

***LCN Fund Full Submission***  
***Supplementary Answer Form***

Tick if this answer is Confidential:

Tick if this answer has been provided verbally:

Project code:	NP GT203	Question Number	2
Question date	20/08/13	Answer date	22/08/13
Submission section question relates to	2. Project Description		
Topic	Customer behaviour		
Question	How can the DNO demonstrate that any benefits resulting from the 'Gen Game' to promote DSR will be long-term and not transient?		
Notes on question			
Answer	<p>We intend to run the ACE trials over two winters and two summers which we believe is sufficient time to test whether the level of participation can be maintained and to allow us to observe if the level of engagement starts to decline over time. A response over this time period would allow benefits to be delivered to DNOs.</p> <p>We will, of course, seek to design the propositions so that they are engaging. However, if we find that participation peaks and then starts to fall away, we will seek and test ideas to maintain interest and monitor their effects and persistence.</p> <p>Even short term responses can help DNOs defer network investment. To be conservative, we have calculated the financial benefits of ACE based on the assumption that the behaviour change does not persist after customers stop playing the Gen Game. Our evaluation demonstrates that the associated benefits to DNOs and their customers will be considerable.</p>		
Attachments			

Verbal Clarifications (Consultants)	
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