

LCNF Full Submission

Supplementary Answer Form

DNO Name:	SEPD	Question Number:	SSE021
Question Date:	16/09/2010	Answer Date:	midday 20/09/2010
Question Topic:		Criteria 3	

Original Question No:		Original Answer Date:	
Original Question:			
Original Answer:			

Question:	The project compares the level of penetration of PV between the study and control area; what measures will you have in place to ensure the differences are due to project interventions?
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Answer:	<p>In the public sector, the initial promotion of PVs (and/or other renewables) and CERTs insulation will be restricted to a very specific geographic audience. We will compare this to two control groups in other geographic areas within Bracknell – (a) where an up-front capital payment for PVs will be promoted, and (b) where no specific promotion of any kind occurs.</p> <p>We will obviously record the installations that take place within each group through the existing SSE PV registration process; but we will also establish a feedback mechanism of any views and comments from the relevant communities. This will be through the partners involved and also through the Community Low Carbon Advice Centre.</p> <p>Across the private sector, we will conduct a promotion campaign across a designated area of Bracknell and will compare this to the installations occurring in other parts of the SEPD network as recorded in the existing SSE PV registration process. We will exclude the non-designated area of Bracknell from this control group to avoid any “spill” of the promotion into other areas; and we may consider extending this excluded area to avoid any “friends and families” effect to a wider regional audience.</p>
Attachments:	