



energywise

(previously known as Vulnerable Customers & Energy Efficiency)

Low Carbon Network Fund

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**UTILITY OF
THE YEAR**



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Project overview

Successfully awarded funds
from the 2013 Low Carbon Network Fund competition for the
Vulnerable Customers and Energy Efficiency project



Awarded

£3.3m
(Total Project Cost £5.5m)

Trial Area

London Borough of Tower
Hamlets, East London

Period

January 2014
to December 2017

Concept

Seek to engage with fuel poor so they can benefit from energy efficiency and demand side response

In Scope

Looking at electricity consumption only

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Motivation and Objectives

Fuel Poor Customers

- Are the most sensitive to price rises
- Need the benefits from the low carbon transition the most
- BUT are the most difficult to engage with

Low Carbon Transition Plan

- Increasing uptake of Low Carbon Technology
- Smart meter roll-out by 2020
- Increasing and more uncertain demand

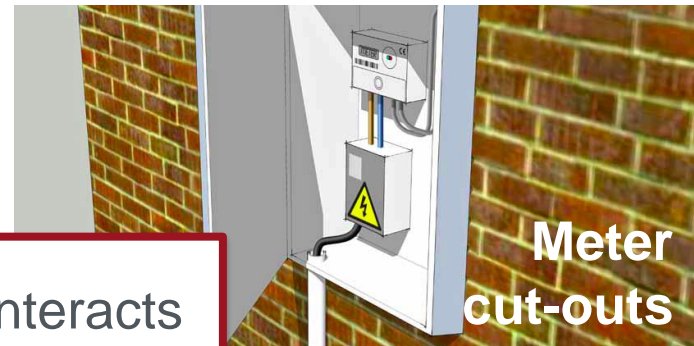
Project Aims

- Engage the fuel poor to understand how they can benefit from energy efficiency and participate in demand side response (DSR)
- Quantify the network service that these customers could provide
- Understand the challenges and best approaches to engage with these groups of customers

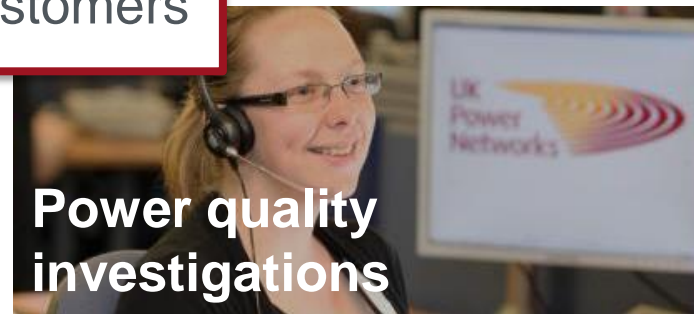
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Distribution Network Operators and Fuel Poor Customers

Direct liaison between UK Power Networks and the end customers is predominantly a new area



When the DNO interacts with domestic customers



- Understanding of the target population and their specific needs
- Appropriate recruitment and engagement strategy for the fuel poor
- Work in partnership with trusted intermediaries

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Who we are working with



Technical Enablers

Trusted intermediary
Field Officers

What is the learning on the uptake,
customer reaction, changes in behaviour
and attitudes?



Robust generalizable and
replicable findings
Lessons learnt



Research Methods



The project will be led by UK Power Networks in collaboration with an electricity supplier, academic institution, social housing landlords, national fuel poverty charity and community specialists.

Selection of Trial Participants

Fuel Poverty



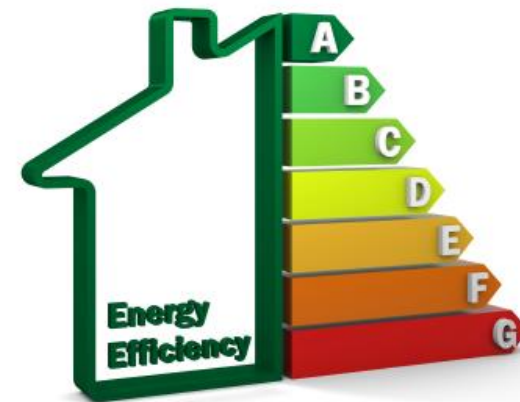
Low Income High Costs definition

➤ Not simple identification process



Up to 550 households in the London Borough of Tower Hamlets:

- Social tenants
- British Gas customers
- EPC ratings: bands C to G



Tower Hamlets

one of the most deprived areas in England

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What the project will do

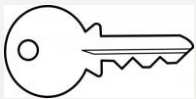
End 2014

PILOT STUDY

- Response rate

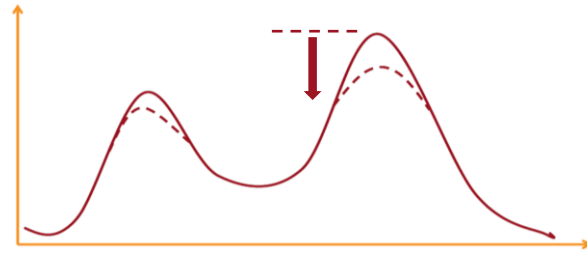


- Comms materials
- Access for installation



12 months (2015 – 2016)

TRIAL 1 ENERGY SAVINGS

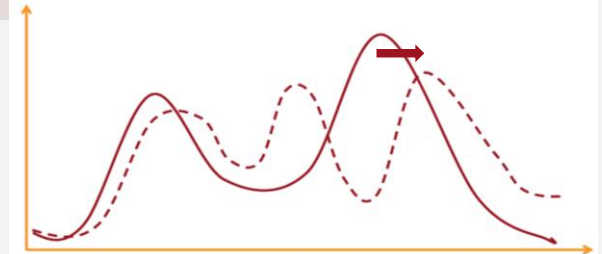


- Smart Metering solutions
- Energy saving devices
- Energy saving advice



12 months (2016 – 2017)

TRIAL 2 TIME-SHIFTING



- Time-of-Use (ToU) Tariffs
- Time-shifting tool(s)



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Key learnings

CUSTOMER RECRUITMENT & ENGAGEMENT

- Develop innovative partnerships, and identify communication channels and materials to effectively engage with & deliver benefits to fuel poor customers
- Insights in customer protection

PILOT STUDY

- Efficacy of communication materials and engagement strategy
- Field officer's interaction with customers

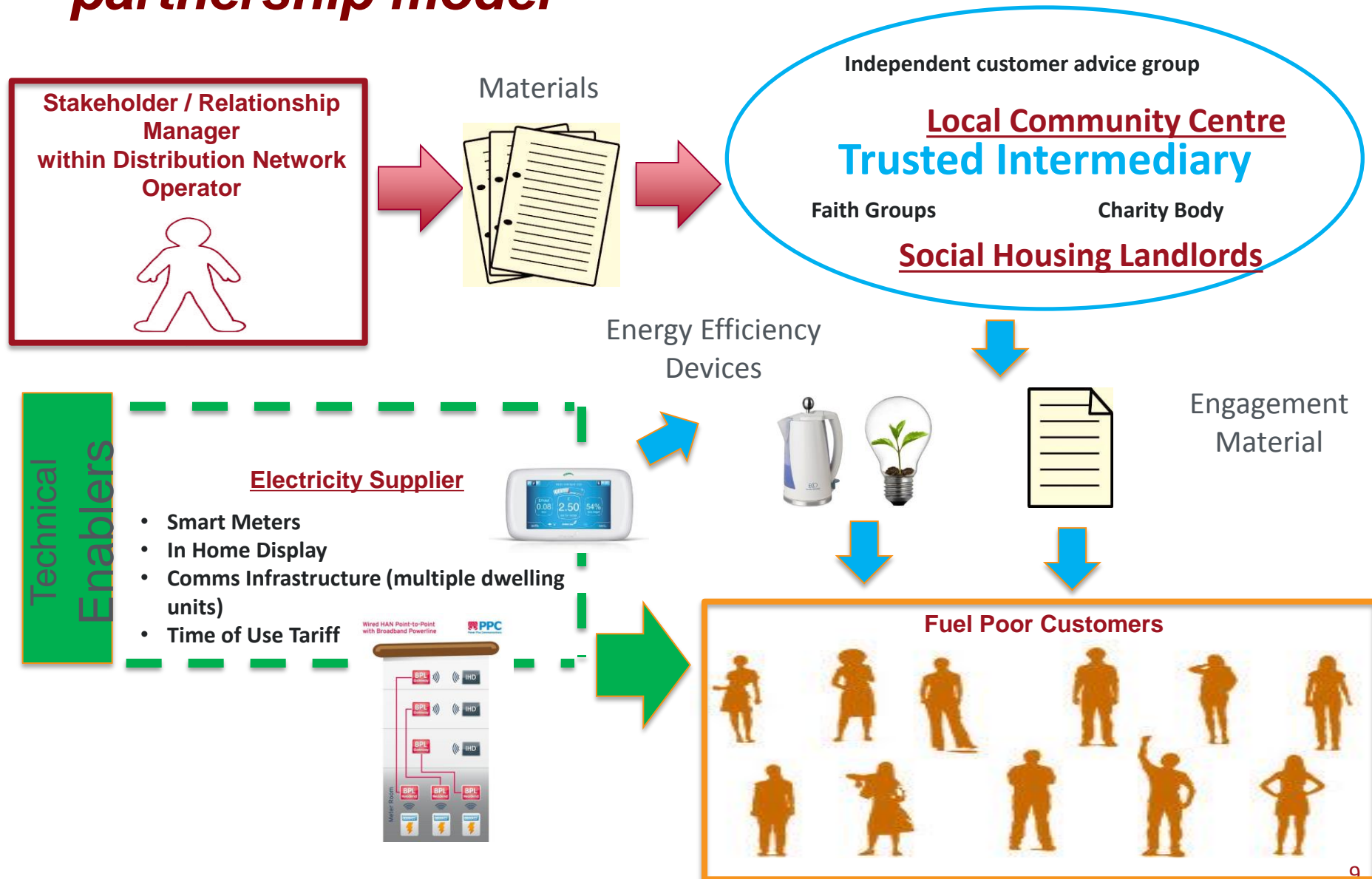
TRIAL 1

- Level of response to smart metering solutions and energy saving devices
- Magnitude of energy savings
- Impact on the network

TRIAL 2

- Level of response to ToU Tariffs and time shifting devices
- Level of energy demand shifting
- Impact on the network

energywise *partnership model*



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Where we are now

✓ Customer Engagement Strategy

- ✓ For Focus Group
- ✓ For Pilot Study and Trials

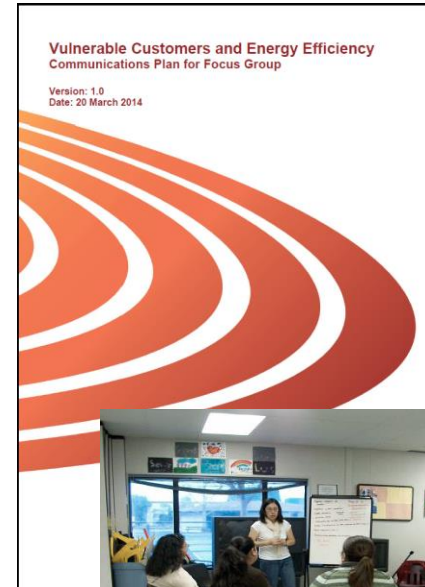
✓ Data Privacy Strategy

✓ June Focus Group

✓ Customer Field Officer Team

✓ Project Branding

Next Step: Trial Design and Identification
of Customer Participants



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Conclusions

- energywise is investigating an innovative strategy with the DNO working collaboratively with a consortium of partners to support the fuel poor customer groups and allow them to fully participate in DSR and energy saving opportunities
- energywise will investigate customer and network benefits and provide insight in best practise for engagement.
- Next step: pilot study in order to test response rates and the customer engagement strategy specifically developed for the target population



Thank you

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