



Smart Street Customer Engagement Plan

26 June 2014

A large white sign with a grey border and the words "SMART STREET" in bold green capital letters is mounted on two white posts. Below the sign is a white silhouette illustration of a cityscape on rolling hills. The illustration includes power line towers, a bus, a train, various buildings, trees, and wind turbines.

SMART STREET

CONTENTS

1 THE SMART STREET PROJECT 6

2 HOW THE REQUIREMENTS OF THE GOVERNANCE DOCUMENT HAVE BEEN MET 9

3 THE SMART STREET TRIALS..... 11

4 CUSTOMER ENGAGEMENT IN SMART STREET 12

5 SMART STREET CUSTOMER FOCUS GROUPS..... 15

6 COMMUNICATION AND PRIORITY SERVICES CUSTOMERS 17

7 CUSTOMER STRATEGY AND CUSTOMER RELATIONS 19

8 CONCLUSION AND NEXT STEPS 21

VERSION HISTORY

Version	Date	Author	Status	Comments
v1.0	12 June 2014	J Stell	1 st issue	1 st issue
v2.0	26 June	K Quigley	2 nd issue	Amended following feedback from Ofgem

GLOSSARY

C ₂ C	Capacity to Customers (Tier 2 ENWL Project)
CCC	Customer Contact Centre
CLASS	Customer Load Active System Services (Tier 2 ENWL Project)
COMA	COMA customers are typically HV customers who pay Electricity North West to control and maintain their private network
DNO	Distribution Network Operator
ECP	Engaged Customer Panel
EHV	Extra High Voltage
ENWL	Electricity North West Limited
FNSG	Future Networks Steering Group
HV	High Voltage
I&C	Industrial and Commercial
LCN	Low Carbon Network
LCT	Low Carbon Technology
LV	Low Voltage
PSR	Priority Services Register
SDI	Short Duration Interruption

EXECUTIVE SUMMARY

The Smart Street Project

The Smart Street Project is funded via Ofgem's Low Carbon Networks (LCN) second tier funding mechanism. Electricity North West received formal notification of selection for funding on 29 November 2013. The Project is due for completion by 31 December 2017.

As the demand for electricity is expected to increase and potentially double by 2050, the Smart Street Trials aim to test innovative technologies to ensure the DNO networks are fully prepared for the increase in solar panels, electric vehicles and heat pumps. The Project has the potential to lead to lower bills for customers by helping appliances run more efficiently.

This customer engagement plan sets out how Electricity North West will engage and interact with customers during the Project. Active customer participation is an integral part of Smart Street and will form an important part of the learning and development for future low carbon programmes. Engagement with customers will be designed to promote a positive customer experience throughout Smart Street. Electricity North West will therefore take all practicable steps to ensure that customers' best interests remain its overriding priority at all times.

Customer engagement in Smart Street

To demonstrate the applicability of the Smart Street approach, the range of Smart Street techniques will be trialled on six primary substations and 40 related distribution substations across three areas of Electricity North West's network, representing around 45,000 customers.

A key hypothesis of Smart Street is that customers will not perceive any changes in their electricity supply as a consequence of the Smart Street Trials.

To test this hypothesis, customer feedback will be elicited following the Trials, to understand customer perceptions and observations of any effects on their electricity supply.

A range of activities will be undertaken to raise awareness of Smart Street amongst customers in the Trial areas, its benefits and how it can help to reduce reinforcement costs, improve carbon efficiency and reduce energy bills for customers.

Four groups of customers will be engaged as part of Smart Street:

- Customers in the Trial areas
- Customers on the Trial networks who will experience planned interruptions for the installation of the network equipment
- Customers on the Trial networks who may receive short duration interruptions
- Customers on the Trial networks who will participate in customer focus groups (the 'engaged customer panel' or ECP).

The ECP will carry out a key role in forming and guiding the customer engagement strategy throughout the Project with feedback gained from the various ECP sessions.

The customer engagement will include a general awareness campaign for directly and indirectly affected customers and the wider community. This will deliver key messages regarding Project objectives such as:

- The role and objectives of Smart Street in facilitating the transition to a low carbon economy

- Smart Street and its potential benefits to the customer in the short and long term
- The Smart Street Trial areas
- Underline the message that Smart Street is a project which can be applied with minimal interruption to customers' supply and no home visits taking place.

Project Partner, Impact Research, will be responsible for the recruitment of participants and delivery of the ECP for the Trials.

Trial area customers not involved in the Smart Street ECP

A targeted campaign will be launched to ensure that customers in the Trial areas who are not participating in the ECP are aware of Smart Street, its benefits and the issues that it is seeking to address.

This will include the distribution of leaflets, utilisation of social media, including Facebook, Twitter and LinkedIn and the development of a dedicated Smart Street website that will provide information about the Project.

Customer feedback

The Smart Street team will ensure that customers are able to obtain detailed information about Smart Street, raise queries and provide feedback in a manner that is convenient to them. Smart Street will achieve this throughout the Project life via a number of traditional and social communication channels, for example:

- Traditional: Smart Street website, email, telephone, SMS and post
- Social media communication: Twitter, LinkedIn, Facebook and YouTube.

Priority services register customers

Electricity North West already maintains a priority services register (PSR) of customers who have special requirements or who may be vulnerable during a power outage. The register enables the company to provide prompt assistance to these customers if required. The Smart Street Project team will use this register to identify PSR customers in the Trial areas and any special needs they might have. They will be issued with leaflets that describe Smart Street and provide details of how to contact the Project team.

Customer feedback

Customers will be able to provide feedback or raise queries with the Smart Street Project team through various methods. These includes the Smart Street website which will have a simple contact form for that purpose; by ringing Electricity North West's customer contact centre on 0800 195 4141; SMS/text messaging facility; email and a postal address for written correspondence.

Customer safety

All Smart Street technologies and equipment will be installed on the network. As such, there will be no installation works at customer premises. The installation of all Smart Street technologies will be in accordance with standard business as usual safe systems of work. It is therefore not envisaged that Smart Street will introduce any safety risks to customers.

Customer consents

Customers on the Trial networks who will experience planned interruptions for the installation of the network equipment

Around 5% of customers on Trial networks may be affected by planned supply interruptions associated with installation of the enabling technology. Electricity North West will manage

these impacts by standard written notification informing these customers of a planned supply interruption, in accordance with standard business as usual procedures. The Smart Street team will use the PSR to identify vulnerable customers (or persons acting on behalf of vulnerable customers) and contact them by telephone, in addition to the standard written notification. This proactive approach will enable the Smart Street team to appropriately manage any specific needs and to mitigate the impact of the planned supply interruption.

Customers on the Trial networks who may receive short duration interruptions

Due to the application of interconnected configurations to LV networks, there is a possibility that any normally occurring fault on an LV feeder will lead to other customers in a Smart Street Trial area being affected. In this instance, the network will be reconfigured remotely and the majority of those customers will have their supply restored within approximately three minutes. The combination of advanced circuit breaker technology and automation software is anticipated to result in an improvement to the overall reliability of circuits involved in the Trials. Using historical fault data it has been calculated that around 240 customers on the Smart Street Trial networks will experience, on average, 58 minutes **less time** without supply from transient faults per annum.

Customers who take part in the engaged customer panel

Customers who agree to participate in the ECP will be fully informed by the market research provider (Impact Research) about how their data will be used and shared before signing up. Customers will be asked to sign a consent form and, by doing so, they will agree to their information being used. A draft of the consent form is detailed in Appendix B.

No consents are required for these actions but to minimise potential customer concerns the Smart Street team will:

- Inform all customers within the Trial locations about the theoretical increase in short duration interruptions (SDI) and the improvement in restoration times in the event of an unplanned supply interruption. This will be achieved through Project awareness communication materials.
- Fully brief the customer contact centre (CCC) about the Smart Street Trial Project to ensure that any customer queries are captured and answered effectively.
- It is likely that the ECP will be used to produce a frequently asked questions (FAQ) document which will assist in briefing the CCC. However, any customer queries outside the scope of this will be added to the communication materials throughout the course of the Smart Street Project.
- Any feedback received from customers, stakeholders and Partners may be used to revise plans going forward in order to continually improve the customer engagement strategy. The Smart Street Project will share all customer communication materials, and findings and the team will consult Ofgem in advance of any significant changes from the original approach.

1 THE SMART STREET PROJECT

1.1 Background and context

Current trends towards a significant increase in electricity demand driven by greater levels of low carbon technologies (LCTs), combined with an increased uptake of renewable and low carbon energy generation, will present new challenges to operators of electricity networks in Great Britain (GB). In particular, these trends have the potential to necessitate expensive capital investments. In addition to being costly, these capital investments would also be carbon-intensive and would cause considerable traffic disruption etc.

To minimise financial costs – which will inevitably be passed to customers – as well as disruption and carbon emissions, innovative approaches to managing electricity networks are required.

Electricity North West is leading a number of innovative projects including Smart Street, which will demonstrate a low cost, rapidly deployable solution that applies innovative and active voltage management to provide a range of demand response capabilities and network voltage regulation services. Through the application of novel solutions, the Smart Street Project aims to introduce low voltage (LV) network control and visibility and co-ordinate network configuration and voltage optimisation across high voltage (HV) and LV circuits. This will be achieved via innovative equipment, dynamic voltage control and network reconfiguration methodologies which will deliver short, medium and longer term benefits for the customers of GB distribution network operators (DNOs).

Smart Street has the potential to minimise the need for costly asset-based interventions and make a positive contribution to a low carbon future.

Smart Street is funded by Ofgem's Low Carbon Networks (LCN) second tier funding mechanism. The Project is being delivered by Electricity North West in partnership with key industrial and academic Partners and suppliers, namely Siemens, TNEI, Kelvatek, Impact Research, The Tyndall Centre, Queen's University, Belfast and the University of Manchester. Formal notification of selection for funding was received from Ofgem on 29 November 2013. The Project is due for completion by 31 December 2017.

Some of the challenges that operators of electricity networks are facing – and will increasingly face if current trends in demand continue – and which Smart Street is seeking to address, are outlined below.

1.2 Voltage management in a low carbon future

Traditionally there has been limited voltage regulation on distribution networks with none on the low voltage part of the network. The introduction of multiple LCTs with their differing operating regimes will result in complex network flow patterns making managing the real time network voltage within statutory limits a considerable challenge. DNOs must therefore adapt the design and operation of their networks to facilitate efficient connection of new LCTs, while maintaining the power quality and network voltage within mandated limits.

As LCT volumes increase, HV and LV networks will require effective and efficient intervention techniques that are a viable alternative to traditional reinforcement to enable the networks to manage the thermal, harmonic and voltage challenges created by LCTs.

As a response to this requirement, Smart Street is a first intervention technique which is fast, releases significant network capacity and controls network voltages and harmonics within designated limits. The innovative voltage management technologies used by Smart Street can, in addition, deliver true cost savings to customers, beyond network costs; namely reducing losses and reducing energy consumption.

1.3 LV network management and interconnection

The Smart Street Method combines the concepts of interconnection of networks, developed within the Capacity to Customers Project (C₂C), and voltage control, developed within CLASS (Customer Load Active System Services). Electricity North West's previous projects focused on EHV (extra high voltage) and HV networks. Smart Street extends these technologies and their benefits down the voltage levels to encompass HV and LV networks. Smart Street utilises advanced real time optimisation software to simultaneously manage all EHV, HV and LV network assets to respond to customers' changing demands in the most efficient end-to-end manner.

The three key incremental steps in the Smart Street Method are the application of:

- Co-ordinated voltage control, using on-load tap changing transformers and capacitors, across EHV, HV and LV networks
- Interconnecting traditionally radial HV and LV circuits and assuming control of these networks within the central control room
- Real-time co-ordinated configuration and voltage optimisation of HV and LV networks.

The four-year Smart Street Project, starting January 2014, will employ these techniques to demonstrate that a network operator can quickly release capacity and voltage headroom to facilitate the connection of LCTs and at the same time operate a cost, carbon and energy efficient distribution network.

The themes of LV network management and interconnection, HV and LV voltage control and network configuration and voltage optimisation are the key interlinking aspects of the Smart Street Method.

1.4 The Solution which will be enabled by solving the Problem

The Smart Street Solution is a novel method to deliver additional benefits to customers through the use of existing assets, is quick to implement and will define the optimum order of a series of low cost interventions to be applied to networks as customers adopt LCTs. Many of the carbon losses and energy benefits of Smart Street can be obtained by applying the technology to existing networks now. Throughout the Smart Street Project a number of outputs will be generated. The sharing of these outputs will allow any other DNO to quickly and effectively implement the Smart Street Solution.

The key learning outcomes are:

- *Installation methodologies:* Smart Street will publish detailed installation methodologies for the retrofitting of network management and voltage regulation equipment onto the Trial networks.
- *Network management system configuration:* Smart Street will publish the functional specifications for LV network management and automation and the new interface arrangements with the optimisation software.
- *Transforming LV radial networks:* Smart Street will develop a methodology for interconnecting LV networks, including design considerations, the selection and deployment of voltage regulation equipment and the protection arrangements required for safe, interconnected operation, particularly for fault scenarios and cold load pick-up.
- *Change proposals for design and operational standards:* Smart Street will propose changes to existing industry standards, such as ENA ER P5-5 and ACE Reports Nos.3, 49 and 105, on the design and operation of low voltage distribution networks including the optimal number of interconnection points.
- *Safe working practices:* Smart Street will publish the changes required to Electricity North West's existing engineering policy documents, code of practices and authorisation procedures facilitating LV network management.
- *HV and LV voltage control:* Smart Street will deliver the results of the study on co-ordinated optimisation of voltage across HV and LV networks using on-load tap changer capabilities and capacitors.
- *Network configuration and voltage optimisation:* Smart Street will publish the functional specifications, settings and configuration parameters required to optimise the operation

of the distribution networks to deliver a range of specified outcomes such as carbon, losses and energy reduction.

- *Customer engagement and feedback:* Smart Street will describe the method for engaging customers in the Smart Street Trials and detail their feedback, testing the hypothesis that customers are not affected.

2 HOW THE REQUIREMENTS OF THE GOVERNANCE DOCUMENT HAVE BEEN MET

2.1 The customer engagement plan

Section 3.92 of the *Low Carbon Networks Fund Governance Document v.6* sets out certain requirements for DNOs undertaking projects funded by the LCN second tier funding mechanism.

Specifically, it requires the DNO to submit a plan to Ofgem, at least two months prior to initiating any form of customer engagement, explaining how it, or any of its Project Partners, will engage with relevant customers as part of the Project.

This customer engagement plan sets out the approach that Electricity North West will take to engage with customers directly or indirectly affected by Smart Street. It provides a framework for all customer engagement that will be undertaken throughout the Project and sets out the activities and tools that Electricity North West and its Partners will draw upon to maximise customer outcomes.

This section of the customer engagement plan outlines how the requirements of the LCN Fund governance document have been met, and points the reader to the relevant sections of the document where appropriate.

2.2 Requirements for a communication strategy

The governance document requires DNOs to set out a communication strategy that sets out:

- a. Any proposed interaction with a relevant customer or premises of a relevant customer or proposed interruption to the supply of any customer for the purposes of the Project, and how the customer will be notified in advance*

An ECP, ie a focus group comprised of a cross-section of customers, will help develop and test any relevant communication materials to ensure that they are understandable to customers and will achieve the required outcomes. Section 4 of this plan sets out how customers in the Trial areas not participating in the focus groups, will be engaged in Smart Street. Notably, various tools will be utilised, including a range of stimulus materials, simple and easily understood campaign materials, leaflets, a dedicated website, social media, etc.

Section 3 of this plan sets out the Trials that will be undertaken to test the Smart Street approach. The Smart Street techniques will be applied to the distribution network. As such, there will be no installation of equipment on customer premises.

However, a small minority of customers in the Trial areas will be impacted by planned supply interruptions when equipment is being installed at certain substations. The nature of these interruptions is shown in Section 5 and the related customer communications in Section 6. A summary of the key customer communications tasks is included in Appendix A.

- b. Ongoing communications with relevant customers involved in the Project*

Section 4.5 of this document sets out how the Smart Street Project team will engage with ECP participants as well as customers in the Trial areas who are not participating in the focus groups, but who may observe the effects of the Smart Street Trials. As already

indicated, this engagement will draw on various tools, including a range of stimulus materials, simple and easily understood campaign materials, leaflets, a dedicated website, social media, etc. The ECP will be used to support the development and testing of these tools.

c. Arrangements for responding to enquiries or complaints relating to the Project from relevant customers

Section 7 of this document outlines the various media that customers can use to feedback their concerns or raise queries with the Smart Street Project team. In particular, customers will be able to contact the Smart Street Project team via the Smart Street website, which will have a simple contact form for that purpose, the Electricity North West customer contact centre (CCC) (tel: 0800 195 4141), an SMS/text messaging facility, social media forums, email and a postal address for written correspondence. The Smart Street Project team will seek to respond to all queries as soon as possible and in all cases, within ten working days.

2.3 Requirements to provide information on priority services register customers

The governance document also requires DNOs to provide:

'Information on the priority services register customers who will be involved in the Project and how they will be appropriately treated'

Section 6.2 of this plan outlines how the Smart Street Project team will interact with priority services register (PSR) customers. Electricity North West already maintains a PSR of customers who have special requirements or who may be vulnerable during a power outage. The register enables the company to provide prompt assistance to these customers if required. The Smart Street Project team will use this register to identify PSR customers in the Trials area and any special needs that they might have. PSR customers will be issued with leaflets that will describe Smart Street and provide details of how to contact the Project team.

2.4 Requirement to provide details of any safety information that may be relevant

The governance document requires DNOs to detail:

'Any safety information that may be relevant to the Project'

All Smart Street technologies and equipment will be installed on the network. As such there will be no installation works at customer premises. The installation of all Smart Street technologies will be in accordance with standard business as usual safe systems of work. It is therefore not envisaged that Smart Street will introduce any safety risks to customers.

2.5 Requirement to provide details of any customer consents

The governance document requires DNOs to provide:

'Details of how any consents that may be required as part of the Project will be obtained'

Customers who take part in the engaged customer panel

Customers who agree to participate in the ECP will be fully informed by the market research provider (Impact Research) about how their data will be used and shared before signing up. Customers will be asked to sign a consent form and, by doing so, they will agree to their information being used. A draft of the consent form is detailed in Appendix B.

As there will be no installation works at customer premises, no customer consents for access to premises are required for Smart Street. It is anticipated that equipment will be installed at over 200 locations, of which less than ten may require some form of

wayleave consent. Where wayleave consents are required, the standard wayleave process will be applied.

3 THE SMART STREET TRIALS

Smart Street will demonstrate and assess the applicability of rapidly deployable voltage control techniques to manage future demand and address the challenges related to the adoption of LCTs. Smart Street builds on the learning from Electricity North West's two previous projects: Capacity to Customers (C₂C) and Customer Load Active System Services (CLASS).

By combining innovative technology with existing assets, Electricity North West aims to make its networks and customers' appliances perform more efficiently and make it easier to adopt low carbon technologies (such as solar panels, electric vehicles and heat pumps) onto the network.

The Project involves a series of Trials to test the technology on six primary substations serving around 45,000 customers in Wigan, Egremont, Manchester and Wigan.

New controllable switching devices, called the WEEZAP and LYNX, developed in collaboration with Kelvatek, will be integrated into Electricity North West's network management system. This will be the first demonstration in Great Britain of a fully centralised low voltage network management (and automation) system.

The new equipment will be installed and the system configured between late 2014 and mid 2015, with live Trials due to begin in late 2015. The Trials will end in the latter part of 2017. The Smart Street tests will be applied on a one-week-on and one-week-off basis, over the whole of this period.

A summary of the Smart Street Trial and test regimes is given below:

Table 1 – Smart Street test and Trial regimes

Techniques	Test regime
Technique test regimes Trial: OFF/ON Trial period: Two years	
LV voltage control	<ol style="list-style-type: none"> 1. On-load tap changing distribution transformer only; or 2. On-load tap changing distribution transformer and capacitor(s) on LV circuits; or 3. Capacitors at distribution substation only; or 4. Capacitors at distribution substation and on LV circuits; or 5. Capacitor(s) on LV circuits only.
LV network management and interconnection	<ol style="list-style-type: none"> 1. LV radial circuits; or 2. LV interconnected circuits.
HV voltage control	<ol style="list-style-type: none"> 1. Voltage controllers at primary substation only; or 2. Voltage controllers at primary substation and capacitor(s) on HV circuits.
HV network management and interconnection	<ol style="list-style-type: none"> 1. HV radial circuits; or 2. HV interconnected circuits.
Network configuration and voltage optimisation	<ol style="list-style-type: none"> 1. Losses reduction; and/or 2. Energy consumption reduction.

4 CUSTOMER ENGAGEMENT IN SMART STREET

One of the key Smart Street hypotheses (hypothesis No. 2) is that:

Customers within the Smart Street Trial areas will not perceive any changes in their electricity supply.

To test this hypothesis a range of customer engagement activities will be undertaken during the life of the Trials. Key amongst these will be a series of customer focus groups. This activity will align with the end of the Trials outlined in section 3 above, and will elicit customer perceptions and observations of any perceived effects on their electricity supply.

In addition to the customer focus groups, the Smart Street team will actively engage customers to raise awareness of the Project and the problem it seeks to address, including the challenges posed by increasing electricity demand. In doing so, the Project will draw on informative and easily understood campaign material; and will take steps to ensure that the Project's messages and outcomes adequately reach the target audience.

The Smart Street Project will generate outputs and learning in a number of key areas. These will be of particular interest to other DNOs, Ofgem, the Department of Energy and Climate Change and other parties. In addition to the customer-specific activities to raise awareness of Smart Street and the energy/carbon challenges, various engagement activities will also be undertaken to provide and share relevant learning from Smart Street with stakeholders.

4.1 Customer engagement activities covered in this plan

This customer engagement plan sets out the approach and the wide-ranging activities that will be undertaken to engage customers and stakeholders throughout the Smart Street Project. The plan covers the following:

- Establishing which customers need to be engaged
- Developing and implementing engagement plans
- Planning customer selection and approach for focus group survey participation
- Bringing customers into the Project
- Keeping customers engaged in the Project
- Managing customers' issues, enquiries and complaints
- Incorporating learning from the CLASS Trials quantitative customer surveys.

4.2 Project Partners

Electricity North West has selected three Project Partners and four key suppliers based on their knowledge and experience in issues related to Smart Street. Six of these Partners and suppliers, shown below, will primarily support the technical aspects of the Project. They share Electricity North West's commitment to maximising customer participation and awareness, and will ensure that this guides all installation and implementation work.

- Kelvatek, Project Partner
- Siemens, Project Partner
- TNEI, key supplier
- The University of Manchester, key supplier

- Queen's University Belfast, key supplier
- The Tyndall Centre, key supplier.

The third Project Partner is Impact Research who will provide dedicated support to Smart Street in developing and implementing the ECP and analysing the results.

Impact Research is a leading market research organisation with extensive experience in customer engagement activities in the utilities industry and more specifically on Tier 2 Projects. They will draw on this experience to support the Project in maximising the positive outcomes from the various customer engagement activities.

This customer engagement plan is the outcome of a careful process that has been undertaken in collaboration with Impact Research to ensure maximisation of customer engagement and understanding of Smart Street.

4.3 Continued quality assurance of customer engagement outcomes during the Project

The Smart Street Project has received internal support from the Electricity North West executive leadership team and the future networks steering group (FNSG). This is comprised of members of the Electricity North West executive leadership team and oversees the company's future grid activities.

The FNSG will continue to have ultimate oversight of Smart Street and will receive monthly updates on the Project's progress. A Smart Street Project steering group (PSG) has also been established. This is comprised of representatives from all Project Partners and will guide the strategic direction of Smart Street. This will include reviewing and guiding Project activities and deliverables to ensure that they are of the required quality and align with the Smart Street vision.

The Project will be undertaken in accordance with Electricity North West's robust governance and project management approach. This will further ensure that the deliverables are of highest quality and that any deviation is quickly rectified.

4.4 Feedback and review

This customer engagement plan is a starting point for communication with customers throughout the Smart Street Project from January 2014 to December 2017. All Smart Street Partners will adhere to the plan and the basic principles outlined. However, there will be a need to review the plan on an on-going basis to reflect feedback and lessons learned as the Smart Street journey progresses.

Smart Street will develop a series of communication materials throughout the Project which will be published on the Smart Street website and made available to customers. All customer communications materials will be submitted to Ofgem, allowing them to comment on these documents if they wish.

Customers

Throughout the Smart Street Project and in all the activities which involve engagement with customers, the Smart Street team will seek feedback on customers' experiences. Customers will be able to use a range of contact methods, as appropriate, including a postal form, telephone and a web-based survey form to contact the Project team. The Project team may use the results of the feedback to amend processes as necessary.

DNOs, Project Partners and interested parties

Electricity North West will work with their Partners and key suppliers to disseminate the learning points from the Project, and seek feedback from interested parties.

Electricity North West will provide regular updates on the Smart Street website and interested parties will be able to register for a newsletter which will be produced on a periodic basis. They will share their learning experience of the Smart Street Project outcome with interested parties, including other DNOs and academic institutions throughout the Project.

They will also engage with local media in the Trial areas to encourage ongoing local coverage throughout the Project.

Stakeholder consultation

Electricity North West has consulted all its Partners and relevant departments in Electricity North West to produce this engagement plan. Throughout the bid preparation process they worked to engage a number of groups to gauge support for and understanding of the Smart Street Project. These include the future networks steering group.

Project steering group

The Project steering group will review and guide the Project's activities, deliverables and objectives and set the strategic direction. The Project will be subject to the robust governance procedures, employed by Electricity North West, from Project mobilisation until Project closure.

4.5 Engaged customer panel (ECP)

An ECP will be formed in advance of a targeted marketing campaign. This panel is a focus group comprised of a representative cross-section of customers within the Trial areas reflecting the customer base. This approach was used successfully in Electricity North West's other LCN fund tier 2 projects, CLASS and C₂C. The ECP will be made up of three focus groups, one in each of the three Trial areas and each focus group will consist of around ten customers.

The ECP will assist in formulating and testing the customer engagement material. The focus groups will meet in September 2014, and again in October 2014, to discuss and test Smart Street customer engagement materials, with a view to maximising their effectiveness, suitability, applicability and ease of understanding.

Understanding whether the customer is affected during the Trials is crucial to the viability of the solution. Therefore, the focus groups will also participate in focus group facilitated surveys, one in summer 2016, half way through the Trials, and again in summer 2017 towards the end of the Trials. The aim of this is to test if customers observe any change in their electricity supply as a result of Smart Street.

4.6 Incorporating learning from the CLASS Project

The technique used to engage with customers has been carefully considered based upon previous experience from other LCN Fund Projects, in particular, the CLASS Project ECPs. These materials and customer engagement strategies were developed to facilitate Electricity North West's ongoing quarterly customer surveys which aim to understand the sensitivity of customers to changes in voltage. The level of voltage changes experienced by customers in the Smart Street Trials will be very similar to that of the CLASS Project. As such, the customer survey work already funded through CLASS will be used to deliver the necessary learning, thus reducing the customer engagement work required in Smart Street.

In Smart Street customers on the Trial networks will be informed of the Project through a general awareness campaign early in the Project. Subsequent steps taken will:

- quantify the customer experience by recording and managing any customer enquiries and
- qualify the customer experience by holding a series of focus groups in each of the Trial areas during the Trial period. This will ensure sufficient information to prove Hypothesis No. 2 whilst reducing costs by leveraging earlier Tier 2 work.

CLASS affects 60 primary substations, three of which have been selected to be included in the Smart Street Trials, following completion of the CLASS Project. General learning will be taken from the CLASS Trial customers served by the 60 substations: ie, do customers in general notice an impact from voltage control. The Smart Street team will conduct more detailed analysis of the survey and technical data from the three substations common to both projects, to determine if these customers are more, less or representative of the survey population across all the CLASS primary substations in terms of sensitivity. Possible variations will be examined relating to distance of households from the substations (an issue specific to the Smart Street Trials).

In terms of overall contingency planning, the framework currently in place, when implemented alongside the suggestions outlined above, should be sufficient to initially assess the likelihood of any negative impact on Smart Street from CLASS activities. However, until there is greater understanding from continuously reviewing the impact of the respective CLASS Trials against the customer surveys and any customer feedback; it cannot be determined if and to what extent the impact of CLASS may factor in the planning and implementation stages of Smart Street. If these issues arise, future discussion will be required to consider / understand the consequences and unilaterally agree the appropriate course of action. On this basis there is sufficient mitigation in place for reacting to and diagnosing adverse events associated with the CLASS Trials, which might then have implications for Smart Street design and implementation.

5 SMART STREET CUSTOMER FOCUS GROUPS

5.1 Customers in the Trial areas

Whilst the wider community is not actively involved in Smart Street, Electricity North West will launch a targeted awareness campaign with customers, stakeholders and the wider community to allow as many people as possible to understand the Project and its benefits. The communication materials for this Project will outline the scope, size and areas of the distribution network included in Smart Street, in addition to outlining the objectives and benefits of the Trials within the context of the UK's low carbon agenda. Customers will be provided with general information about Smart Street and how to participate in the Trials. The materials will also advise customers that installation of enabling technology may require a planned supply interruption.

The Smart Street team will establish how to engage customers in the Trial areas and the materials for engagement through feedback from the engaged customer panel. The engagement may be achieved using a range of multi-media approaches with the Electricity North West website containing information about the Project and a dedicated Smart Street website to be established in due course.

The ECP will help formulate effective communication plans to provide clear information for customers. The panel will be made up of an appropriate cross-section of the customer base.

Proposed types of engagement:

- The publication of trade magazine articles to publicise Smart Street, outlining the aim and objectives of the Trials within the context of the low carbon agenda
- Forming online communities in forums such as LinkedIn
- Engagement with local media in the Trial areas to encourage ongoing local coverage throughout the Project
- Leaflets will be made available to customers in the Trial areas outlining the scope, size and areas of the distribution network included in Smart Street
- Information about Smart Street and other low carbon activities with relevant communications materials will be published initially on the Smart Street website
- Electricity North West will contact electricity suppliers, advising them of the nature of the Trials and details of the timing and nature of communications with customers
- Internal team briefings will be held throughout the Project to ensure that Smart Street objectives are fully understood and lessons learned are shared across the wider Electricity North West community. Regular updates will also be included in the internal company magazine, Newswire.

5.2 Customers on the Trial networks who will experience planned interruptions for the installation of the network equipment

Customers in this category will be affected by the planned supply interruptions associated with installation of the enabling technology. Electricity North West will manage these impacts by standard written notification informing these customers of a planned supply interruption, in accordance with Guaranteed Standard procedures. The PSR will be used to identify vulnerable customers with additional requirements and make telephone contact with them. This proactive approach will enable Electricity North West to appropriately manage any specific needs and mitigate the impact of the planned supply interruption.

5.3 Customers on the Trial networks who may receive short duration interruptions

Due to the application of interconnected configurations to LV networks, there is a possibility that any normally occurring fault on an LV feeder will lead to other customers in a Smart Street Trial area being affected. In this instance, the network will be reconfigured remotely and those customers will have their supply restored within approximately three minutes. Using historical fault data, this number has been calculated at 240 customers over the duration of the Trials. Engagement actions will:

- Inform all customers within the Trial locations about the theoretical increase in short duration interruptions (SDI) and the improvement in restoration times in the event of an unplanned supply interruption on the network. This will be achieved through Project awareness communication materials
- Fully brief the customer contact centre (CCC) about the Smart Street Trials to ensure that any customer queries are captured and responded to effectively. It is likely that the ECP will be used to produce a FAQ document which will assist in briefing the CCC. However, any customer queries outside the scope of this can be added to the communication materials which will be updated throughout the course of the Smart Street Project.

5.4 Customers on the Trial networks who will participate in the ECP

Understanding whether the customer observes any effect during the Trials is crucial to the viability of the Smart Street Solution together with its acceptability to customers. Therefore the Smart Street team will seek customers inside the Trial areas to participate in customer focus group surveys during the Trial period. The aim of this is to answer the question: do customers within the Smart Street Trial areas perceive any changes in their electricity supply?

6 COMMUNICATION AND PRIORITY SERVICES CUSTOMERS

6.1 Smart Street Partners' experience in customer engagement

Each of the Smart Street Partners bring existing customer engagement and management experience to the Project. For the purposes of Smart Street, the Project Partners will adhere to the key principles outlined below.

- Project Partners responsible for any form of customer contact will ensure that their codes of practice include guidance to ensure that customer contact is appropriate. This includes making clear to customers that the contact relates to the Smart Street Project. As a minimum requirement, contact will involve providing clear information about the Smart Street Trial they are participating in
- Clear information on the aims and objectives of the contact
- Information on data protection
- Project Partners with access to customer data gathered for Smart Street will sign an agreement to ensure this data is not used for any purpose other than in relation to the Smart Street Project. Electricity North West's data security manager takes responsibility for all aspects of data privacy within the Smart Street Project
- Where Project Partners have relationships with customers participating in Smart Street that are outside the scope of the Project, the Partners will make it clear in customer communications whether their communication relates to Smart Street or the wider relationship
- Any customer considering participation in Smart Street will receive clear information about what the Trials will involve, together with details of who to contact if they have queries or complaints, and who will have access to their data
- Any customer agreeing to participate in Smart Street will receive sufficient information to enable them to understand what will be expected of them and the purpose and scope of the programme
- When collecting data, the Project Partners will be transparent about why they are collecting the data and how it will be used, stored and accessed.

6.2 Priority services register customers

Electricity North West appreciates that some of its customers have additional requirements due to disability, being elderly or having a chronic illness. The company has a strong history of promoting safety and security at the homes of these vulnerable customers. Amongst other things, the company maintains a priority services register (PSR) of customers who have special requirements or who may be vulnerable during a power outage. The register enables the company to provide appropriate assistance to these customers, where required.

The Smart Street Trial areas are comprised of around 45,000 customers, the majority of whom are domestic. It is anticipated that a number of these customers will be registered on Electricity North West's PSR. The Smart Street Project team will use this register to identify

PSR customers in the Trial areas and any special needs they may have. A leaflet will be distributed to all PSR customers in the Trial areas providing an overview of the Smart Street Project, details of PSR services available and details of how to contact the Smart Street Project team with any queries or concerns. As voltage ordinarily fluctuates throughout the day under normal operating conditions, it is not expected that vulnerable customers will be any more sensitive to the impact of the Smart Street Trials than other customers. As such, there are no plans to contact each PSR customer to discuss their specific requirements, other than to provide written and verbal notification when they will be affected by a planned supply interruption associated with the installation of Smart Street technology.

If feedback is received from a PSR customer on a Trial circuit, the Smart Street team will investigate what has occurred and why. Where necessary, the Trial at the substation supplying the customer may be halted in order to investigate. Only when the customer's concerns have been resolved will the Trial be re-started.

6.3 Customer interruptions

Trial networks - planned supply interruptions

The application of Smart Street will require enabling technologies to be installed on the Trial networks. Following Trial network selection, each substation and circuit will be assessed to establish if the installation can be completed without the need for a planned supply interruption. Every effort will be made to avoid supply interruptions by back feeding supplies from an adjacent substation, live working or connecting a generator for the duration of installation activities. However, planned supply interruptions may be unavoidable in a small number of Trial locations, where the above temporary, alternative sources of supply are unsuitable. In the unlikely event that this occurs, the impact of these planned interruptions will be limited to a maximum of eight hours.

If it becomes necessary to interrupt a small number of customer supplies to install voltage regulation equipment such as voltage changing transformers and /or capacitors, a planned shutdown will be arranged and customers will receive written notification, in accordance with Guaranteed Standard procedures. Vulnerable customers, identified from the priority services register, will be notified by telephone, in addition to the standard written notification in keeping with normal business as usual practices.

Where planned supply interruptions are necessary, protection from incentive penalties will be requested. The anticipated value of the penalty is in the region of £29,560 for the installation of on load tap changing transformers and capacitors at distribution substations where it is not possible to safely provide alternative supply to customers.

Trial networks - unplanned supply interruptions

The change in operating arrangements for the selected circuits within Smart Street could potentially increase the number of short duration interruptions (SDI) experienced by customers. Interconnecting circuits will generally mean increasing the number of customers who will experience an individual fault event. However, the new operating regime will deliver a shorter interruption to supply than under the current operating arrangements. In addition, in many instances, the new equipment will allow location of network faults before they cause an interruption to supply. Unplanned supply interruptions during Smart Street will provide proof that the concept works and that the control management systems operate as expected. It is anticipated that around 240 customers in the Smart Street Trial areas will experience on average 58 minutes **less time** without supply from transient faults per annum. Customers will be informed about the theoretical increase in short duration interruptions.

Retrofitting the LV network with WEEZAPs should improve the speed of restoration for permanent faults for those customers on the Smart Street Trial networks, as the WEEZAP's in-built fault location functionality will enable quicker location of the fault.

The change in operating regime through interconnecting circuits described above is similar to that implemented within the Capacity to Customers (C₂C). A key learning from the C₂C ECP was that customers considered the hypothetical increase in SDIs to be an improvement to their power supply and therefore a benefit that should be communicated proactively to all customers on Trial circuits. Subsequent research within the scope of the C₂C Project has sought to quantify the assertion that there are more SDIs as a result of the new operating regime and that their effect is positive in terms of perceptions of power quality. The key learning from C₂C will be carried forward to the Smart Street Project.

7 CUSTOMER STRATEGY AND CUSTOMER RELATIONS

7.1 Communications strategy

Smart Street will require targeted communications with all four separate groups of customers outlined above. The underlying communications strategy will be to:

- Launch a targeted awareness campaign to build on existing customer relationships in each of the customer segments
- Engage with these customers on an on-going basis throughout the Project to ensure that the customer experience remains a positive one
- Consider the needs of any vulnerable customers, identified on the PSR affected by the Project
- Consider the needs of customers during planned supply interruptions and look to mitigate impacts.

Electricity North West understands that without the support and buy-in of its customers, the Smart Street Project will not succeed, and for this reason ensuring that the customer journey is a good experience is essential for the delivery of a successful Project.

In developing all customer material, guidance will be taken from the engaged customer panel. However, it is envisaged that the suite of communications materials will outline the scope, size and areas of the Smart Street Trial areas and how the Project fits within the context of GB's low carbon agenda. They are also likely to provide general information about Smart Street and ways of participating in the surveys.

7.2 Customer relations

Several communication channels will be available for customers, Partners and stakeholders who require further information about the Smart Street Project.

Smart Street website and social media

Details will be available on the Smart Street website at www.enwl.co.uk/smartstreet providing general information on the Project and Trial networks and circuits, frequently asked questions (FAQ) and contact details. Queries can be raised on the website using an online enquiry service. The Project website will be the hub for all information relating to the Smart Street Project and will be supplemented online by social media activity such as Twitter or Facebook.

Enquiries

Customers can ask questions or raise queries related to the Project using the following channels:

Telephone

Electricity North West operates a contact service that is continuously staffed and can be contacted 24 hours a day on 0800 195 4141. There will be a specific interactive voice response (IVR) option available for all low carbon enquiries.

SMS

For customers who wish to receive a call back service, an SMS can be sent quoting 'Smart Street'. This will ensure an Electricity North West representative calls the customer back as soon as possible.

Written correspondence

The Smart Street Project team will handle written enquiries from customers and stakeholders. Customers can contact the Project team by post at the following address:

Smart Street Project Team
Electricity North West Limited
Frederick Road
Salford
M6 6QH

Alternatively, customers can email queries or requests for further information to the Project team at futurenetworks@enwl.co.uk. Response times will be in line with Electricity North West's standard practice, ie a maximum period of ten working days.

Other communications

Information for suppliers – electricity suppliers whose customers have signed up to participate in the Project will be contacted and advised of the nature of the Trials along with details of the timing and nature of communications with these customers.

Information for Project Partners and other interested parties

The Smart Street website will provide regular updates. Furthermore, interested parties will be able to register for a newsletter which will be produced on a periodic basis. Learning outcomes from the Smart Street Project will be shared with interested parties, including other DNOs and academic institutions, throughout the Project.

Alternative formats

All customer information about the Smart Street Project will be available in alternative formats such as audio, Braille or minority languages on request.

7.3 Customer enquiries and feedback

A range of tools will be used to facilitate and obtain customer feedback. These are outlined in section 7.2 above and include a dedicated Project website with customer feedback facilities, a contact telephone number, an SMS texting facility and an address for written communication.

Furthermore, a process to record all queries or concerns raised by customers will be implemented in the contact centre to ensure that all enquiries or complaints are handled promptly and resolved to the satisfaction of the customer. It is anticipated that the measures previously outlined will enable the resolution of any customer concerns during the initial

contact. However, those which are not resolved at the first point of contact will be managed centrally by the Smart Street Project team. If customers report a notable effect resulting from a Trial, the matter will be immediately investigated by the Smart Street Project team. In these unlikely circumstances, it is envisaged there may be a need to initially halt the Trial at the substation feeding the customer whilst the effect observed by the customer during and outside the Trial period is investigated.

7.4 Feedback from DNOs, Project Partners and interested parties

The Smart Street customer engagement process will result in key lessons being learned about how to effectively engage customers. As part of learning and dissemination activities, lessons and outcomes will be shared with other DNOs and other energy industry participants. It is anticipated that stakeholders such as Consumer Focus, the Climate Change Group and charities focussed on eradicating fuel poverty will also take a keen interest in the customer impact of the Smart Street techniques. All Partners and stakeholders will disseminate the learning points around the customer engagement aspects of the Project.

8 CONCLUSION AND NEXT STEPS

This customer engagement plan sets out the Smart Street Project's approach for communication and engagement with customers throughout the Project. All Smart Street Partners will adhere to the plan and the basic principles outlined. There will be ongoing learning as the Project progresses and the plan will therefore be reviewed on an on-going basis to reflect any feedback and adapt to lessons learned. Ofgem will be consulted before any material changes are made to the plan.

In line with the vision of the LCN fund, all outputs and learning gained from customer engagement activities will be made available to other DNOs. Specifically, all communication materials developed in the Project will be publicised on the Smart Street website. All relevant learning will be shared at Smart Street learning events, through trade magazines and in other appropriate forums.

APPENDIX A

ID		Task name	Start	Finish	Owner
21		Site selection and network design	06/01/2014	31/07/2014	ENW
60		Trials	01/10/2014	31/12/2017	ENW
Workstream 3 – Customer					
73		Pre-Trial communications	01/04/2014	24/09/2015	ENW
74		Develop CEP and data privacy statement	01/04/2014	27/06/2014	Impact
		Draft CEP and data privacy statement to ENW for review	30/05/2014	30/05/2014	Impact
		Send CEP and data privacy statement to Ofgem as soon as possible	06/06/2015	06/06/2015	ENW
75	SDRC	Send CEP and data privacy statement to Ofgem by June 2014	30/06/2014	30/06/2014	ENW
76		Recruit ECP	01/05/2014	02/07/2014	Impact
		Draft objectives and DG for ECP 1-3 for ENW to review	01/06/2014	30/06/2014	Impact
		Sign off objectives and DG for ECP 1-3	01/07/2014	14/07/2014	ENW
77		Design and create draft general awareness leaflet	05/05/2014	14/07/2014	Impact/ ENW
		Ofgem approve CEP	01/08/2014	01/08/2014	Ofgem
		Book venues and respondents for ECP1-3 as soon as Ofgem approval is given	04/08/2014	08/08/2014	Impact
		ECP1	11/08/2014	15/08/2014	Impact
		ECP2	25/08/2014	29/08/2014	Impact
		ECP3	08/09/2014	12/09/2014	Impact
78		ECP to review/approve draft general awareness materials	01/08/2014	30/09/2014	Impact
		Draft ECP report to ENW for review	15/09/2014	07/10/2014	Impact
79	SDRC	ECP workshop delivered by September 2014, lessons learned published on the Smart Street website by October 2014	31/10/2014	31/10/2014	ENW
80		Incorporate ECP feedback, produce and deliver materials to customers	01/10/2014	31/10/2014	ENW
81	SDRC	Deliver general awareness materials and publish on the Smart Street website by October 2014	31/10/2014	31/10/2014	ENW
82		Customer contact centre training and briefing	01/05/2015	02/07/2015	ENW
83		Incorporate feedback from training into briefing materials	03/07/2015	30/07/2015	ENW
84	SDRC	Customer contact centre training delivered and materials published on the intranet by July 2015	31/07/2015	31/07/2015	ENW

ID	Task name	Start	Finish	Owner
85	Trial communications	01/10/2014	28/07/2017	ENW
86	Design focus group scope	01/10/2014	28/04/2015	Impact
87	Document lessons learned from customer contact centre training	03/07/2015	30/07/2015	ENW
88	Focus group to test customer perception of supply	01/05/2017	28/07/2017	Impact
89	Post-Trial communications	01/11/2017	31/12/2017	ENW
90	Draft customer survey report using ECP feedback from focus group	01/11/2017	28/11/2017	Impact
91	Review customer survey report	29/11/2017	26/12/2017	ENW
92	SDRC Publish on Smart Street website a customer survey report by December 2017	31/12/2017	31/12/2017	ENW
212	Closedown report draft	02/10/2017	01/12/2017	ENW
213	Review and approval of report	04/12/2017	22/12/2017	ENW
214	Closedown report issued to Ofgem and published on Smart Street website by December 2017	31/12/2017	31/12/2017	ENW
Workstream 5 - Learning and dissemination				
126	Smart Street website and social media forums live by July 2014	31/07/2014	31/07/2014	
130	Webinar 1 - Smart Street introduction and objectives	09/06/2014	04/07/2014	
132	Webinar 2 - Report publication of specifications, installation methodologies	01/04/2015	28/04/2015	
135	Knowledge sharing event 1 - Trial start	21/09/2015	23/10/2015	
137	Knowledge sharing event 2 - Mid Trial	12/09/2016	14/10/2016	
139	Knowledge sharing event 3 - Trial end	14/08/2017	22/09/2017	
142	LCNF Annual Conference 2014	21/10/2014	22/10/2014	
143	LCNF Annual Conference 2015	27/10/2015	28/10/2015	
144	LCNF Annual Conference 2016	25/10/2016	26/10/2015	
145	LCNF Annual Conference 2017	24/10/2017	25/10/2017	

APPENDIX B - RESEARCH PARTICIPATION CONSENT FORM

Research Participation Consent Form:

The group discussion or interview you take part in will be:

- Audio recorded
- Video recorded
- Observed by people in the room/from another room/location

The Data Protection Act requires that Electricity North West collects and uses the information you provide to it in a manner that respects and protects your confidentiality. Your personal details (name, address, phone number) will not be disclosed to anyone else without your permission other than to Impact Research and Electricity North West.

In most cases the tapes will be heard/watched and the transcription read **only by the transcriber and researchers from the research company.** The transcript will only be read/audio tape listened to/video tape watched for research purposes and only to pursue the aims of the study. Excerpts from the transcripts or tapes may be used to illustrate the research findings. This will always be done in a way to protect your identity (eg comments will not be attributed to you personally).

The tapes will not be used for non-research purposes, such as promotion or direct sales activities. The tapes will be dated and deleted, at the latest, two years after the research is completed. **In exceptional cases** the audio tape will be listened to/the transcription read/the video tape watched by employees at Electricity North West working on this Project. In these circumstances, the Smart Street team will go through the tapes first to delete any references to people's names or anything else that could identify them.

Anyone from Electricity North West who reads the transcript or listens to/watches the audio/video tape will sign an undertaking that they will respect the anonymity of those taking part. Thus, if anyone recognises you, (s)he will immediately stop reading, listening or watching. Any other material or information generated by you, such as ideas written down on paper, will be subject to the same strict controls.

You may find the following questions and answers helpful in understanding what data will be collected from you and how it will be used. **Please read this information and indicate your consent at the bottom of the form.**

What is the purpose of market research?

Market research attempts to generate understanding and knowledge about customer behaviour within it, by gaining information (*data*) from specific samples of customers and extrapolating results to the population as a whole.

Market research is scientifically-conducted research where the identity of respondents, and all personal data they give to the researchers, are kept fully confidential, and cannot be disclosed or used, for any non-research purpose.

Market research is not a commercial communication or a selling opportunity. Market research has no interest in the individual identity of respondents.

Who is Impact Research?

Impact Research is an independent market research agency whose registered address is 3 The Quintet, Churchfield Road, Walton on Thames, Surrey, KT12 2TZ.

What is personal data?

The following definitions are taken from the Data Protection Act 1998.

'Personal data' is defined as any information which is capable of being used to identify a living individual.

In addition to name, address and contact details, this could include individual preferences, transactional history, and record of activities or travel, profiles or credit scores.

'Sensitive personal data' is defined as any personal data that relates to any of the following: racial or ethnic origin, political opinions, religious or other similar beliefs, trade union membership, physical or mental health, sexual life, criminal convictions or proceedings.

What personal or sensitive personal data will be collected from you?

You will be asked to provide Impact Research with your contact details so that Electricity North West or its Partners are able to re-contact you to take part in a series of focus group discussions. Any answers you give in the group discussions or surveys will be treated in confidence in accordance with the Code of Conduct of the Market Research Society.

This means that all of the information collected will be used for research purposes only and it will not be possible to identify any particular individual or address in the results.

You will also be asked if you or anyone in your household have a disability, medical equipment in your household, mobility problems, are seriously ill or have visual or hearing impairment. This sensitive personal data is asked to understand if customers falling into any of these categories have different dependency or perceptions regarding their electricity supply. You will have the opportunity to opt out of answering questions of this nature.

Who will this personal or sensitive personal data be shared with?

At the end of the Project and as part of sharing the learning and outcomes, aggregated data and the results of the Project will be shared with interested parties such as other electricity companies and academic institutions. Any data shared with interested parties or published for general readership will not contain any personal data.

No personal data will be provided to any third parties for any marketing activity.

Electricity North West will not use this Project or any information collected in connection with the Project to market any products or services to customers.

Customers may be contacted about any supply quality problems that are identified through the feedback they give, but only if they have given their consent for this.

So that this is absolutely clear, we would like you to now sign the following statement:

I am happy to have the feedback I give through participating in this market research attributed to me so that Electricity North West are aware that I have taken part in this market research.

Please circle: YES/NO

I am happy for Impact Research to get in touch with me again in the future to discuss the service I receive from Electricity North West for market research purposes?

Please circle: YES/NO

I am happy for my data to be passed to Electricity North West in order that they can discuss with me any aspect of my electricity supply in the future?

Please circle: YES/NO

I agree that after the above explanation, I was given the option not to take part in the engaged customer panel, if I had any reservations.

Name Signed

Date.....