

Focus group session 1 - Discussion guide

Pre focus group activities

Two days before, send participants survey

- Consent
- Demographic questions
- Attitudinal questions

Introductions – Michelle (GenGame) to lead (5-10 mins)

- Participants fill out the consent forms
- Introduce the team
- Participant Introductions
- Introduce the project – Tim, (Samsung)

Participants current attitudes and experiences of heat pumps - Michelle (GenGame) to lead (10 mins)

Prompt a discussion:

Stirring questions

- How much do you know about heat pumps?
- Have you considered installing a heat pump?
 - If anyone has, ask what stage they progressed to and why they didn't proceed
- Are there any reasons that would put you off installing a heat pump?
 - Identify any barriers
- Do you think there are any benefits to heat pumps, and what are they?
- What do you think the drawbacks are for heat pumps, if any?

Heat pump introduction - Andy and Tim (Samsung) to lead (35 mins)

Take the participants outside to the demo trailer (Andy) 20 mins

Talk with slides – Heat pump benefits and Myths De-bunked (Samsung?)

Bring participant back inside for Q&A

- Discuss with participants what they think of these benefits and facts
- Have they learned something new, are they surprised by any of the information
- Has the information made them feel differently about heat pumps, has it changed their opinion

Energy Costs - Tim / Kevin (Samsung) to lead (35 mins)

Talk with slides topics

- Heat pump cost for an 'example home'
- Electricity pricing video
- Information on smart thermostats and potential costs savings
- Tariff types and costs

Discuss with participants what they think about the pricing information and how it would be relevant to them

Ask participants opinions of smart technology, and thermostats

Ask participants to rank preference for tariff types in booklet

Heat pump package payment options - Tim / Kevin (Samsung) to lead (30-35 mins)

- Discuss with participants what they think about the different offer and how they would be relevant to them

Ask participants to rank for packages in booklet

Close session

Focus group booklet

Given out to participants in the focus group session

Clean Heat Streets project

Focus Group
1st September 2022



Name.....

Tariff offers

Not at all Interested	Very Interested				
1	2	3	4	5	OFFER 1 Price cap tariff (SVT) 1 <ul style="list-style-type: none"> ■ New price set every 3 months by Ofgem (the regulator)
1	2	3	4	5	OFFER 2 Fixed tariff for heating season <ul style="list-style-type: none"> ■ Price will be fixed every September for 1 year to give price certainty ■ Fixed price may be slightly lower or higher than the SVT (as depends on future wholesale price expectations)
1	2	3	4	5	OFFER 3 "Time-of-use" tariff + smart thermostat <ul style="list-style-type: none"> ■ The smart thermostat will gently adjust the way the heatpumps heats your home to reduce costs based on electricity pricing ■ Save up to 20% over SVT tariff ■ All of your electricity usage will be charged based on the time-of-use tariff
1	2	3	4	5	OFFER 4 Flexibility discount + smart thermostat + solar <ul style="list-style-type: none"> ■ Instead of having a time-of-use tariff, your energy supplier will work with the smart thermostat provider to gently adjust the way the heat pump heats your home to reduce costs based on what's happening in electricity markets and on the grid ■ Save up to 20% over SVT tariff ■ All of your electricity usage will be charged based on the time-of-use tariff
1	2	3	4	5	OFFER 5 Flexibility discount + smart thermostat + solar <ul style="list-style-type: none"> ■ In addition to Offer 3/4 we will install Solar panels on your roof. <ul style="list-style-type: none"> <input type="checkbox"/> Option 1: Pay full cost (£6k) and get free electricity from your roof (3000kWh per year) <input type="checkbox"/> Option 2: "rent your roof" and buy the electricity for 30p/kWh on a 20 year contract increasing by CPI + 2% per year;tariff <input type="checkbox"/> Option 3: "rent your roof" and buy the electricity at a rate guaranteed to be 20% under the yearly average electricity supply price (per kWh);
1	2	3	4	5	OFFER 6 Renewables matching tariff <ul style="list-style-type: none"> ■ Based on your expected usage profile we will match you with a wind farm and a solar field ■ Energy that comes from your matched generation sites will be charged at a cheaper rate and unmatched electricity will be charged at the price cap rate

Heat pump package payment options

Not at all Interested	Very Interested					
1	2	3	4	5	OFFER 1 Your fixed price including installation £12,000 / £7,000 Estimated payback period: 8.3 years (Compared to new Gas Boiler at £2,300; No new radiators; Gas meter removed; savings £565 per year) Samsung Finance	What's included? <ul style="list-style-type: none"> • All new radiators • Removal of old boiler • System flush • New thermostat • 7 year warranty If no new radiators, price will be £6,000 Does not include yearly service (est. cost £200)
1	2	3	4	5	OFFER 2 £600 upfront, £267 monthly Estimated payback period: 8.3 years (Compared to new Gas Boiler at £2,300; No new radiators; Gas meter removed; savings £565 per year) Samsung Finance	What's included? <ul style="list-style-type: none"> • All new radiators • Removal of old boiler • System flush • New thermostat • 7 year warranty If no new radiators, monthly cost £225 (does not include yearly service(est.cost £200))
1	2	3	4	5	OFFER 3 Pay in instalments over 7 years (10% APR) £1,000 deposit, £99 per month Estimated payback period: 10.6 years (Compared to new Gas Boiler at £2,300; No new radiators; Gas meter removed; savings £565 per year)	What's included? <ul style="list-style-type: none"> • All new radiators • Removal of old boiler • System flush • New thermostat • 7 year warranty Does not include yearly service (est. cost £200)
1	2	3	4	5	OFFER 4 Peace of mind deal Up to 15 years, £65per month Estimated payback period: tbc (Compared to new Gas Boiler at £2,300; No new radiators; Gas meter removed; savings £565 per year). If new radiators needed then £75 per month	What's included? <ul style="list-style-type: none"> • Covers all costs included in other offers, and no hidden charges for the full term (10-15 years). • Yearly servicing, repair and replacement should it be required during the term.