# Integrating wind power into the UK energy mix through dynamic demand-side response

Matthew Gross BIEE September 2016

## Overview



- Background
- Trial design
- Response to trial 'events'
- Measures for increasing response interviews
- Summary

"Demand-side response is a scheme where customers are incentivised financially to lower or shift their electricity use at peak times."

**UK Power Networks** 

### Reducing peaks and wind following with DSR



Average GB Half-Hourly Domestic Demand on Weekdays by Calendar Month

Source: Sustainability First Paper 11

Peak shifting - static time-of-use

Wind Forecast Out-turn



Source: National Grid Balancing Mechanism Resporting System
Supply following - wind twinning

# Willingness to switch to demand-side response tariffs



Internet survey of 1,312 UK consumers

### Three tariff options:

- 1. Static time of use morning and evening peak prices (reduce peaks)
- 2. Dynamic time of use prices one day in advance (supply following)

3. Dynamic time of use without financial incentive - notifications only, one day in advance (supply following)

### Survey responses: willingness to switch



### Survey responses: willingness to switch



## Environmental alert trial

46 households in England recruited

Provided with in-home displays and an internet bridge

5 weeks of baseline consumption data followed by 40 'events'



University of Sussex

US



Please try to use more electricity on 3<sup>rd</sup> July between 10am and 3pm









#### Response estimated by comparing reference load with event consumption

#### Event response - all 46 households



Turn-down events = 10% (44 watts per hour) Turn-up events = 4.5% (18 watts per hour)

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# Enablers of response identified through participant interviews

University of Sussex



## Summary



- Some consumers willing to respond to wind energy supply by making changes to demand
- Enablers of response -notifications via multiple media, ambient signalling, smarter appliances, demand-side response know-how
- Whether response would have continued over a longer timeframe is unknown



### Thanks for listening

M.J.Gross@sussex.ac.uk