

## The Profile Administrator (PrA) Model

There are a number of issues relating to data collection and recruitment with the existing PrA Model. The data collection issues include lack of available space for new metering equipment, incomplete GSM signal coverage and liability issues. Additionally, there are issues around the lack of diversity and regional coverage for potential PrA sample participants. In order to resolve these issues an alternative PrA Model may be required. A new model may require a modification of the BSC in order to make the requirements mandatory for Suppliers. A 'Straw Man' PrA Model has been put forward in order that the feasibility and desirability of an alternative PrA Model can be discussed.

### 1 Background

The VASMG previously discussed issues with the PrA model under Issue 21 'Scope of Profiling Administration Service'. The VASMG noted the problems with the PrA Service, but agreed that there were some potential alternatives to a Modification that could be explored, in order to resolve the recruitment and data collection issues. The Issue 21 Panel Paper 112/06 'Scope of Profiling Administration Service' was presented to the Panel with the VASMG recommendation that it was not appropriate to raise a Modification at that time. The report also presented some other methods that could be employed in order to boost the number of PrA samples and recommended that the existing PrA equipment be replaced with an Automated Meter Reading (AMR) solution to boost the amount of data recorded from each PrA sample.

ELEXON and the PrA implemented the AMR equipment change and adopted some of the recruitment methodologies as directed by the VASMG for Issue 21. However, the implementation of AMR has given rise to a number of issues that were unforeseen by the VASMG for Issue 21.

### 2 Current PrA Issues

The main issues with the current PrA model are as follows:

#### 2.1 *Equipment Replacement Issues*

- **Lack of Space for new PrA Equipment (Circa 19% of sample)** – The replacement of the existing equipment has caused a large number of Sample Participants to retire from the existing samples due to space issues with the new 'secondary metering'. A small trial of the new solution was undertaken to identify potential issues in this area. However, the solution had to be modestly redefined post-trial to avoid a number of legal and health and safety issues identified with the installation of the new equipment. The revised solution was larger than that which was originally trialled;
- **Lack of GSM Signal (Circa 7% of sample)**– Some Sample Participants in the present sample have sufficient space for the new equipment but do not have sufficient GSM signal in order to remotely collect data from the new metering. The PrA can fit high-gain aerials in some instances but cannot undertake any work that significantly affects the Sample Participant's property;

- **Sample Participants unwilling to sign up to new Terms and Conditions (Circa 6% of sample)** – When replacing the equipment the existing Sample Participants were required to sign up to new Terms and Conditions relating to the new equipment. Significant numbers would not sign these, but did not necessarily state their reasons. However, the liability of £100 K for domestic Sample Participants for both ELEXON and the PrA is one issue that was highlighted by customer's considering current property prices;
- **Sample Participants unwilling to power down to allow equipment to be fitted** – In order to fit the new equipment there is a requirement to power down the Sample Participants premises for a short period of time. Understandably there are a number of Sample Participants who are unwilling to allow this to happen as it would affect their business. This issue is also causing attrition to the Samples; and
- **Access Issues and Stranded Assets (Circa 15% of sample)** – There have been a large number of instances where the PrA have been unable to obtain access to existing sample customer premises in order to fit the new metering solution. This causes two issues; sample attrition and liability issues regarding the existing assets which are stranded at the Sample Participants premises.

## **2.2 Recruitment issues**

- **Regional dispersion of Domestic Sample Participants** – The methods defined by the Issue 21 group such as using Electricity Industry Staff and their friends and family has raised a number of issues. The PrA are required by the code to maintain a 'Stratified Random Sample'. The requirement should define a number of Sample Participants to be recruited in each region by size of customer. The approach defined has led to potential Sample Participants being too frequent in certain areas and non-existent in others. The PrA also struggle to identify Sample Participants by size using this methodology and cannot identify suitable Sample Participants by Tariff Type (e.g. Economy 7 customers in a midnight to 7 regime);
- **Lack of diversity in Non-Domestic uptake when targeting group Customers** – Although a potentially large numbers of Sample Participants can be gained through this method as identified by the Issue Group it has the potential to bias the sample in a number of ways. For example, the PrA have signed up Staffordshire County Council. They have a number of potential sites all in the Staffordshire region. If the PrA accepted all these sites into the sample the site would be over represented in both customer type and regional spread. There are similar issues with retail Groups and the Ministry of Defence all of whom have large numbers of potential sites;and
- **Data Protection issues with approaching Suppliers with lists of MPANs** – The recruitment process detailed in BSCP510 – The Provision of Sampling data to the Profile Administrator requires the PrA to approach Suppliers with a list of MPANs to obtain information on the Customers Billing Address, the type of settlement meter/ equipment at the property and an estimate of the customer's consumption. The latter is important for identifying where the customer sits within the sampling frame. Some Suppliers have raised issues surrounding Data protection and the supply of information to 'Third Party' Agents (i.e. the PrA). This results in difficulty for the PrA in identifying the suitability of potential customers for inclusion in the PrA samples.

### **3 The 'Straw Man' PrA Model**

In order to resolve the issues detailed above there is a requirement to change the existing PrA model. The 'Straw Man' model is based on the premise that Suppliers should define which customers are suitable for inclusion in the PrA samples and appoint the PrA's nominated Meter Operator Agent (MOA), Non Half Hourly Data Collector and Aggregator (NHHDC and NHHDA) to those customers. The PrA's MOA will change out the customer's Settlement Meter for a meter with Half-hourly capability. The PrA nominated NHHDC and NHHDA will calculate a meter advance from the Half-Hourly data and process through Settlement as usual and the collected data will be used by the PrA for Profile production purposes.

### **4 Benefits**

The model defined in the 'Straw Man' should resolve most of the issues described above. The space issue will be resolved in that the PrA meter will be the Settlement Meter. The Sample Participant will not be required to sign any additional Terms and Conditions since this will be covered of in the Supply contract as with any supply customer. Sample Participants will have no choice in powering down as there is a requirement to replace the Settlement Meter. The regional dispersion and diversity of the samples will be addressed and the data protection issues avoided since the MOA, NHHDC and NHHDA will now be Supplier Agents.

### **5 Potential Issues**

There are a number of potential issues with this proposed model:

- There may be a number of contractual issues with Suppliers and their existing Agents;
- Additionally, the Supplier would need to put in place contracts with the PrAs nominated Agents; and
- The Suppliers would need to put in a dedicated processes and contacts to facilitate the identification of suitable Sample Participants from their billing systems.

There are also a number of issues around the Change of Supplier (CoS) process and sampling issues with Change of Tenancy (CoT).

### **6 The Detailed Straw Man' PrA Model**

#### ***6.1 The Recruitment Process***

The PrA will assess its recruitment requirement for each Profile Class and Stratum. The PrA will then send a request to a Supplier detailing the number of Sample Participants required in each Profile Class, GSP and Stratum. An example of such a request is provided below:

**Stratum 1 = Sample Participants with consumption 0-3000 kWh**

**Stratum 2 = Sample Participants with >3000 – 7500 kWh**

**Stratum 3 = Sample Participants with > 7500 kWh**

## Sampling Frame

### Profile Class 1 - Target 1000 Sample Participants

	GSP			
	Stratum			
	1	2	3	
_A	50	50	17	117
_B	35	40	12	87
_C	32	36	12	79
_D	21	24	11	56
_E	36	41	12	89
_F	23	26	11	60
_G	28	31	11	70
_H	39	44	11	94
_J	30	34	11	75
_K	17	19	11	47
_L	22	24	11	57
_M	33	37	12	83
_N	19	22	11	52
_P	12	12	10	34
	397	439	164	1000

### Existing Sample

	Stratum			
	1	2	3	
_A	21	19	3	43
_B	15	20	5	40
_C	4	5	2	11
_D	10	20	6	36
_E	34	30	10	74
_F	7	20	5	32
_G	15	20	4	39
_H	16	10	10	36
_J	56	45	16	117
_K	13	24	4	41
_L	8	24	7	39
_M	60	45	19	124
_N	13	21	8	42
_P	22	8	2	32
<b>Total</b>	295	313	104	706

### Recruitment Requirement

	Stratum			
	1	2	3	
_A	29	31	14	74
_B	20	20	7	47
_C	28	31	10	68
_D	11	4	5	20

_E	2	11	2	15
_F	16	6	6	28
_G	13	11	7	31
_H	23	34	1	58
_J	0	0	0	0
_K	4	0	7	11
_L	14	0	4	18
_M	0	0	0	0
_N	6	1	3	10
_P	0	4	8	12
<b>Total</b>	166	152	74	392

The above table defines the total sampling requirement for the Profile Class 1 Sample. The PrA will then divide the requirement by Suppliers:

**Large Supplier A 20% Market Share (Must recruit 78 Sample Participants)**

**Recruitment Requirement  
Stratum**

	<b>1</b>	<b>2</b>	<b>3</b>	
_A	6	6	3	15
_B	4	4	1	9
_C	6	6	2	14
_D	2	1	1	4
_E	0	2	0	3
_F	3	1	1	6
_G	3	2	1	6
_H	5	7	0	12
_J	0	0	0	0
_K	1	0	1	2
_L	3	0	1	4
_M	0	0	0	0
_N	1	0	1	2
_P	0	1	2	2
<b>Total</b>	33	30	15	78

**Small Supplier B <1% Market Share (Must recruit 3 Sample Participants)**

**Recruitment Requirement  
Stratum**

	<b>1</b>	<b>2</b>	<b>3</b>	
_A	0	1	0	1
_B	0	0	0	0
_C	0	1	0	1
_D	0	0	0	0
_E	0	0	0	0
_F	0	0	0	0
_G	0	0	0	0

_H	0	1	0	1
_J	0	0	0	0
_K	0	0	0	0
_L	0	0	0	0
_M	0	0	0	0
_N	0	0	0	0
_P	0	0	0	0
<b>Total</b>	0	3	0	3

*N.B Small Suppliers may be constrained as to Customer availability within GSP Groups*

The above table will be delivered to a dedicated contact at the Supplier and the Supplier will provide suitable MPANs by identifying suitable customers from their billing system. The Supplier will respond giving the MPAN, GSP Group, Annual Consumption (AA or EAC) and any detail on the customers supply e.g. single phase or CT ratio.

Example:

MPAN: 0112345678910 |GSP: \_A kWh: 3700 |CT Ratio: None | Phase: Single|

Additional Comments:

The PrA will assess the customer using ECOES and the information given above as to operational suitability for the sample. The PrA will reject any customers whose situation is likely to cause significant difficulty in fitting Half-Hourly metering equipment and collecting data. The PrA will then confirm which customers it wishes to become part of the PrA sample and request alternatives for the rejected customers.

Example:

MPAN: 0112345678910 |GSP: \_A kWh: 3700 |CT Ratio: None | Phase: Single|

Additional Comments: CONFIRMED

The Supplier will then de-appoint its existing MOA, NHHDC and NHHDA and appoint the PrAs nominated Agents using the existing BSCP processes. The Supplier will note against the customer's billing record that the customer is part of the PrA sample.

## **6.2 Installation of Metering Equipment**

The PrA will inform its nominated Agents which MPANs they are to be appointed to by the Suppliers. On appointment the MOA will contact the customer at the relevant address given by the appointment flow or via ECOES and arrange to swap out the Customers existing Settlement Meter for a suitable Half-Hourly capable metering system.

If on assessment by the MOA that the customer is not suitable to have such equipment fitted then he will inform the PrA. The PrA will then re-contact the Supplier and say the customer is rejected and direct the Supplier to re-appoint its previous Agents.

If suitable the MOA will fit the equipment provided by the Meter Asset Provider (MAP) using current industry processes and communicate the information to the Supplier, PrA and NHHDC. The MAP may be ELEXON or an Agent provided by ELEXON.

### **6.3 Data Collection**

The PrA nominated NHHDC will collect Half-hourly data from the equipment fitted by the MOA. According to the billing frequency of the customer the NHHDC will calculate a meter advance based on the half-hourly data collected and submit a D0019 containing the calculated AA to the NHHDA for Settlement purposes and copy in the Supplier as per existing industry processes.

On an agreed schedule the NHHDC will provide the Half-hourly data to the PrA for the purposes of Profile production. Additionally, the Half-hourly data for the Sample Participants will be provided to the Suppliers for their own research purposes.

### **6.4 Change of Supplier (CoS) and Change of Tenant (CoT)**

On CoS the PrA nominated MOA, NHHDC and NHHDA may become de-appointed. On de-appointment the PrA should be informed by the NHHDC and the PrA should contact the new Supplier to ensure that the PrA Agents are retained in their roles.

On CoT the Supplier must inform the PrA that there has been a change of tenant. The PrA will then review the data collected from the new tenant and decide where the new tenant sits within the sampling frame and review its recruitment requirement accordingly.

### **6.5 Change of PrA**

On re-procurement of the PrA Service the BSCCo will ensure that the new service provider nominates suitable Agents to undertake the roles as described above. The MPANs will be transitioned to the new agents using existing industry processes.

### **6.6 Funding**

The Agency Services will be provided to the Suppliers at no direct cost. The cost of providing these services will be provided by the Supplier funding share to the BSCCo. The cost of the metering equipment will be funded by the BSCCo. The equipment will be provided either directly from meter manufacturers or by a MAP service arranged by the BSCCo.