

# SAVE project

June 2019



**Scottish & Southern**  
Electricity Networks

# Customer recruitment

## Project planning

- Monthly Project Review Board Meetings;
- At least weekly calls to review progress;
- Establishment of offices in Southampton:
  - For local coordination of fieldwork;
  - To facilitate the logistic elements of the project (delivery of monitoring devices and associated equipment);
  - On the ground supervision and support for the field team;
  - Responsiveness to unexpected requirements (e.g. support for vulnerable householders).
- Project-specific training for the field teams, including H&S considerations;
- Collaborative approach to the development of recruitment materials;
- **Full pilot.**

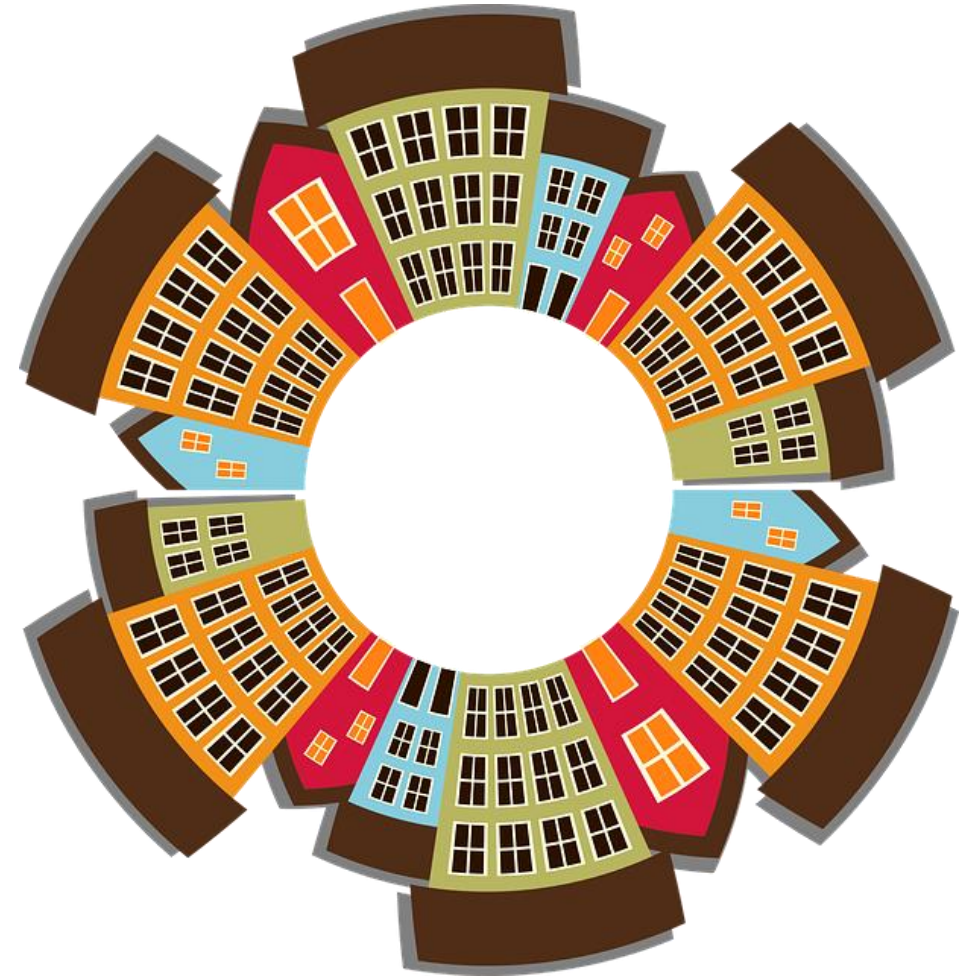




# Customer recruitment

## Sampling

- SAVE trial households were selected for recruitment using stratified random address selection method and no households were excluded from the random sampling process with the exception of:
  - Known student or multi-occupancy (shared) housing which were excluded from this longitudinal study on the basis of transience (high turnover) and associated difficulty in obtaining appropriate informed consent over time;
  - Blocks of flats with primary (whole building) and secondary (specific dwelling) doors due to difficulties of access to randomly selected addresses (flats).
- Following stratification by Index of Multiple Deprivation 2010 (IMD 2010) and Rural Urban Classification 2011 (RUC 2011), 1,108 COAs were randomly selected, proportionate to the number of households accounted for in each stratum.
- In each of the selected COAs a random sample of up to 50 addresses was then randomly selected to give an initial sample of 50,440 households.

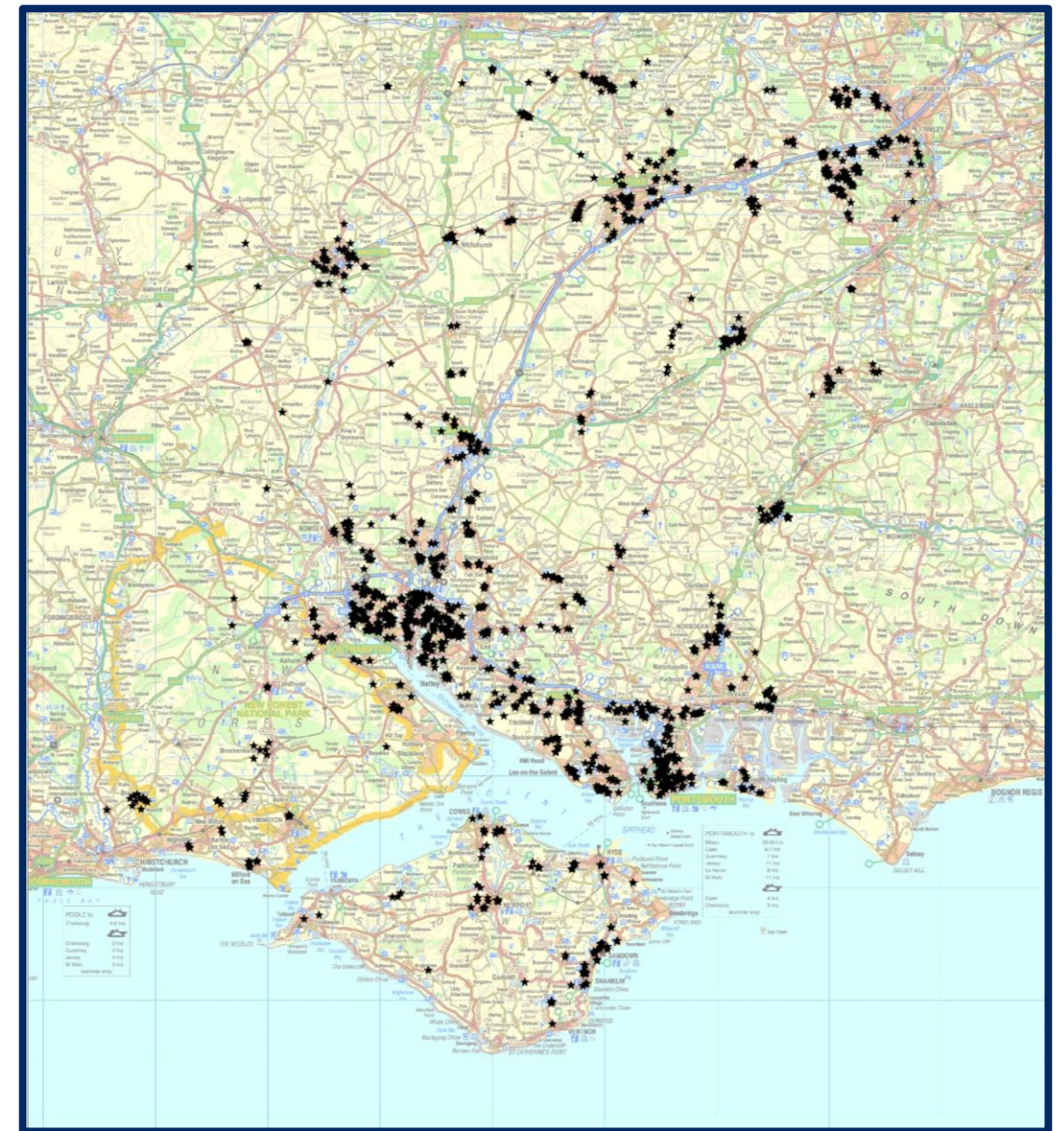




# Customer recruitment

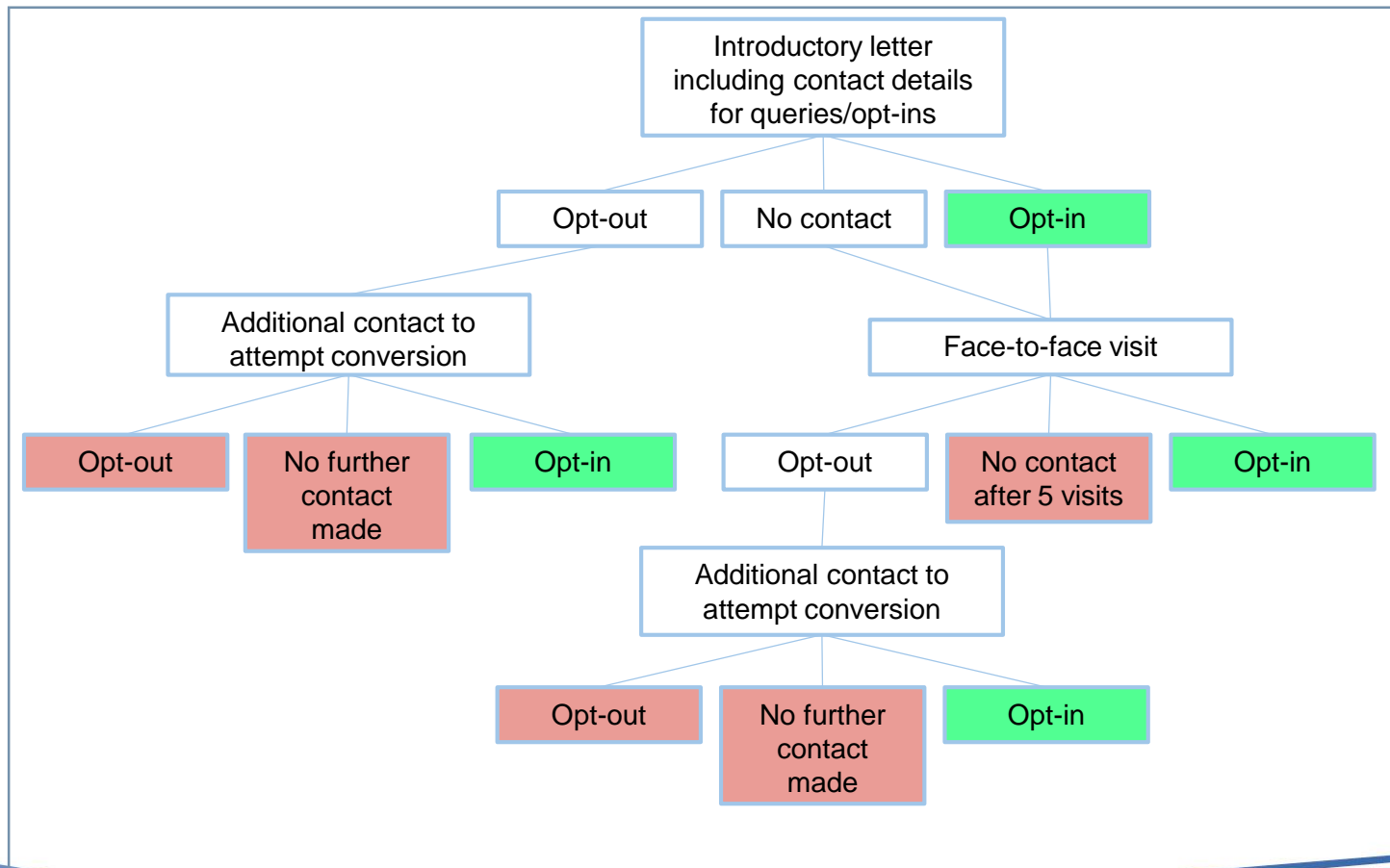
## Sampling

- This map plots the locations of recruits across the Solent region.



# Customer recruitment

## Maximising response rates



- All efforts taken to maximise participation;
- Multiple attempts to contact selected households;
- Opportunity provided at every stage to opt out of participation;
- Flexible approach to working with householders to accommodate their needs/requirements.

### Highly experienced and skilled field team





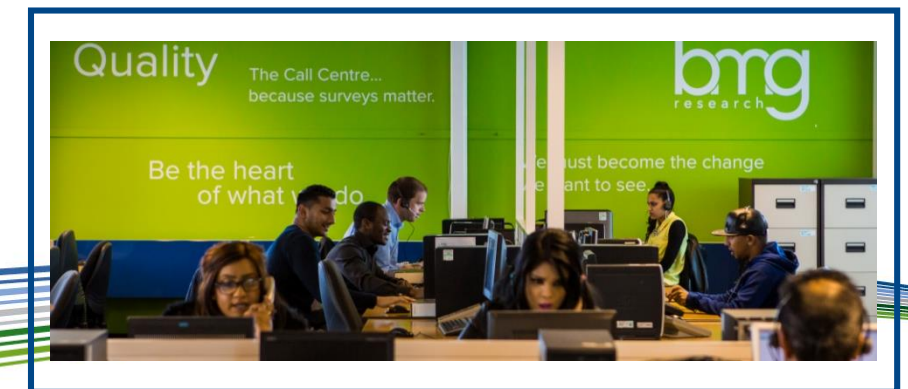
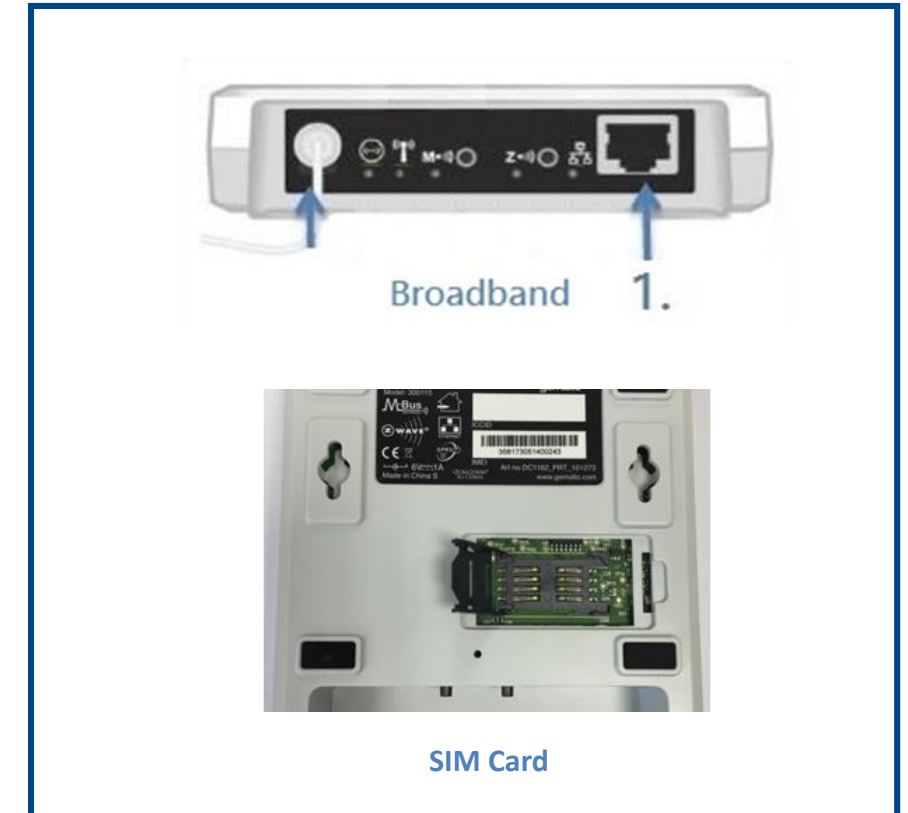
# Customer recruitment

## Challenges – the original monitoring equipment

- 21 steps to install the devices – taking up to an hour;
- Additional 9 steps to install smart monitoring plugs;
- Followed by an in-house survey of approximately 25 minutes.



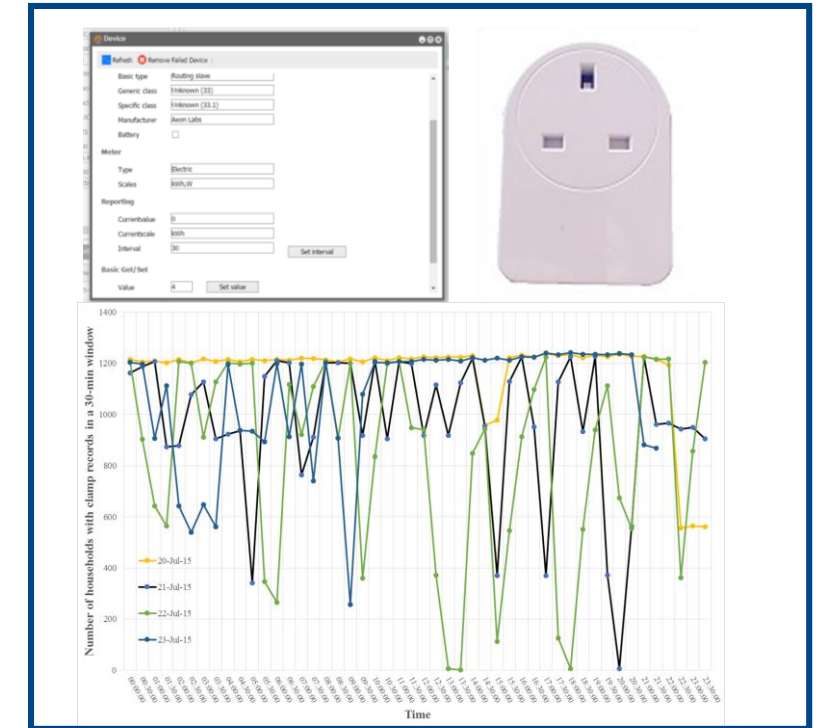
- Necessitated a switch to CATI/CAWI data collection to avoid over-burdening respondents at the initial installation visit:
  - Required scripting the survey for CATI and CAWI;
  - Less efficient process and less complete survey data.



# Customer recruitment

## Challenges – the original monitoring equipment

- 4,068 initial monitors were installed;
- Issues with pairing of gateways;
- Issues with continuity of data received by UoS;
- Issues with smart plugs over heating/affecting appliances (most commonly kettles).



# Customer recruitment

## Overcoming the original monitoring equipment challenge

- Necessitated the sourcing of an alternative supplier for the monitoring equipment:
  - Required re-recruitment of existing participants with new equipment where possible:
    - Initial letter sent detailing kit replacement required
    - Kit sent along with self-install instructions, option for assistance was also provided
    - **2,370** (58%) transferred from Maingate to Navetas
      - **1,034** self installs
      - **1,336** replaced by BMG field team
  - A further **1,525** new installs were completed with the Navetas kit
  - **3,895** Navetas kits installed in total.
- Necessitated the recall of all smart plugs:
  - Required additional CATI, CAWI and CAPI resource;
  - Potential reputational risk;
  - Resulted in the removal of the smart plug element from the study.

Loop kit was much better  
reliability/usability

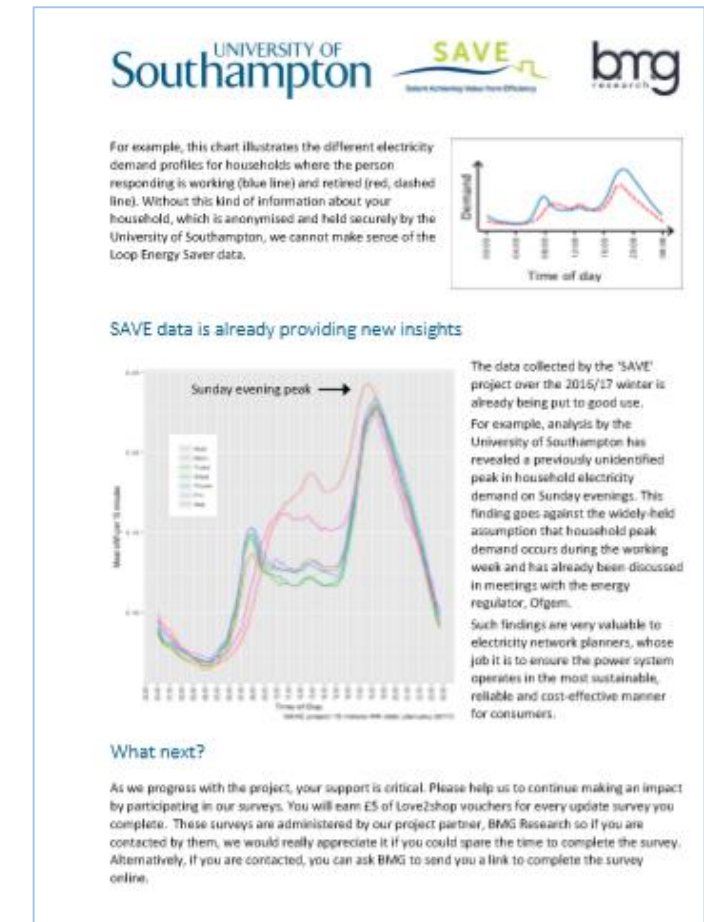




# Customer recruitment

## Ongoing engagement – newsletters

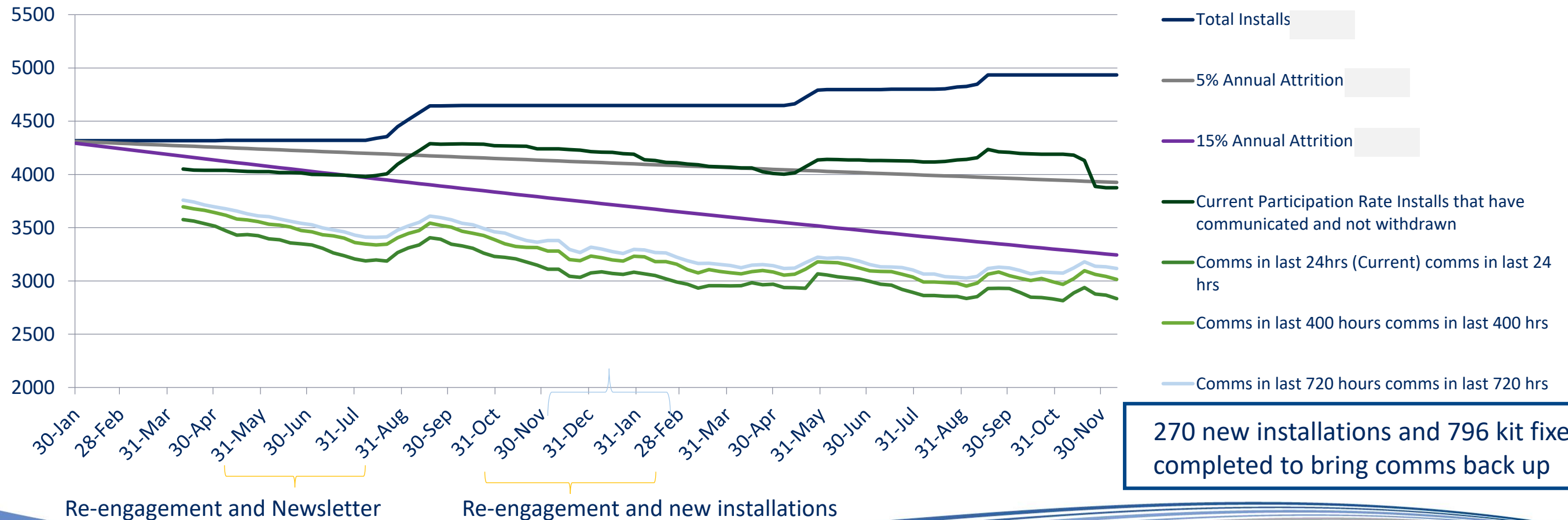
- The project team maintained engagement with participants through annual newsletters containing:
  - Why the project is so important
  - Electricity use and how the participant is helping
  - Insights from electricity data collected



# Customer recruitment

## Attrition levels

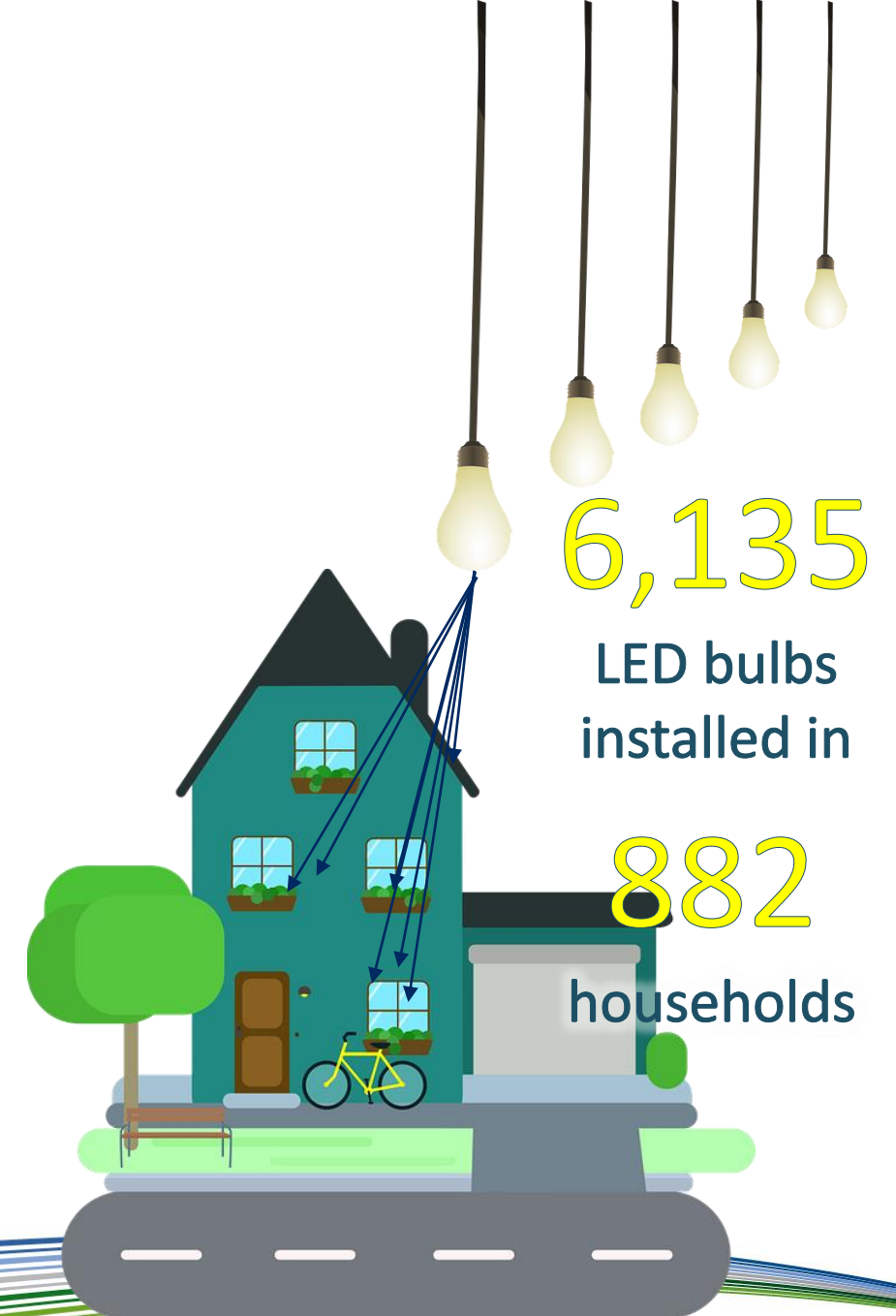
- Attrition rates are lower than we anticipated prior to implementation (c.5% cf. expected 15%);
- But the extent of communicating devices is more in line with this estimate.





# Customer recruitment

## Scale of work



# Customer recruitment

## Customer stories

- A wide and varied selection of participants are taking part in SAVE. Here are just a few stories:

- During installations over Halloween, an interviewer approached one house with massive pumpkins carved out the front drive and garden, our interviewer was a suspected trick or treater and when he explained the reason for his call he was welcomed into the home, residents were happy to participate and they shared recipes for pumpkin curries over the installation process;



- One property visited was like a mini, free-range domestic animal zoo – fortunately our interviewer did not have any phobia or allergies and so was able to successfully complete the installation;

- The participant with the double-barrelled shotgun on the kitchen table that he used to shoot rats.







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