LCN Fund Full Submission

Supplementary Answer Form

Tick if this answer is Confidential: ☐

Tick if this answer has been provided verbally: ☐

Project code:	SPT2005	Question Number	24
Question date	17th Sept 2013	Answer date	19th September 2013
Submission section question relates to	2: Project Description		
Topic	Business Model		
Question	The business model shows savings through energy efficiency savings and time of use savings. Please provide further details of these savings.		
Notes on question			
Answer	Research has projected that electricity demand reduction of 22.8% is achievable by 2020 (database on energy savings potential http://www.eepotential.eu/esd.php). More modest levels of up to 10% are often achieved in practice, and this tends to revert to previous levels of energy consumption over time as customers revert to previous behavioural patterns. However,this is an average view. In practice the electricity consumption of individuals are different and so the higher consumers would typically have much more scope for reducing their energy consumption. By placing more emphasis on these individuals, initially, and by introducing home automation, much higher levels of energy consumptions are expected. Time of use savings are based on the ability to shift certain domestic activities, (primarily wet appliances such as washing machines and dish washers) from peak to off-peak. Anglesey has a high penetration of electric heating due to limited gas grid and through greater automation and behavioral analysis, encouragement for using off peak tariffs can help to reduce demand at peak times, as well as offering savings to consumers by using energy at times of lower cost.		
Attachments			
Verbal Clarifications (Consultants			

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