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<http://www.oswald.co.uk/ocl/Home.html>

Dear Mr Burgess,

I believe you and your colleagues are reviewing the effectiveness of the Low Carbon Network Fund and in particular the project "Customer-led Network Revolution by Northern Powergrid". I wanted to let you know that my colleagues and I found that investment useful.

My business was not involved with the programme, but through that learning, Northern Powergrid became aware that improving customer enthusiasm for demand side response could be vital to achieve a decent penetration with domestic householders. In recognition, they scoured the internet and found us, developing an online energy game called "The GenGame", ref 1. At the time we had run an initial trial funded by the Technology Strategy Board which achieved surprisingly good customer enthusiasm. Despite the programme having finished and our web site doing its best to discourage Northern Powergrid from making contact with us, they persevered and did establish contact. This contact lead to inclusion of ourselves in an unsuccessful bid for further development funded by Ofgem, but more importantly my colleagues and I submitted another bid to InnovateUK for a three year programme of trails and testing to develop The GenGame further. This £1.1M programme has now been underway for 5 months, and is in partnership with Northern Powergrid and three other parties.

Although I had no involvement with your CLNR programme it did lead to enquiries and a few sparks of interest which means our own smart grid energy innovation now has an opportunity to develop where it would otherwise have faltered.

Yours sincerely



Jim Oswald
Director

Ref 1: <http://www.thegengame.com/>