*LCN Fund Full Submission*

# *Supplementary Answer Form*

Tick if this answer is Confidential: ☐

Tick if this answer has been provided verbally: ☐

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| Project code: | SPT2005 | Question Number | 29 |
| Question date | 3rd Oct 2013 | Answer date | 11th Oct 2013 |
| Submission section question relates to | Expert Panel Bilateral | | |
| Topic | Customer Engagement | | |
| Question | The involvement of social tenants is critical to the success of the project. Given this, please explain –<br><br>(a) How you will ensure that social tenants engage with the project?<br><br>(b) What evidence from previous studies have you used in building your model for recruiting social tenants?<br><br>(c) How big a role will other organisations have to play in delivering the social tenants?<br><br>(d) What commitment do you have from the Local Authority to commit to the trial for the full period? Who is paying the £99?<br><br>(e) What social protection measures are you considering given the application of DSR to a potentially vulnerable group? How have these costs been factored into your project | | |
| Notes on question | | | |
| Answer | (a) Customer engagement is resource intensive and we would like to apply sufficient resource to this problem to ensure success.<br><br>Bangor University is already working with the social housing partner included in the ACE project and the level of current engagement suggests the organisation will be very supportive of the ACE project. Mentor Mon has 17 years experience of working with the tenants within the Anglesey community and appreciate the effort required for successful engagement.<br><br>We will leverage these existing relationships to de-risk the customer engagement part of the project. This was part of our selection criteria and a reason why completely open competition for partners was felt to be too risky. | | |

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| | (b) Bangor have drawn on case studies from elsewhere in the energy sector, as well as academic research and their own direct experience. Some examples of relevant academic research are shown below<br><br>• Smart Homes as a Means to Sustainable Energy Consumption: A Study of Consumer Perceptions. (A.-G. Paetz et al. J Consum Policy (2012) 35:23–41)<br><br>• Exploring the Role of Control – Smart Meter Acceptance of Residential Consumers. (Kranz, Picot, Gallenkamp - Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, August 12-15, 2010).<br><br>Durham likewise have significant experience in the energy sector which we will bring to the ACE project.<br><br>Menter Mon have significant practical experience in community engagement and rolling out projects from European funding sources<br><br>SPEN will engage other DNO for previous learning as explained in Question 12.<br><br>(c) Bangor and Durham University will play a key role in delivering the social housing tenants through knowledge exchange and training of Menter Mon to enable them in their role. The social housing partners will play a key role in enabling communication with end users<br><br>This approach is designed to develop and prove a replicable model. Future implementations of this community energy market would see the intermediary utilising this model to recruit the customer base.<br><br>(d) Anglesey council has embraced a 10 year Energy Island strategy around future energy use which can not be achieved without DSM. The ACE project have supporting letters from both Energy Island and Anglesey Council.<br><br>Once awarded funding we will create detailed contracts with these parties setting out clear responsibilities to ensure that commitment to the project is clear at the outset.<br><br>The £99 fee is an example only to illustrate the business case. We do not anticipate any trial participants paying this initially.<br><br>The aim of the project is to create a viable and community-acceptable business model – this may mean there is never an upfront payment and that money flow by other means. This is clarified in the re-submission.<br><br>(e) We have guaranteed that no participant will lose out financially as part of the project. Whilst we anticipate that only cost savings will result from active energy management we have held a contingency to cover any potential losses to end customers.<br><br>Customers will retain an opt-out of active participation elements of the trial, even where equipment is deployed as part of a wider infrastructure prject e.g. in a soial housing scenario. |
| Attachments | |
| Verbal Clarifications<br><br>(Consultants ) | |