

Domestic and I&C Demand Side Response

Solent
Achieving
Value from
Efficiency



Richard Hartshorn 13th October 2014

SAVE



Solent Achieving Value from Efficiency

UNIVERSITY OF
Southampton



DNV·GL



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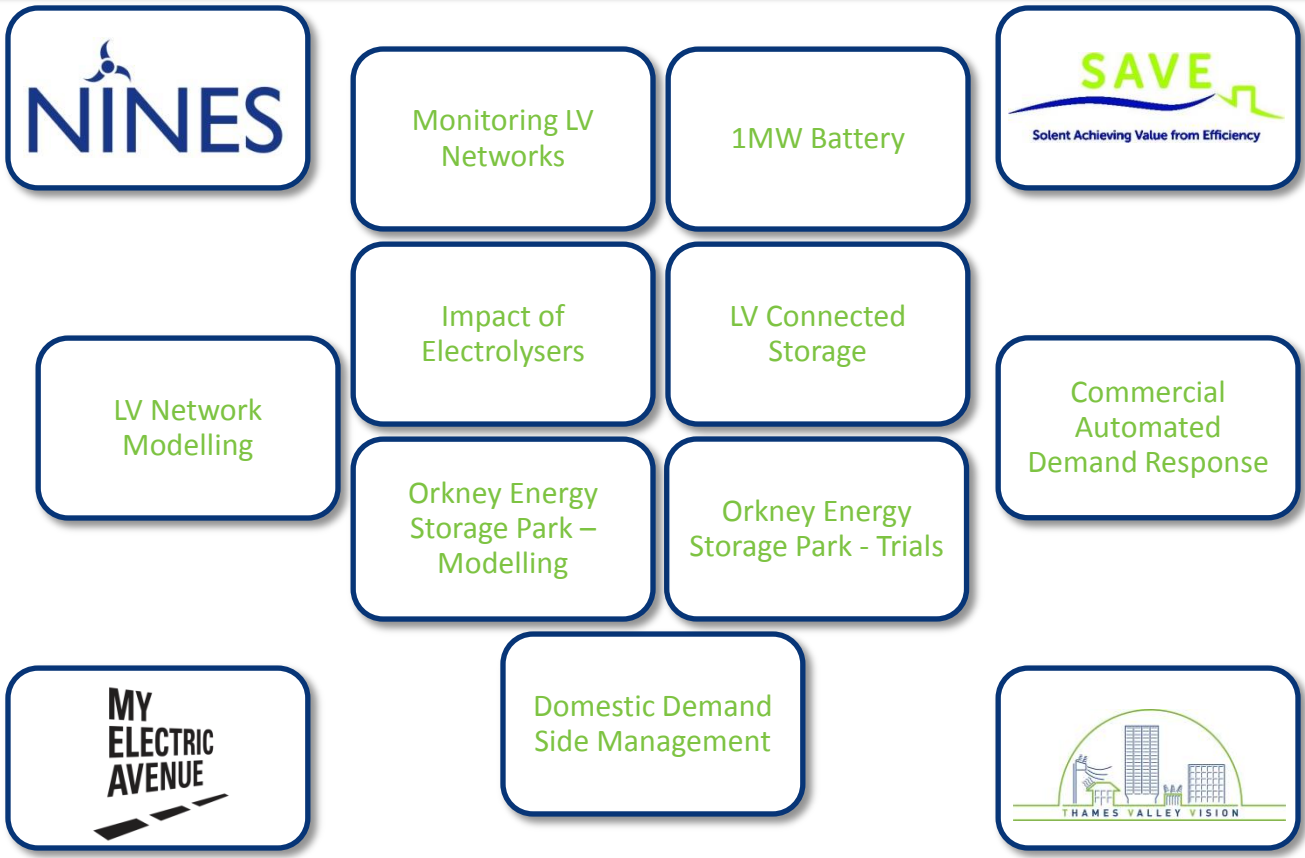


**Scottish and Southern
Energy**
Power Distribution

Reliability & Availability

Connections & Capacity

Customer & Social Obligations

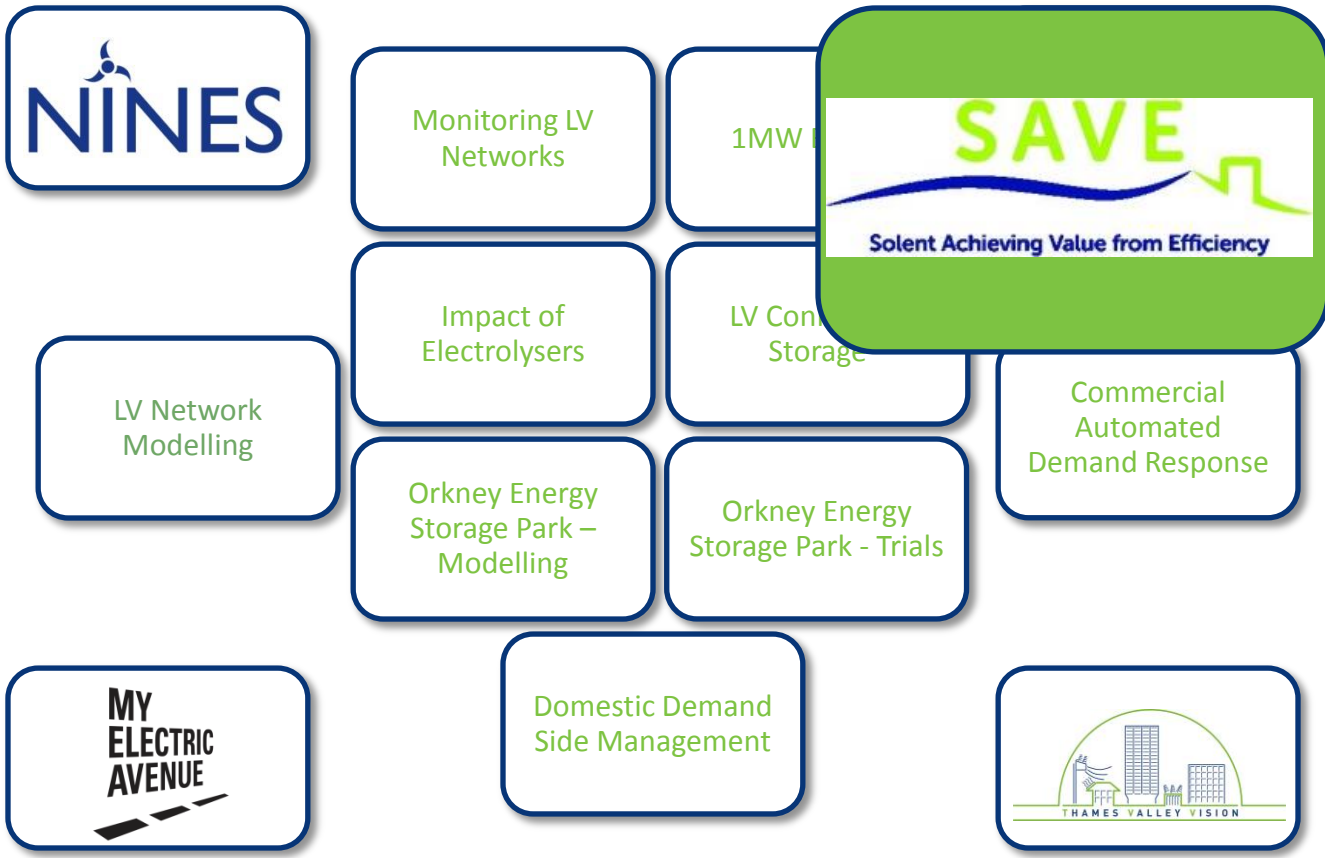


Safety, Health & Environment

LCNF Project Portfolio

Reliability & Availability

Connections & Capacity



Customer & Social Obligations

Safety, Health & Environment

LCNF Project Portfolio

Introduction

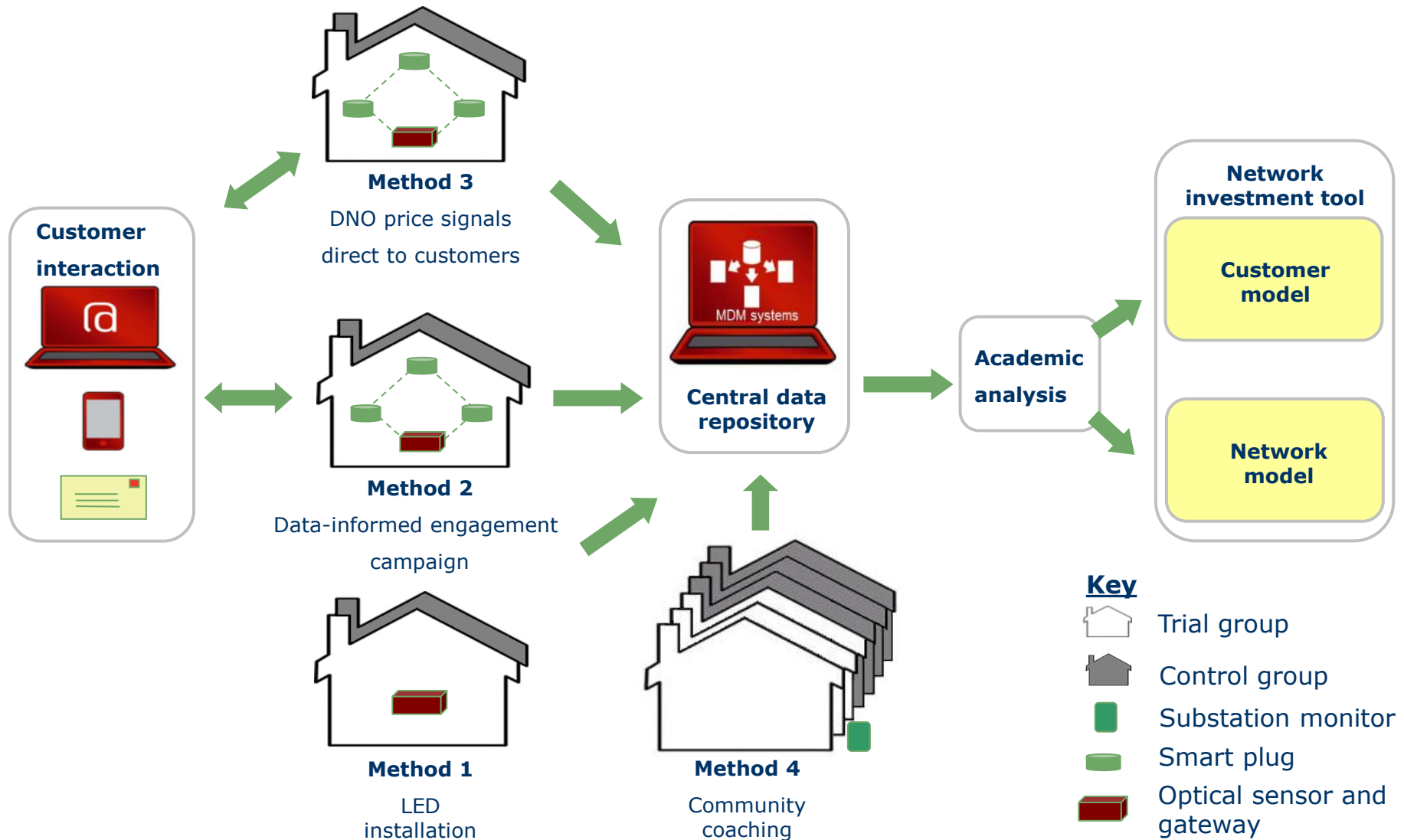


1 . What are you aiming to find out?

To establish to what extent energy efficiency measures can be considered as a cost effective, predictable and sustainable tool for managing demand on electrical networks as an alternative to traditional reinforcement



2. What does the trial consist of



Engagement



3. What Challenges have you experienced in recruiting and communicating with consumers taking part in DSR, and what solutions have you deployed?

Recruitment activities are due to begin in January 2015, however the project is in the process of awarding a tender to an accredited Market Research Agency who are expert recruiters.

This organisation will carry out the recruitment efforts, with the material used to initially engage with customers to be developed in the coming months.



4. Which party would you say is best placed to lead engagement?

Based on:

- *experience of academic partners*
- *previous R&D projects*
- *report into global customer engagement methodologies*

It becomes clear that an independent, accredited, experienced and expert Market Research Agency is the best option

They become trusted messenger and also secures right mix of customers



Consumer Reaction



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

Recruitment activities are due to begin in January 2015 so no learning available



6. What have been the most effective incentives and the main sources of complaint?

Recruitment activities are due to begin in January 2015 so no learning available



Outcomes



7. What is the customer proposition and how effectively does it suggest it could be realised?

The proposition for customers involved in methods 1-3 revolves around having a shared vision and aligning ambitions at the individual household level, whereby monitoring and communicating with customers based on their consumption could result in less energy use which financially rewards customers and operationally benefits DNOs

The proposition for customers involved in method 4 is not as direct, but still revolves around the concept of shared vision and sustaining change aligned with the ambitions at a community level



8. Have any consumer risks been identified and what protection measures have been identified to overcome these?

Consumers will not be disadvantaged through participating in the trial- there are only incentives available, no penalties.

To remove the need for customers to install technology the recruitment organisation will offer to install it for them.

All data will be transmitted, held and analysed securely



9. Which consumer segments would be most likely to gain or lose by the scheme and by how much?

This would be targeted at specific areas to alleviate specific network challenges- it is seen as an alternative to traditional reinforcement

As a result, all customers within that area of network would be eligible to benefit from the solution.

Additionally, the solution will only be deployed if it proves to be more cost effective than traditional reinforcement



Technical



10. What notification of DSR actions or coordination with other parties would be required if this approach becomes 'business as usual' to ensure any interactions or impacts could be managed

Whilst not validated through any project learning, coordination with suppliers could be required should the customer have a tariff that uses dynamic pricing due to the fact it could impact their ability to shift peak demand



Questions

