

LCNF Full Submission

Supplementary Answer Form

DNO Name:	SEPD	Question Number:	SSE023
Question Date:	16/09/2010	Answer Date:	midday 20/09/2010
Question Topic:		Risk Identification	

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

Question:	Please confirm any risks associated with customer engagement/participation
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Answer:	<p>Given the general level of customer awareness of how the industry is structured, we recognise the risk of potentially confusing the customer at all levels. We appreciate the potential damage to SEPDs image and reputation and that of our partners; and are conscious that any activities require clear communication and are conducted through the appropriate partner channel, not necessarily always directly from SEPD. The TVV project has been designed with contingencies including the potential to manage without access to the customer, as we will be able to simulate situations on the network remotely.. We also refer to the fact that previous initiatives such as Economy can deliver demand management mechanisms without direct customer involvement; which may be required if customer participation does not arise in the future.</p> <p>The lack of interest of the customers and lack of engagement is seen as a medium risk to the project. We are working on mitigating this risk by gaining the support of the local council BFC, the local housing association Bracknell Forest Homes and other local community and residential associations. We see the amount of engagement achieved as an important outcome of the TVV project, as there is a big question on how much the customer will engage with the new low carbon world.</p> <p>We are using the period between Bid Submission and Project Award to continue to engage with our customers by organising various consumer consortia and events. Current feedback from the customers so far is considerable interest in the project from all sizes of customer and as a result we do not see a problem with getting customer sign on.</p> <p>Through our Community and Demonstration Centre facilities we will provide a basis to educate customers and other stakeholders, by building knowledge on a path to wider acceptance of new and challenging concepts and opportunities.</p>
Attachments:	