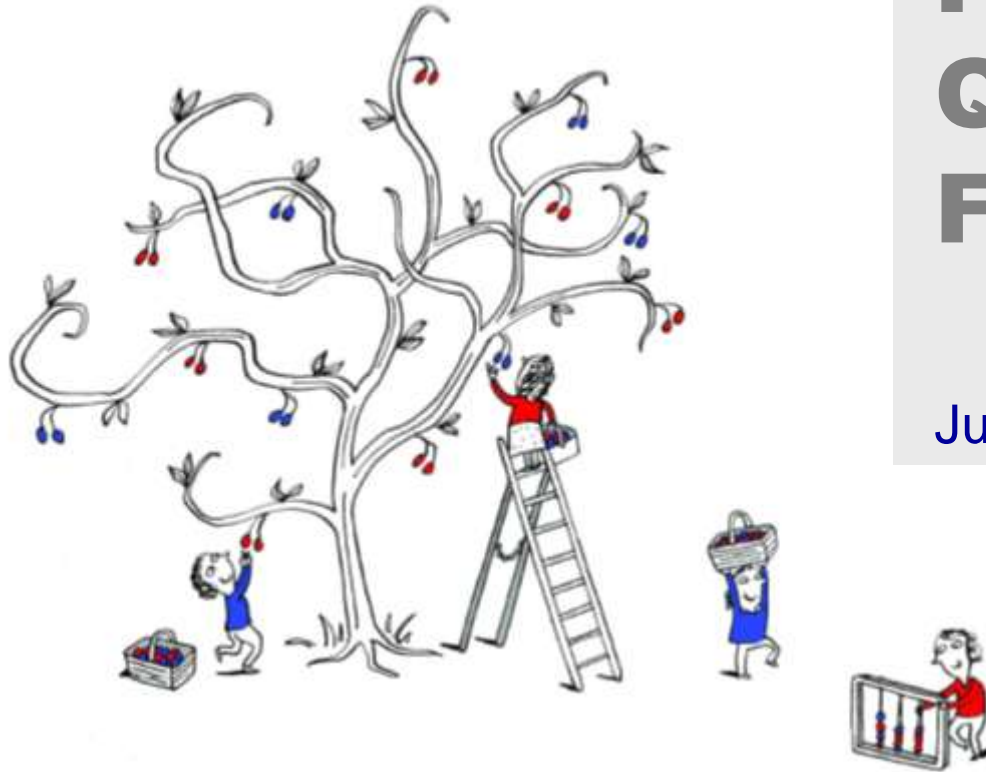


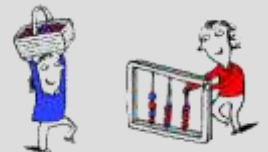
Willingness to Pay Research: Qualitative Findings

June 2012



Agenda

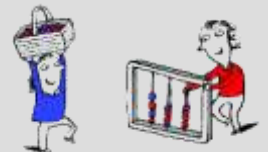
- Study design
- UK Power Network's profile
- Reliability of Supply
- New Connections
- Environment
- Low Carbon Technologies
- Network Monitoring Equipment
- Safety
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- Discretionary Services
- Customer Priorities and Willingness to Pay



Study Design

- UK Power Networks is required to consult with customers and other stakeholders in preparing their business plans
- Research is therefore required to ensure that UK Power Networks' business plan takes into account customer priorities and the value placed on the elements that make up the plan
- Qualitative research has been conducted to inform design of quantitative and stated preference research elements

The research was undertaken in compliance with the market research standard ISO 20252:2006.
This presentation reports qualitative data which should not be considered to be robust
Rather, it may be said to be indicative of the views of the populations targeted



14 extended (2-hr) focus groups

- Pilot: 2 pilot groups (observed) in central London – 16 May
- Main stage: 12 groups – w/c 28 June

LPN

- 2 groups Hammersmith
- 2 groups Kings Cross

SPN

- 2 groups Canterbury (observed)
- 2 groups Guildford

Map 2 South East England



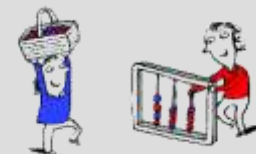
EPN

- 2 groups Bury St Edmunds
- 2 groups Peterborough

Map 6 East of England (North)



- Mix of age and gender



21 business depth interviews

- Pilot: 3 pilot depths – w/c 14 May
- Main stage: 18 depths – w/c 28 May to w/c 25 June

SPN

- 1 pilot; 6 mainstage

Hub 2 South East England



LPN

- 1 pilot; 6 mainstage

Hub 7 London



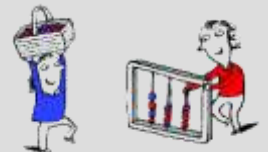
EPN

- 1 pilot; 6 mainstage

Hub 6 East of England (North)



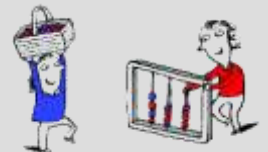
- 8 with micro/small companies (1-49 employees)
- 6 with medium companies (50-249 employees)
- 7 with large companies (250+ employees)
- Range of business sectors



Depth Structure

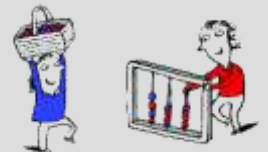
LPN	Energy and Sustainability Engineer/Programme Management and Property	Public	Large (250+)
SPN	Maintenance Manager	Hospitality	Medium (50-249)
EPN	Manager	Horticulture	Small (less than10)

EPN	Senior Estates Officer	Blue Light	Large (250+)
EPN	Engineering Manager	Food Manufacture	Large (250+)
EPN	Bursar	Education	Medium (50-249)
EPN	Technical Director	Entertainment	Medium (50-249)
EPN		Food Manufacture	Small(10-49)
EPN	Owner	Sport/leisure	Small (less than 10)
LPN	Head of Estates and Facilities	Healthcare	Large (250+)
LPN	Facilities Manager	Hospitality	Large (250+)
LPN	The Principal	Education	Medium (50-249)
LPN	Operations	Retail	Small (less than10)
LPN	Director	Construction	Small(10-49)
LPN	Operations Mgr	Hire Services	Small(10-49)
SPN	Branch Manager	Manufacturing	Large (250+)
SPN	Facilities Manager	Public	Large (250+)
SPN	Company Accountant	Manufacture	Medium (50-249)
SPN	Deputy Engineer	Maritime	Medium (50-249)
SPN	Office Manager	Mining	Small (10-49)
SPN		Sport/leisure	Small (10-49)



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Awareness of UK Power Networks

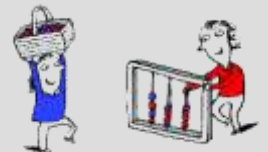
Domestic

- Very little awareness of UKPN or their share of the electricity bill
 - small number have seen vans and know UKPN maintain cables and pylons
 - a couple aware through work (fire brigade; rail)
- Wanted to know if UKPN geographically defined and whether there is any competition

Business

- Wider awareness of UKPN, but still limited

NOTE: From this point forward –
Grey = general
Blue = Domestic
Green = Business



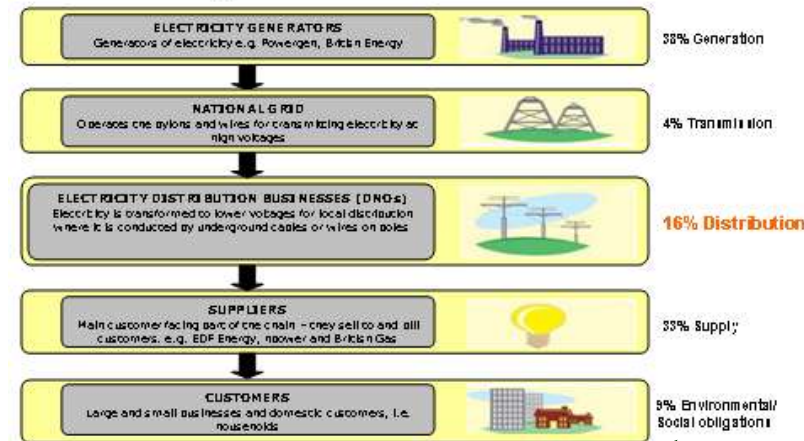
Awareness of UK Power Networks

For both

- Show material essential to explain supply chain, UKPN's role, and average bill breakdown
- Need to make clear that *amount* does not change but proportion may
- Several pointed out that 'DNO' does not relate to anything previously mentioned

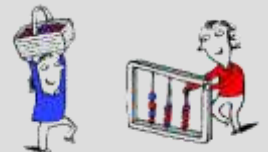
SHOWCARD C

Approximately What Proportion of the Average Bill Goes to Distributors?



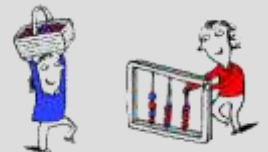
"There could be another little slide show showing what happens if your bill goes up by £100, how much would get distributed, but I'm an accountant so I just like to work with figures and then see what goes. But 16%, if you say it's 16% now up to any rises of bills, it would be a smaller percentage of the whole amount."

SPN, medium (10-49)



Perception of UK Power Network's Performance

- Overall, assumption that, given low awareness of company and infrequency of power cuts, UKPN must be doing a good job
 - some Canterbury group participants who experience frequent power cuts are dissatisfied
 - some London group participants had recently experienced power cuts but they had had no great impact
 - one business depth had recent interruption to supply, and satisfied with how it was handled
- Understanding that power cuts may be caused by other utilities, extreme weather etc



UK Power Network's Performance

"Well they obviously maintain it quite well because we would have more power cuts... The weather's usually got something to do with it."

EPN

"They must be doing excellent, because you think about the millions of homes that are connected up, there's very rarely a problem. I think the only time I remember a problem is in the 70s when we had the power cuts."

LPN

"When you're in the house the lights just dim, most household electrical goods will, they'll come back, just carry on, but the computer won't because that has a specific voltage."

SPN

"There are fewer power cuts than when I was young, so they must be doing great."

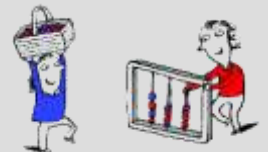
LPN, medium (10-49)

"Well, the most important thing is that there is a steady electricity supply and it's happening so they must be doing it right, but I would only be unhappy if there was no electricity, so it's difficult to judge."

SPN, medium (10-49)

"It's not something you hear a lot about these days. Normally when you do, it's storm related or weather related."

SPN, large (250+)



Increase Awareness of UK Power Networks?

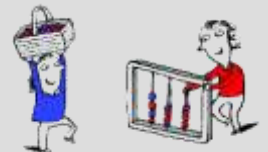
- Overall, no interest in a marketing campaign to raise awareness of the company
- And considered to be a waste of money

Domestic

- “We didn’t know about UKPN yesterday”
- “What is the benefit to the customer?”

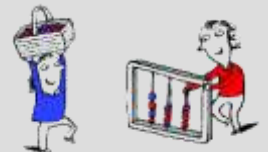
Business

- “What will it change?”
- “I don’t want to pay for their PR”
- “To what end?”



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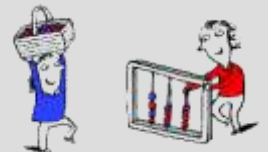
Response to Interruption to Supply

Domestic

- Tend to 'wait and see':
 - are neighbours also affected?
- Some call (number from bill) but, unless it lasts 30 mins or longer, don't bother
 - assume number on bill is supplier

Business

- Very little experience of interruptions to supply, so limited awareness of response
- Most would phone, but mixed awareness of whose number they would call
- Small number would expect their supplier to contact them
- No mention of SPOC among large (250+) companies



Reliability of Supply

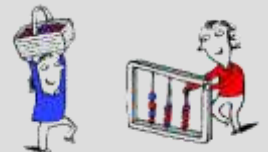
- Customers assume that someone is working as quickly as possible to restore supply
 - and have mostly only experienced short interruptions
- Accurate information is the most important aspect
 - must be accurate and up to date
 - can decide on necessary actions

Domestic

- Understand benefits of recorded message
- Some think apologies are courteous, but others that they are meaningless

Business

- Some expect to speak to a person
- Apologies are not appropriate



Contingencies to Deal with Interruption to Supply



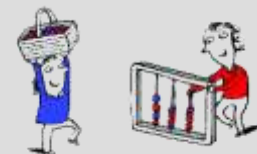
- Businesses and Canterbury domestic customers more likely to have contingency measures in place

Domestic

- Most have candles, but not in case of power cuts
- Mobile phones and laptops help access information in case of power cuts
- Canterbury customers have candles, torches etc; one has bought a generator

Business

- Small companies and some medium companies tend not to have contingency arrangements
 - but do have UPS
- But where supply is critical, customers have emergency generators



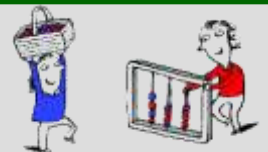
Impact of Interruption to Supply

Domestic

- Up to, say, 3 hours, inconvenience and irritation
 - have to reset timers
- Greater disruption for home workers
 - Canterbury: a seamstress and ironer
- Time of day and time of year important
- Beyond that, most concern for chilled and frozen food

Business

- Impact on computers immediate concern for smaller companies
 - may lose work
 - UPS enables back up and shut down
- Standby generators provide business continuity for 6 hrs (max 10)
 - expensive to run
 - compounded by potential loss of business
- Larger companies may be able to use other sites



Interruptions to Supply

"You have to accept that these things can go wrong from time to time, and it's the communication that's important rather than just being left dangling, not having a clue what's going on. At least if you know, you can do something about it or not."

Bury St Edmunds

"Find out if it's going to last 1 hour or 10 – it makes a huge difference."

London

"They've got to find a way of communicating to everybody because we can't all phone together because you can't get through."

Peterborough

"Where I live now and some other people had theirs go off on Christmas Day, and it was off all day. And people were going up to neighbours with their turkeys, and it was awful for them."

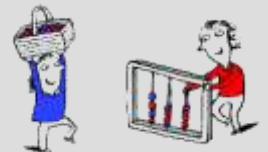
Canterbury

"I'm guessing that if there was a person answering the phone it would be harder to get through than if it was an automated message."

Guildford

"It's because of this reason, and we're doing everything we can to get it back on before 4 hours. That's all we want to hear really and that's fine."

Canterbury



Interruptions to Supply

"I think they were quite good as far as we were concerned with the information. They rang us to say what was going on and then they rang us again in the morning to say that they were working on it and one of the fellas came up in a van and spoke to us as well. So I think they did very well as far as we were concerned."

EPN, small (<10)

"Usually something goes wrong. I don't think there's usually any fault of anybody's. I think it just happens; things break down."

EPN, small (<10)

"If it's going to be a prolonged power cut, I would expect my supplier to be in touch."

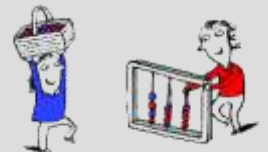
SPN, large (250+)

"Obviously we've got generator back-up which can help to some degree but invariably from my experience, it's never the actual infrastructure operator. It's usually a third party where along the line has interfered with it or affected it"

LPN, large (250+)

"I've not had any failures; I've never experienced any dropouts or failures so you're in blissful ignorance ."

LPN, large (250+)



Invest to Ensure Security of Supply?

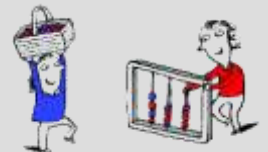
- Very little wtp to ensure security of supply
- Strong feeling that this is the company's business
 - customers currently pay enough

"I can't really see why they should suppose that they should get an increase. They're not actually doing any more than meeting their obligation to serve us. It must be part of their regulated requirement ."

Guildford

"I would think that they're already investing and therefore as long as they're investing that money wisely, there should be no need for the bills to go up. That should already be within their business plan."

SPN, large (250+)



Copper Theft

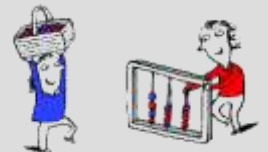


Domestic

- Mentioned spontaneously by Peterborough and by Guildford participants, and widespread awareness of the problem among other groups
- General view that “something should be done”, but a problem that had to be tackled on a number of fronts
 - tightening up of the scrap metal market
 - responsibility for government, courts and the police
- May be more cost effective to target protection for ‘hot spots’
 - but criminals will always be one step ahead
- If customers pay more to reduce theft but it still takes place, what then? Or if they pay and theft is reduced, is the bill subsequently reduced when there is no longer a need to spend money on this? Probably not!

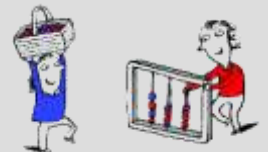
Business

- Some grudging wtp
 - you would sort of begrudgingly accept that that’s a justifiable reason why it needs to go up because 15 years ago it wasn’t an issue and it is a changing world in that respect **LPN large (250+)**
- But also feeling that is impossible
 - I think they would have a real job to stop it. I don’t think they’ll ever do it so no, I don’t think I would want to pay any more for that point...they have so many stations and what have you and how can they police them all?
- It has to be effective:
 - “As long as what they’re doing is going to be effective because there’s no point throwing money at something that’s going to be ineffective.” **SPN large (250+)**



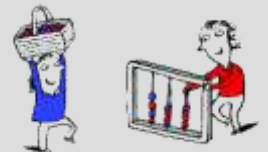
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Understanding of New Connection Process

- Little experience of new connections
- Consequently, very limited understanding of process
- **Businesses tend to hand over responsibility to builder/developer/contractor**



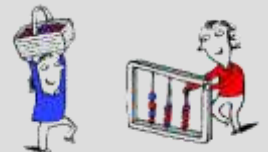
Potential Premium Services

Showcard D

Premium Service Options

This might include:

- Accelerated timescales eg UKPN is obliged to provide a quotation for a small low voltage project within 15 working days; a premium service might be 7 days
- An example of greater flexibility might be a wider window for the work to be completed, eg undertaking an installation at the weekend, or visiting a customer/site in the evening
- In respect of service, UKPN could provide a dedicated account/project manager for a specific connection, or perhaps enhanced compensation if it is late in providing the connection



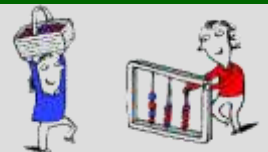
Potential Premium Service

Domestic

- Flexibility of hours of interest
 - questions re non standard rates for workforce
- Lower need of project manager, but suggest dedicated contact benefits customer and UKPN alike
- Instinctive dislike of 2-tier offering, which is seen as divisive
 - likely to reduce quality of standard service
 - could penalise some customers
- 'Menu' approach suggested
 - customer assembles preferred service package
 - include flexible payment plan

Business

- Dedicated project manager should be a given
- Flexibility of hours important, but also expected by some
- Accelerated timescale could be helpful in certain circumstances
- Smaller companies had same misgivings as domestic customers
 - standard levels of service could suffer



Potential Premium Service

"I would have thought that everyone should be treated equally. I don't believe there should be a premium service; it should be a standard service for everyone."

Peterborough

"It probably wouldn't cost the firm any more in wages because maybe the staff work Saturdays for normal time... Very likely yes... As they do these days."

Bury St Edmunds

"Saying your standard, you get a quote between 7 and 15 days, with the premium within 7 -- that would sound better... With the standard quote saying within 15 days you could have it on the 2nd day and you've not paid."

Guildford

"I would imagine that there might be times where you've got projects that are time sensitive where people would probably go okay, let's see how much it costs; what's the difference?"

LPN, large (250+)

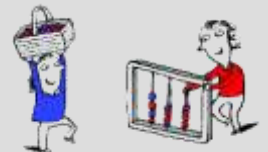
"This 'within 15 working days': you could actually provide some information about what the statistics are, what is the present delivery of the service."

SPN, medium (50-249)

"No, I don't think people would want increased charges to be honest"

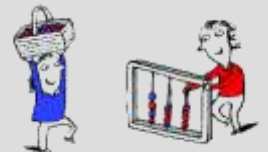
EPN, small (<10)

Worth considering avoiding terminology such as 'premium' and 'standard' (and 'express')



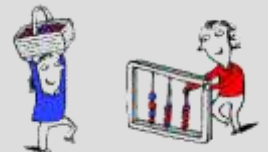
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Unprompted Environmental Concerns

- Assumed health hazards from pylons
- Visual impact of pylons
 - but acknowledgement that undergrounding is expensive
- Domestic customers mentioned energy waste generally eg wasting heat from houses, not turning things off when not being used and office blocks with lights on all night



Leakage from Oil Filled Pipes and Switchgear

- Although some thought this was a maintenance issue for the company, there was some wtp

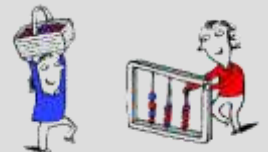
Domestic

- No awareness
- Some confusion as to how to respond to this
 - appears to be a serious problem but, given lack of awareness, some caution as to how great a risk it actually is
 - is it alarmist to mention it?
- Participants would like to know:
 - scale of problem (how much cabling, how often does it happen)
 - scale of risk (levels of toxicity, short term and longer term), and
 - what is risk to them, to animals, to plants
 - how much is spent on maintaining the pipes that contain the oil, in searching for leaks etc? Would it be more cost effective to replace them now?

Business

- Mixed awareness
- Also some questions
 - how old are the cables?
 - is this an old technology?
 - is it being replaced with something different?
 - is it the only technology that exists?
 - is it all underground cables of a certain size of power that is made up of this particular type?

Consider adding more information to the show card



Leakage from Oil Filled Pipes and Switchgear

"Is it non toxic, is it toxic, is it mildly toxic? Does it get absorbed by the soil, does it get broken down by the soil. Does it biodegrade harmlessly, does it never biodegrade. That kind of thing. Anything that would personally help me understand it more completely."

London

"It's like they're owning up that they've done something wrong but they're saying don't worry about it because it's underground... They say these cables have already been replaced in any area where there's a risk to water. So they must know that there is some sort of risk. Why have they already replaced those ones and then it says there's no harm to us? So it's got to be harmful to other things."

London

"I mean, surely there would have been some of these environmentalists would have actually cottoned onto it by now, they would have been shouting about it."

Bury St Edmunds

"I think they should be looking at trying to exploit other technologies that would have a minimum impact on the environment, yes, but as to the infrastructures that exist that have that technology with the oil in, yes, they need to reduce it, yes definitely."

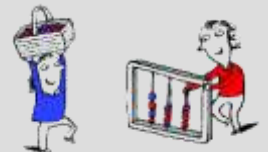
LPN, large (250+)

"It certainly sounds like they should be investing stopping the leakage. First of all I didn't even realise there was leakage like that, damage through wear and tear. Just a little [wtp], yes. I'm really surprised at that one."

EPN, small (<10)

"Well obviously anything that's polluting the ground is a long term damage to the environment isn't it?"

SPN, large (250+)



Leakage from Oil Filled Pipes and Switchgear

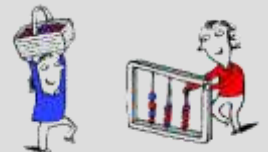
- Some willingness to pay, particularly among domestic participants
- Business participants more likely to consider it the company's concern
 - “They know what they've let themselves in for.” London, large 250+

“I know leakage is a possibility but they should look at their network and deliver an environmental manner. You expect that. I don't see why the end user should foot that bill.”

SPN, large (250+)

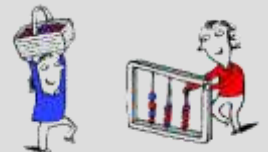
“They know what they've let themselves in for.”

LPN, large (250+)



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Importance of Low Carbon Technologies

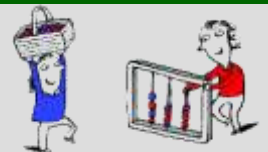
- Tempting to be positive towards these measures because “it’s for the environment” and the future
- Mixed views on wtp

Domestic

- Suggestion that this is ‘just tinkering around the edges’. Would it be better to wait until the technologies are more advanced?
- Alternatively, it is a start and should be supported

Business

- All businesses have to adapt and advance
- Generally in favour of investment
 - but is the customer the only source of revenue?



Low Carbon Technologies

"We have to start somewhere. I would want to contribute to it just to make sure everybody else did."

London

"But on the other hand if the consumption's going to be for example that because 90% of all the cars are going to plug into electricity to get topped up, then the cost should come from motorists shouldn't it, why should the normal householder pay for that...I think motorists should through road tax and fuel tax and so on.."

Peterborough

"If they (UKPN) want to take it forward then they should pay."

Canterbury

"I think we're going to have to in time whether we want to or not. We have got to go greener and that's it isn't it?"

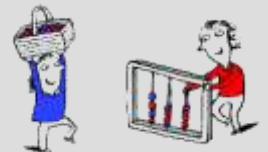
EPN, small (<10)

"I think it's mostly the supplier who should do that...Because they have the higher amount of the profits, of our bills. I think they are extremely profitable."

SPN, medium (50-249)

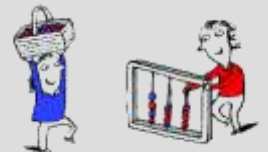
"Everybody's got to be part of it, but no, we should not pay any more."

SPN, large (250+)



Agenda

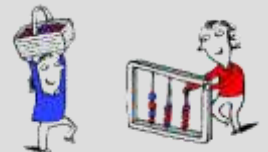
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Network Monitoring Equipment

- Overall, assumption that this already takes place
- No wtp except among some large business customers
- It's business efficiency
- Domestic customers suggest resulting cost savings would benefit the suppliers as well as UKPN

Show material may benefit from graphic illustration



Network Monitoring Equipment

"And then it would pay for itself because they'd be more efficient...It's got to be better management of the money that's in the pot isn't it."

Peterborough

"Why should it cost us extra to do that, you'd have thought that any company would be trying to maximise their efficiency...It's in their benefit...Of course it is."

Bury St Edmunds

"I wouldn't mind paying a bit more for this if someone said 'look and by the way, with this information we're going to be so super efficient that next year we'll reduce your bill'."

London

"My short answer is yes but what you've got to try and do is you've got to try and at least explain the benefits to the customer ."

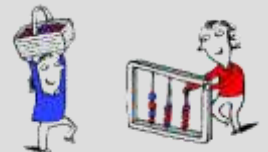
LPN, large (250+)

"Yes (wtp). It's essential to invest. Were trying to get smart meters installed wherever we can...How can we be more efficient?"

SPN, large (250+)

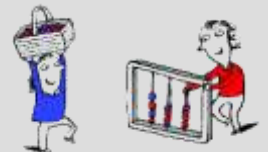
"They're going to monitor it. Don't they do that now?"

EPN, small (<10)



Agenda

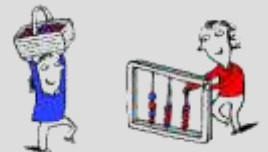
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Safety



- Overall, no support for **education programme**: it should be the responsibility of parents, government etc and certainly not supported by the customer
- Assumed that the company was **making infrastructure safe** and inaccessible and not prepared to contribute towards it
- Mix of views re replacing older infrastructure
 - some thought this is “good housekeeping”
 - others happy so long as complies with legislation



Safety

"Surely this all boils down to health and safety so surely that should be more the government side paying for it rather than us?"

Bury St Edmunds

"It is like cars, there are safer cars on the road than others but as long as they all pass their MOT then they are allowed on the road aren't they and I think as long as it is safe, then I am not paying more money to make it safer."

Bury St Edmunds

"How you would educate the children, maybe embellish it a little bit more, what do they mean by the educational, are they talking about posters around the perimeter or are they talking about a national scheme where they go or is it adverts? What do they mean by that?"

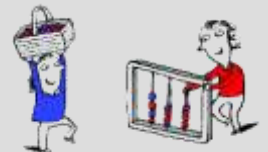
London, large (250+)

"I would have thought that children should be educated about these sorts of things in any case."

EPN, small (<10)

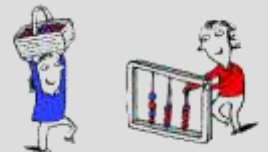
"I think maybe some statistics would help here to make a decision. Are there many accidents? What kind of accidents are there?"

SPN, medium (50-249)



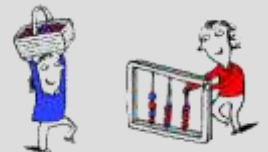
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Social Impact

- Overall, no awareness of who causes obstructions to highways
 - but all utilities should coordinate works better
- ‘Horses for courses’ approach rather than ‘one size fits all’
- Questions re pay differentials for day/time of day



Social Impact

"The frustration that's caused when lanes are blocked off and there's actually no-one. And that happens."

London

"Some of these practices were put into place in a very different economic and commercial environment. So maybe they need to change their work patterns and all that sort of thing."

London

"The supply of power is a 24 hour job, I don't know why people that work for it don't work 24 hours. Some guys like working weekends, other guys like working during the week. It doesn't need to be an increase, it's just finding the right person out there to do the right job."

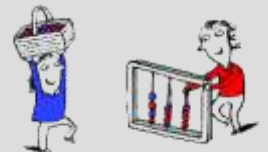
Guildford

"[Pay] is a national question rather than a specific one for UKPN but if they were going to try and start a new trend then yes, I would."

London, large (250+)

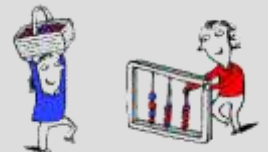
"The thing is if it was at the doorstep of my business, we would be prepared to invest the money so that they do the work overnight but, in general, possibly not."

SPN, medium (50-249)



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Discretionary Services

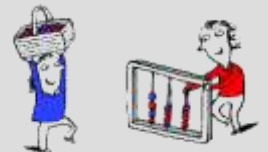
- Overall, little engagement with this section

Domestic

- A view that “the user pays” – ie customers generally should not support these services but they should be paid for as required
- One group (Bury St Edmunds 9) queried the phrase “protective shrouding” and suggested that it needs clarification

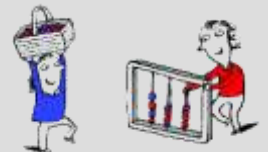
Business

- Not entirely clear:
 - No, it’s quite clear but basically any of these fuse changes and disconnections come from the supplier, not from the individual customer (SPN, medium (5-249))



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Customer Priorities



- Overall, **reliability of supply**, plus...

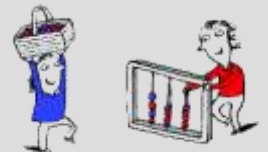
Domestic

- Efficiency
- A view to the future
 - environmental considerations important

Business

- The future also important
 - new technologies, greater efficiencies, greener

- New connections: little experience, but dislike of two-tier offering
- Safety should be a given
 - but education very low priority (not UKPN's responsibility)
- Social impacts (highways) a problem for all utilities
- Discretionary services: user pays
- Marketing campaign: not at all



Willingness to Pay

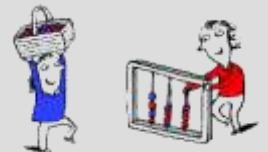


Domestic

- Some wtp but little or no wtp Canterbury, Peterborough and London
- Wtp highest for environmental issues
 - leaking pipes/switchgear and
 - low carbon technologies
- Wtp range included (pa)
 - £2, £6, £10, £12, £20

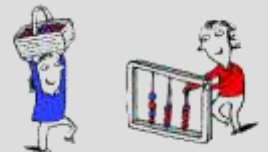
Business

- Very little wtp among public sector and smaller companies
- Some wtp for continuity of supply
- And to improve current service
 - 2-3% to improve (SPN, medium 50-249)
 - 4-5%, no more than 5% (LPN large 250+)
 - 20%, EPN small (<10)



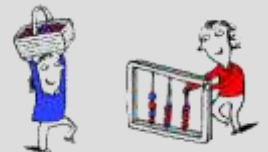
Recommended Changes to Show Material

- Supply Chain
 - reduce number of showcards - just the one showing bill breakdown
 - explain/expand DNO abbreviation
 - clarify that 16% may change, but amount will not
- Oil filled pipes
 - consider including more information on scale of problem in terms of amount of cabling and its estimated lifetime, and toxicity levels
- Network Management
 - include some graphics
- Discretionary services (if included in quantitative stage)
 - clarify 'shrouding'



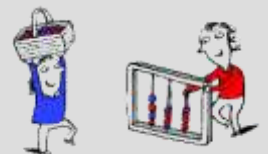
Potential Change to New Connections Offering

- Consider menu approach rather than two-tier service
- Consider including flexible payment plan

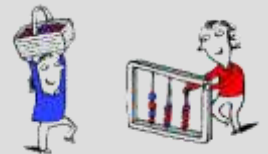


Recommended Attributes to Test In Quantitative Stage

- Frequency of power cuts
- Duration of power cuts
- Communication of information during cuts
- Frequency of updates with information about cuts, ie accuracy of information
- Timescale for provision of the quotation for small low voltage new connections work
- Timing of new connections work
- Contact for new connections work
- Completion time for small low voltage new connections work
- Compensation for failure to meet completion date
- Replacement of oil filled cables
- Network monitoring equipment
- Enhanced security/protection against cable theft
- Infrastructure to support low carbon technologies
- *Network resilience to major storms – undergrounding?*



Next steps



Timelines

- **w/c 9 July:** UKPN to review qualitative findings & draft questionnaires, including defining the levels to be tested:
 - Information needed by Accent:
 - comments and/or suggested amends to recruitment, background, customer experience & demographic sections of the draft questionnaires
 - Confirmation of attributes & levels you would like tested
- **w/c 16 July:** Accent to make any necessary revisions to the questionnaires and design the Stated Preference in light of defined attributes & levels and get final approval from UKPN
- **w/c 23 July:** Accent to programme questionnaire
- **w/c 30 July:** UKPN to test programmed version
- **w/c 6 (and possibly 13 August):** pilot fieldwork:
 - 160 domestic pilot interviews and 160 business pilot interviews: 80 EPN/SPN; 80 LPN in each case

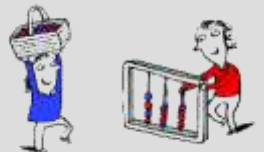
UKPN

Accent
UKPN

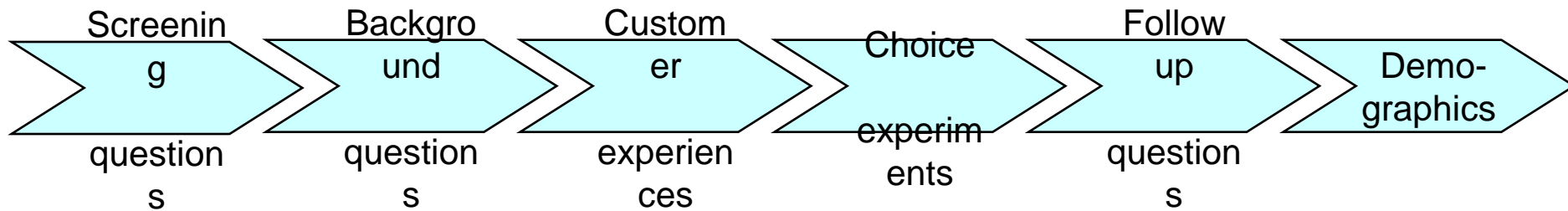
Accent

UKPN

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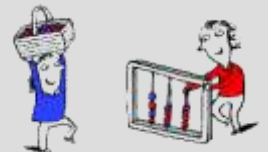


Proposed Questionnaire Structure



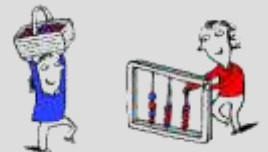
Supported by showcards for context & choice sets

Duration: 20-25 minutes



Stated Preference Exercises – Proposed Structure

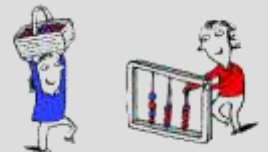
- Focus on a realistic work programme that could be achieved within the 8 year investment period
- Maximum of 4 exercises/choice sets:
 - 3 lower level
 - 1 package + bill
- Each lower level exercise to comprise 3-4 variables/attributes ideally (maximum 5)
- Each variable to have 2-4 levels ideally (maximum 6)



Potential Variables and Levels for Consideration Based on Qualitative Findings

Exercise 2

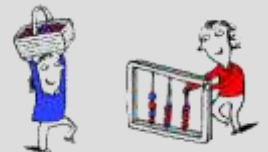
- **Timescale for provision of the quotation for small low voltage new connections work:**
 - *Base: as now, ie within 15 working days*
 - Within 10 working days
 - Within 7 working days
- **Timing of new connections work:**
 - *Base, as now ie work undertaken in normal business hours*
 - Work undertaken in normal business hours and in the evenings
 - Work undertaken in normal business hours, in the evenings and at weekends
- **Contact for new connections work:**
 - *Base: as now, ie ...*
 - Contact via dedicated new connections call centre
 - Contact via named account manager
- **Completion of small low voltage new connections work:**
 - *Base: as now, ie ...*
 - Completed within x days
 - Completed within y days
 - Completed within z days
- **Compensation:**
 - *Base: as now, ie no compensation of new connections completion date is delayed*
 - Compensation of £xxx if new connections completion date is delayed
 - Compensation of £yyy if new connections completion date is delayed



Potential Variables and Levels for Consideration Based on Qualitative Findings

Exercise 3

- Replacement of oil filled cables; *percentage cables replaced*:
 - *Base: x?*
 - 5%
 - 10%
- Network monitoring equipment:
 - *Base: as now, ie ...*
 - targeted investment at x% of particular pressure points, where it is really needed
 - targeted investment at y% of particular pressure points, where it is really needed
- Enhanced security/protection against cable theft:
 - *Base: as now, ie ...*
 - xxx
 - yyy
- Infrastructure to support low carbon technologies:
 - *Base: infrastructure put in place as a when required*
 - Infrastructure put in place ahead of need to support xxx
 - Infrastructure put in place ahead of need to support yyy
- *Network resilience to major storms – undergrounding?*
 - *Base: as now, ie ...*
 - *x% of overhead lines undergrounded in x years*
 - *y% of overhead lines undergrounded in x years*



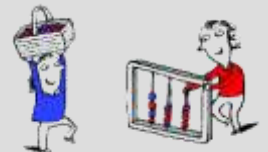
Example of a lower level choice set

Looking at Choice Card A1, which Option do you prefer, A or B?

	Option A	Option B
Frequency of power cuts (over 3 mins) Average number	6 in 10 years	10 in 10 years
Average duration of power cuts over 3 mins Average duration	55 minutes	60 minutes
The number of customers experiencing 15 cuts or more Number of customers experiencing 15+ cuts	10,000	4,000

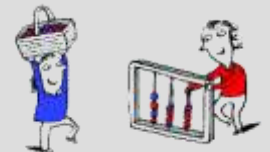
1. Option A

2. Option B



Example of packaged choice set

Choice Card P1	Option A	Option B
Frequency of power cuts (over 3 mins) Average number Average duration of power cuts over 3 mins Average duration Number of customers experiencing 15 cuts or more Number of customers experiencing 15+ cuts Number of customers experiencing 12-14 cuts Number of customers experiencing 12-14 cuts Communication improvements & innovation Methods of contact	10 in 10 years 60 minutes 10,000 20,000	6 in 10 years 30 minutes 4,000 14,000
Network resilience to major storms Programme duration to reduce likelihood that trees fall into strategically important overhead lines during severe weather Network resilience to flooding Number of customers no longer at risk Restoration of supply Time allowed to restore supply before compensation available Definition of worst served customers Number of cuts defining a worst served customer	25 years 1,000,000 18 hours 15	25 years 1,000,000 18 hours 15
Reducing oil and gas leak: from equipment Percentage equipment with highest leakage rates replaced Undergrounding overhead lines in Areas of Outstanding Natural Beauty Km undergrounded per year Innovation to facilitate a low carbon economy (and meet UK carbon reduction targets) Low carbon technology investment New connections (1) Time taken from first contact to completed connection New connections (2) Communication channels for new connections	10% 60km per year Ahead of need to support 926k solar panels, 995k heat pumps and 1.16m electric vehicles Small scheme: 10 days; large scheme: 30 days A single account manager through the entire process, available by phone or by email if preferred, with all information available online (applications, payments, job tracking etc on our website)	1% 50km per year As and when required; not ahead of need Small scheme: 30 days; large scheme: 90 days Separate telephone number and point of contact at each stage
THE CHANGE IN YOUR ELECTRICITY BILL IN THE 8 YEARS FROM 2015 to 2023 to provide the service quality above The act bill (incl) will also apply in all other years	No change £261.00 in 2015 to £261.00 in 2023	Increase of £0.66 each year By 8 years from £261.00 in 2015 to £266.93 in 2023



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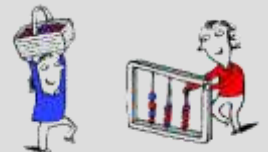
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Thank you!
Any Questions?

