

LCN Fund Full Submission
Supplementary Answer Form

Tick if this answer is Confidential:

Tick if this answer has been provided verbally:

Project code:	NPG203	Question Number	8
Question date	12 September 2013	Answer date	17 September 2013
Submission section question relates to	Technical Consultants Meeting		
Topic	Customer Behaviours		
Question	How will the trial monitor the spread of playing the Gen-Game to families that are not directly involved in the trial, but have children that spread the word, but also have an impact on DSR?		
Notes on question			
Answer	<p>The purpose of the propositions being trialled by the ACE project is to provide a means for DNOs to engage with the community in a targeted geographic area to persuade them to modify their load profile. This will facilitate the creation of headroom for the connection of low-carbon technologies, thereby deferring the need for network reinforcement. The success or failure of these propositions will be measured by how easily they are promoted, adopted and accepted.</p> <p>We are therefore designing the ACE propositions for the residential customer trials, including the wider community trial and the school trials, to have popular appeal. The purpose of the trials is to determine the extent to which these propositions are popular, the extent to which they are taken up and promoted by residents and, once taken up, the extent to which they are effective in modifying the load profile.</p> <p>Whilst we will be actively promoting the propositions, we are also hoping for the take-up to spread by word of mouth and that people in local community groups will want to promote the propositions to try to persuade their neighbours to participate and help raise funds for the local cause.</p> <p>On the wider community trials, all households in the particular geographic location we are targetting are eligible to participate provided they have a broadband connection, and our required sample size of 650 households per trial is not exceeded. We will be monitoring:</p> <ul style="list-style-type: none"> • how effectively this spreads through the community and by what 		

	<p>means e.g. through 'word of mouth' or local community groups, and,</p> <ul style="list-style-type: none"> • how households engage in the game e.g. as individuals or in teams with neighbours/community groups. <p>If households outside of the particular geographic area, or more than 650 households within the area want to participate in the trial, we will record this via the on-line registration process, and will analyse their motivation for wanting to participate. However they will not be included in the trial.</p> <p>On the school trials, we are testing the extent to which children will act as messengers and how effective this route of engagement is for influencing parental behaviour in respect of their energy practices and also whether it can influence the wider community around the school. If the propositions extend beyond the parents, this will be regarded as a measure of success and so the school trials will monitor:</p> <ul style="list-style-type: none"> • whether all parents participate; • the extent to which the parents participate (i.e. their impact on the load profile); • whether any neighbours participate; and • the extent to which the neighbours participate. <p>Monitoring kits for the homes of the children on the school trial will, in the main, be sent home via the children or be made available for collection from the school office. Some might need assisted installation. The children will be provided with information during the classroom sessions, and maybe could even be asked to design their own flyers, to promote the scheme to their parents and to their neighbours. This information will include the website through which neighbours can register their interest and sign up for the scheme. We shall make additional kits available for collection at the school to cater for a modest 'viral spread' of the Schools Trials.</p> <p>We will also monitor the extent of the "word-of-mouth" spread of the propositions. The number of participants wishing to participate will be recorded via the on-line registration process.</p>
Attachments	
Verbal Clarifications (Consultants)	