

Mitigation Measures

At present, there has been no formal recruitment process implemented in order to begin recruitment of cluster participants. This is because the project has not yet been approved and hence funding is not assured. Mitigations against the risk of insufficient participants/cluster being found are planned as detailed below:

1. Offer a very good deal with respect to the EV for customers.

By offering a very good deal on monthly rental through discounts from Nissan, charging points and a customer incentive if a cluster is found, this incentivises customers to participate and encourage their neighbours.

2. Targeted but broad approach, covering as many different avenues as possible to contact possible clusters.

The table below shows the potential sites already identified, even before customer engagement within the project has begun. Even if not all of these are possible, it demonstrates that with the number of candidate communities that can be contacted, it is likely that 10 will come to fruition.

Active recruitment of participants and clusters was deemed impractical before funding was assured due to:

- The time and cost it would involve without a guarantee the project will proceed;
- The negative publicity that would result from having volunteers agree to participate and later being informed the project was not being taken forward.

Furthermore, we have been approached, independently, by people volunteering to participate in the project, without any publicity or active recruiting being undertaken at this time.

Likelihood in the below table is assessed on the basis of suitability of the network, network area and likely commitment of local champions.

Location	First Engagement	Comments	Likelihood
Hyde, New Forest (SEPD)	Start of July	Enthusiastic community	Medium
LILAC, Leeds (YEDL)	18 th July	Cluster may be too small	Low
Medstead, Basingstoke, (SEPD)	13 th August	Enthusiastic, Lead: EATL, relative of senior consultant	Medium
Whitchurch (SP Manweb)	13 th August	Outside NPG and SSE, Lead: EATL senior consultant	Medium
Mold (SP Manweb)	13 th August	Outside NPG and SSE area, Lead: EATL director	Medium
Bramley, Hampshire (SEPD)	15 th August	Lead: EATL director	High
Harrogate (YEDL)	25 th August	Academic contact	Low
Bristol (WPD)	14 th September	Independent volunteer to project. Outside of preferred areas.	Low
Cholsey (SEPD)	15 th September	Community Shared Housing Scheme Lead via relative of EATL Senior Consultant.	Medium
Reading (SEPD)	28th September	Independent volunteer to project.	Medium

As listed on the 26th September, we also have a range of contacts to publicise the offer to engage further clusters.

- Channels/organisations to be approached to help develop clusters:
- Mainstream media and Social media
- Specialist EV media and forums
- Charge Your Car initiatives
- EV charging point companies
- LAs that are highly motivated to encourage EVs
- Green residential developments & cohousing, gated communities
- Green newsletters, Low Carbon Communities Network
- Informal contacts
- Ambassadors via fleet EVs who may enlist neighbours.

Paul Clarke has extensive experience of promoting LCT and EVs particularly. He is working with Local authorities and the EST on promotion. His past experience has demonstrated that attracting volunteer drivers is feasible.

We should also gain ambassadors through the fleet engagement who may enlist their neighbours.

The application of additional areas as a mitigation measure will be undertaken in a stage-gate process:

- During 0-6 months, focus will be solely on SSEPD and NPG licence areas.
- At 6 months we will broaden the search to incorporate other DNOs if insufficient clusters have come forward from within SSE and NPG. Progress from the independent project evaluator will be assessed at this point.
- After 9 months heat pump clusters will be approached.
- After 18 months we will stop searching for additional clusters. The emphasis will switch to getting as much data as possible from the clusters identified to date and individual car users. We will aim to gain as much insight as possible into how the Technology and build this into models together with data from the EV projects.

It is emphasised however that each additional area of investigation for cluster implementation is not at the expense of earlier areas, rather by the end of stage-gate period, the project will be investigating the implementation of clusters across the UK DNO areas, utilising both EVs and heat-pumps.

3. Project Start: Engage with possible clusters in NPG.

This doubles the area for clusters.

4. 6 months: Look for clusters outside SSE and NPG licence areas.

It must be noted that it will incur costs that may require contingency funding, partially due to the increased effort necessary as they will be more complex to co-ordinate. However, this will have the benefit that more DNOs will be aware and have experience of the Technology, potentially speeding up its deployment and providing additional benefits to the project.

5. 9 months: Engage customers with heat pumps.

We have already identified potential clients such as social landlords and local authorities who have installed, are planning or are likely to install heat pumps. Contact will be made via existing contacts from engagement

in other LCNF projects, through information about social landlords who have participated in CESP or the Renewable Heat Premium Programme and therefore likely to have heat pumps installed in clusters.

Examples of possible candidates are:

- Southern Housing Group on the Isle of Wight;
- A2 Dominion;
- Hampshire Voluntary Housing Society;
- Hyde;
- Martlet and Swaythling Housing Society in Winchester;
- Raglan Housing Association Limited;
- Bracknell Forest Homes.

There are still impacts of these mitigations:

- The Technology will be tested, albeit with a less complex low carbon technology. The key issue surrounding this is that the impact of the Technology on the life of EV battery systems will be tested by Nissan to a reduced standard than currently planned.
- The modelling will cover two LCTs but in less detail and therefore will be less robust in each case.
- DNOs may be more cautious in adopting the Technology as a result and further monitoring of its performance will be required as it is deployed.

6. Concentrate on clusters found and collate as much data as possible from individual EV users.

Given the number of contacts that Nissan, Charge your Car, Fleet Drive and other agencies hold, we are confident that a large database of data of individual users can be compiled. This will delay the development and deployment of the Technology with further users becoming additional 'trials' with relation to the project.

Impact on cost

Of the planned mitigations, only one will incur additional costs; spreading clusters across different licence areas. The other mitigations will not be more costly than the primary plan and breakpoints will aid in the management and application of the mitigations whilst assisting in the prevention of overspend.

Stage-gate Procedure to manage value for money

It should be noted that the overall project will, if successful, be stage-gated against the success of achieving sufficient, suitable clusters for trial participation, with 6, 9, 12 and 18 month review points. Please see the flow chart below for clarification.

Project Start

