

LCN Fund Full Submission

Supplementary Answer Form

Tick if this answer is Confidential: ☒

Tick if this answer has been provided verbally: ☐

Project code:	ENWT205	Question Number	14
Question date	12 September 2013	Answer date	17 September 2013
Submission section question relates to	Technical Consultants Meeting		
Topic	Technical		
Question	Please provide a breakdown of the costs of customer engagement.		
Notes on question			
Answer	<p>All customer engagement activities are undertaken within the Customer Workstream of the <i>eta</i> Project. The total cost of the Customer Workstream is £480,500. This is split into:</p> <ol style="list-style-type: none"> 1. £60,500 for payments to customers for participating in the customer survey. It is proposed an initial recruitment interview, a monthly survey and a final close down interview is undertaken with 345 customers (300 customers plus an additional 15% for drop-outs) from the Trial networks in the Trial period; 2. £202,500 for managing and undertaking the initial and final interviews and the monthly customer surveys; and 3. £217,500 for customer engagement activities. These include the development, testing using an Engaged Customer Panel, printing and circulating the customer information on the <i>eta</i> Project to the customers within the Trial networks. <p>In Section 6 Project Readiness we state that we have developed <i>eta</i> with decision points determining where we will use this funding; the mid period of the Customer Surveys is one of these decision points and we have classified the costs of second year, amounting to £49,500, as contingency costs. So if the results from the first year prove conclusively Hypothesis 2 (ie customers will not perceive any changes to in their electricity supply) then we will not hold the planned monthly surveys in the second year. Note, further information on the customer engagement and surveys is contained in Section 8 Customer Impacts and the above monetary values have been rounded to the nearest £500 for simplicity.</p>		

Attachments	
Verbal Clarifications (Consultants)	