility cost will flow to the customer and the proportion that will flow to the retailer/aggregator? | | |

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

We would not be able to suggest a number for this as we do not know how the suppliers would intend to pass through these revenues. However, during the knowledge dissemination phase of the project we expect all suppliers and third parties involved to be proactively sharing this sort of information as to what “nudges” around pricing work and what do not. The key learning point for WPD during this project is exactly what will engage consumers in heat flexibility and clearly price is going to be a key factor.