

Participant Information Sheet

Study Title: LATENT: Residential Heat as an Energy System Service

Researchers: A. Bahaj, S. Gauthier, P. James, M. Massimiliano, M. Alam, B. Anderson, V. Aragon, P. Wu, L. Blunden, T. Rushby, G. Sewell, A. Archaimbault P. Turner and project partners (Igloo Works).

ERGO number: FEPS/62684

You were invited to take part in the above research study in March 2021. Since that time Igloo Energy, who were project partners have ceased trading, as a result we put this research on hold and are now looking to restart the project and wanted to provide you, a project participant and updated participant information sheet.

This document details why the research is being done and what it will involve. Please read the information below carefully and ask questions if anything is not clear or you would like more information before you decide to take further part in this research. You may like to discuss it with others, but it is up to you to decide whether or not to continue to take part. If you wish to withdraw consent after reading this, please contact either Philip Turner (P.A.D.Turner@soton.ac.uk, 023 8059 3940) or Stephanie Gauthier (S.Gauthier@soton.ac.uk, 023 8059 2174) both of the University of Southampton, and you will be removed from this study.

What is the research about?

The UK's carbon targets, as defined by the Climate Change Act of 2008, specify an emissions reduction of 80% by 2050, which the government has recently revised down to 'net zero' for 2050. In 2017, 17% of the UK's carbon emissions were associated with non-electric use in the residential sector (64.1 Mt CO₂), the majority of which was associated with natural gas space heating, cooking and domestic hot water. In order to meet UK 'net zero' objectives the UK will aim to decarbonise residential heat, which in combination with electric vehicles could lead to a 200-300% increase in the UK's annual electricity demand. This would create serious capacity issues for our electricity system. In the future electrical heating or EV charging loads may need to be adjusted to support the electricity network.

LATENT will directly address this through understanding whether households' would approve of their energy company remotely adjusting their heating system and reducing the household temperature by a small amount at peak times in order to better suit the capacity of the electricity network (e.g a winters night).

An initial background survey, online focus groups and interviews utilising bespoke animated short videos and questionnaires will be undertaken through access to a cohort of households (previous Igloo customers) that are representative of a subset of the wider UK stock. This will help us understand households' stated acceptance of a deviation of heating, determine the influence of householder personality trait (OCEAN±) and energy literacy alongside more traditional Census metrics such as educational attainment, house type etc. Determining the correlation between personality trait or energy literacy and stated acceptance, which will provide insight into how to frame the message of remote heating adjustments dependent on a household's OCEAN± trait or demographics.

Why have I been asked to participate?

You were chosen to take part in this research because you have expressed an interest to participate in further Igloo research projects. All those being sent this updated participant information sheet completed the initial background survey where they provided consent to take part in this research project and so while Igloo Energy have gone into administration, we still have you listed as a participant within this study where we will be undertaking online focus groups about your perceptions of heat deferral to help develop engagement strategies to promote energy-efficient household installations.

What will happen to me if I take part?

When you agreed to participate in this study we obtained your consent to all or any of the following activities.

A) Undertake survey (10-15 minutes) - COMPLETED

We sent an initial online background survey at the start of the process asking for your consent (which must be given before you can start the survey) and containing demographic, household composition, heating, thermal comfort, energy literacy and personality trait questions. The survey should take between 10-15 minutes. Once you have completed the survey a thank you message will appear providing contact details to select project investigators if they have further questions.

B) Participate in online focus group (30 minutes) – TO BE COMPLETED

The online focus groups will contain a minimum of 3 and a maximum of 6 participants which will proceed as follows

(1) Welcome participants when joining

(2) Introduction:

- a. Thank participants for coming
- b. Introduction of all members of the group (name/identifier).
- c. Outline the aim of the research, reason for recording the session and the format and time of the focus group.
- d. Highlight the ground rules of a focus group: only one person speaks at a time, the session is open, everyone's views are important, and all data will be treated confidentially and anonymized.

(3) Main topic:

- a. Participants will be asked to vote on whether they would consider a number of Igloo upgrades.
- b. Shown a video marketing said upgrades
- c. 15 minute discussion on the video shown
- d. Closing vote on upgrade options post-discussion

(4) Conclusion: Thank the group for their participation; explaining briefly what will happen with the data.

All sessions will be video recorded and fully transcribed before being deleted. You are allowed to disable/block your web camera and determine your identifier be it your name or an artificial identifier.



C) Participate in online interview (30 minutes) - TO BE COMPLETED

The interviews will be a similar process in that a scripted introduction and conclusion will be prepared to bookend the discussion on individual participants mind-mapping the barriers and opportunities of heat deferral.

D) Undertake post-evaluation survey (2-5 minutes) – TO BE COMPLETED

At the end of the project each participant will be sent a post-evaluation survey (2-5 minutes) asking them to evaluate the study process.

During the process the research team will have continual email communication with participants where they will remind participants that they are fully able to opt out at any time.

Are there any benefits in my taking part?

Your participation will help us to determine the correlation between personality trait, energy literacy and stated acceptance of 3rd party heating control, will provide insight into how to frame the message of 3rd party heating control as an approach depending on a household's OCEAN± trait or demographics. While there may be no direct benefit, we hope that the focus groups are informative, and participation in the focus groups and interviews will each be incentivised with a £25 digital voucher for either Amazon, John Lewis or Marks and Spencer as a thank you for your time which will be credited post-completion. The focus groups and interviews are being conducted online in order to provide greater flexibility with a variety of potential times to suit participants' schedule.

Are there any risks involved?

There are not any risks associated with this research.

What data will be collected?

The LATENT study includes 1) initial contact by Igloo with a link to the online survey 2) Online survey 3) Igloo customer information transfer 4) Online focus groups and interviews 5) Post-evaluation feedback form. 1-3 had already been completed before Igloo Energy ceased trading while 4 and 5 are planned to start shortly

- 1) Initial contact by Igloo provided information on the LATENT project and how it is a collaboration between themselves and the University of Southampton, stating that if you decide to participate in the project, you will be contacted by UoS. The email provided a link to the participant information sheet and to the background survey. Potential participants were advised that they will be asked to confirm that they have read and understood the participant information sheet before they can begin the survey.
- 2) The background survey had 7 distinct parts; consent form, demographic, household composition, heating, thermal comfort, energy literacy and personality trait questions. The consent form details taking part, use of Igloo customer data, and use of the information provided for the project and beyond and its completion is a requirement for participants to progress in the process. Demographic questions collect information such as age, education, children and income which are all known factors that can influence behaviour. It also asks for name, email and mobile phone number the first two are mandatory as they are required in order to undertake the prize draw and to act as participant identifiers. The mobile phone number however is optional and the survey states that it will only be used for contact in regard to the research project. Dwelling questions include whether they own their own home, occupancy, years living at the address and total useable floor area. Heating questions include current heating system, control appliances, type of boiler, heating schedules and approval and potential acceptance of heat deferral. Thermal comfort questions ask how participants perceive their home environment in terms of temperature and comfort, taken from BS EN ISO 10551:2019. Energy literacy includes energy education preference, actions, and knowledge, with the latter including energy finance and awareness. Lastly personality trait question includes a standard 15-parts question (BFI-S) to determine a participant's personality along with questions concerning risk attitude, environmental concern, impulsivity, and personal norms all factors needing to be considered when considering behaviour change. Participants may choose not to answer any question except for name and email (for reasons previously explained), which is specifically required for the project; this requirement is made clear in the general info section at the start of the survey.
- 3) Customers that provided their consent and completed the survey will then have a number of contact details sent by Igloo to the University of Southampton including; Igloo customer number, email address, first 4 digits of postcode, what electricity tariff they are on, their electricity and gas usage and their Me & My Home Igloo customer survey responses (which will include house type and size. The customer information being passed on is useful for statistical and sampling purposes and prevents participants having to answer the same question multiple times. Data will not be passed on to the UoS until they have completed

the survey and consent form. Those that explicitly opt out or fail to sign the consent form will no longer be considered part of the project.

- 4) The online focus groups and interviews will be audio & video recorded and then fully transcribed by a third party as the dynamics of the group discussions should not be disturbed by the moderator taking notes. The recordings will be destroyed at the end of the project (01/03/2024), only if all project's publications are completed (there might be 6 months to 1 year delay as the review process takes place).
- 5) The online post-evaluation feedback survey is answered only after completion of the online focus groups and interview which will ask participants to evaluate the study process, in particular the virtual focus group and interview method. Once more participants may choose not to answer any questions.

Will my participation be confidential?

Your participation and the information we collect about you during the course of the research will be kept strictly confidential.

Only members of the LATENT project and responsible members of the University of Southampton may be given access to data about you for monitoring purposes and/or to carry out an audit of the study to ensure that the research is complying with applicable regulations. Individuals from regulatory authorities (people who check that we are carrying out the study correctly) may require access to your data. All of these people have a duty to keep your information, as a research participant, strictly confidential.

Gathered data and results will be safeguarded so as to prevent loss, destruction or unauthorised disclosure. The researchers are aware of the Data Protection policy of the University and handling, storage and retention of data will comply with the Data Protection Act 2018 and the General Data Protection regulation ((EU)2016/679) ("GDPR"). The participants' information will be pseudonymised and will not be identifiable without a 'key' file. The key file will be stored securely on the University of Southampton Microsoft OneDrive service with restricted access. Only LATENT project members will be given access to parts of the information as required for research purposes. Video recordings of online focus groups and interviews will be transcribed and then destroyed with all participants aware that all discussion will be kept confidential.

Do I have to take part?

No, it is entirely up to you to decide whether or not to take part. You needed to sign a consent form to show you have agreed to take part.

What happens if I change my mind?

You have the right to change your mind and withdraw at any time without giving a reason and without your participant rights being affected. If you decide to withdraw you contact Philip Turner (P.A.D.Turner@soton.ac.uk, 023 8059 3940) or Stephanie Gauthier (S.Gauthier@soton.ac.uk, 023 8059 2174) both of the University of Southampton.

If you withdraw from the study, we will keep the information about you that we have already obtained for the purposes of achieving the objectives of the study only.

What will happen to the results of the research?

Your personal details will remain strictly confidential. Research findings made available in any reports or publications will not include information that can directly identify you without your specific consent.

Pseudonymised results and findings of the project will be used for the preparation of reports, conference materials, business cases, research publications and media releases. Any publications, anonymised and pseudonymised data relating to the research will be made available through the institutional repository and through other sources as required by the funding organisation and our partners' policies.

Where can I get more information?

Dr Philip Turner – Research Fellow
[Energy and Climate Change Division](#)
Civil, Maritime and Environmental Engineering
Room 4037, Building 178
Boldrewood Innovation Campus
University of Southampton
SO16 7QF
Telephone: 023 8059 3940
Email: P.A.D.Turner@soton.ac.uk

What happens if there is a problem?

If you have a concern about any aspect of this study, you should speak to the researchers who will do their best to answer your questions. Please do not hesitate to contact Philip Turner on 023 8059 3940 (p.a.d.turner@soton.ac.uk) or Stephanie Gauthier on 023 8059 2174 (s.gauthier@soton.ac.uk), both from the University of Southampton.

If you remain unhappy or have a complaint about any aspect of this study, please contact the University of Southampton Research Integrity and Governance Manager (023 8059 5058, rgoinfo@soton.ac.uk).

Data Protection Privacy Notice

The University of Southampton conducts research to the highest standards of research integrity. As a publicly-funded organisation, the University has to ensure that it is in the public interest when we use personally-identifiable information about people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use information about you in the ways needed, and for the purposes specified, to conduct and complete the research project. Under data protection law, ‘Personal data’ means any information that relates to and is capable of identifying a living individual. The University’s data protection policy governing the use of personal data by the University can be found on its website (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>).

This Participant Information Sheet tells you what data will be collected for this project and whether this includes any personal data. Please ask the research team if you have any questions or are unclear what data is being collected about you.

Our privacy notice for research participants provides more information on how the University of Southampton collects and uses your personal data when you take part in one of our research projects and can be found at <http://www.southampton.ac.uk/assets/sharepoint/intranet/Is/Public/Research%20and%20Integrity%20Privacy%20Notice/Privacy%20Notice%20for%20Research%20Participants.pdf>

Any personal data we collect in this study will be used only for the purposes of carrying out our research and will be handled according to the University’s policies in line with data protection law. If any personal data is used from which you can be identified directly, it will not be disclosed to anyone else without your consent unless the University of Southampton is required by law to disclose it.

Data protection law requires us to have a valid legal reason (‘lawful basis’) to process and use your Personal data. The lawful basis for processing personal information in this research study is for the performance of a task carried out in the public interest. Personal data collected for research will not be used for any other purpose.

For the purposes of data protection law, the University of Southampton is the ‘Data Controller’ for this study, which means that we are responsible for looking after your information and using it properly. The University of Southampton will keep identifiable information about you for 5 years

after the study has finished after which time any link between you and your information will be removed.

To safeguard your rights, we will use the minimum personal data necessary to achieve our research study objectives. Your data protection rights – such as to access, change, or transfer such information - may be limited, however, in order for the research output to be reliable and accurate. The University will not do anything with your personal data that you would not reasonably expect.

If you have any questions about how your personal data is used, or wish to exercise any of your rights, please consult the University's data protection webpage (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>) where you can make a request using our online form. If you need further assistance, please contact the University's Data Protection Officer (data.protection@soton.ac.uk).

Thank you.

Thank you very much for reading the information sheet and considering to continue to take part in the research project.