

# SAVE project

June 2019



**Scottish & Southern**  
Electricity Networks

# Price Signals



- Supplier led time of use
- Increase solar consumption
- 10% shift from 10:00-16:00
- Low participation

- Supplier led ToU and CPR.
- 8-10% reductions
- Early-adopters



- Representative sample
- CPR 'Event' based
- 0-6% reduction
- Banded price signals...



2019



2016



2015



2017



2018



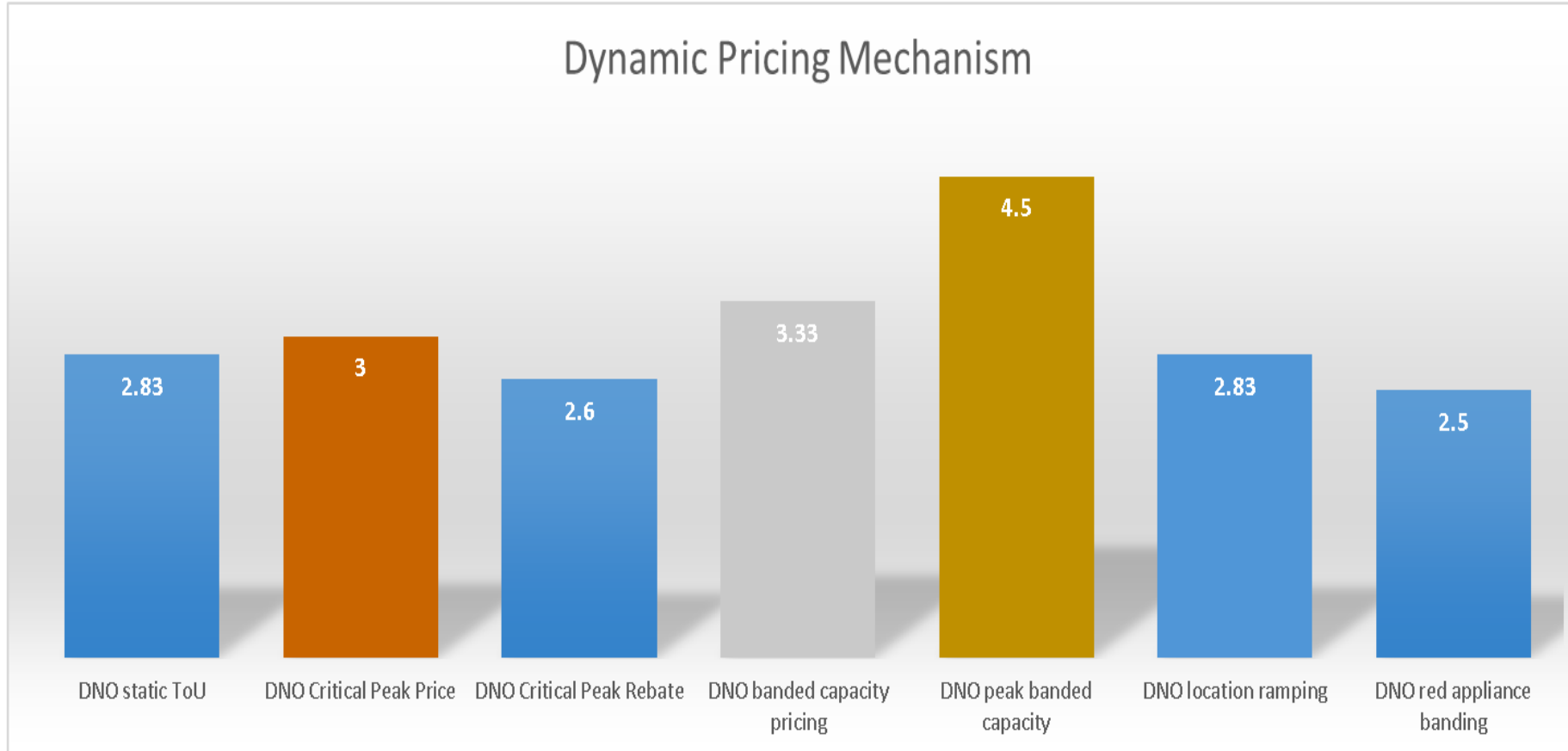
- Gamification
- 11% reduction
- Geographical issues



- Vulnerable Customers
- Time-of-use 'bonus time' tariff
- 1.5% reduction

# Price Signals

## Peak banded tariffs



- iNcentives
- Understand Mapping
- Defaults
- Give Feedback
- Expect error
- Structure Complex Choices



**iNcentives**

**u  
d  
g  
e  
s**

# **Incentive only trials**

**6 WEEKS**

**10p**

**PER HOUR**

**6 WEEKS**

**30p**

**PER HOUR**

n  
Understand Mapping

d  
g  
e  
s

3

**Household Groups**

3

**Bespoke targets**

n  
u  
Defaults

g  
e  
s

**38%**

**Opt In**

**2%**

**Opt Out**

n  
u  
d  
e  
s

**Give feedback**

# Weekly Balance Texts

n  
u  
d  
g  
Expect error  
s

**Simplicity**

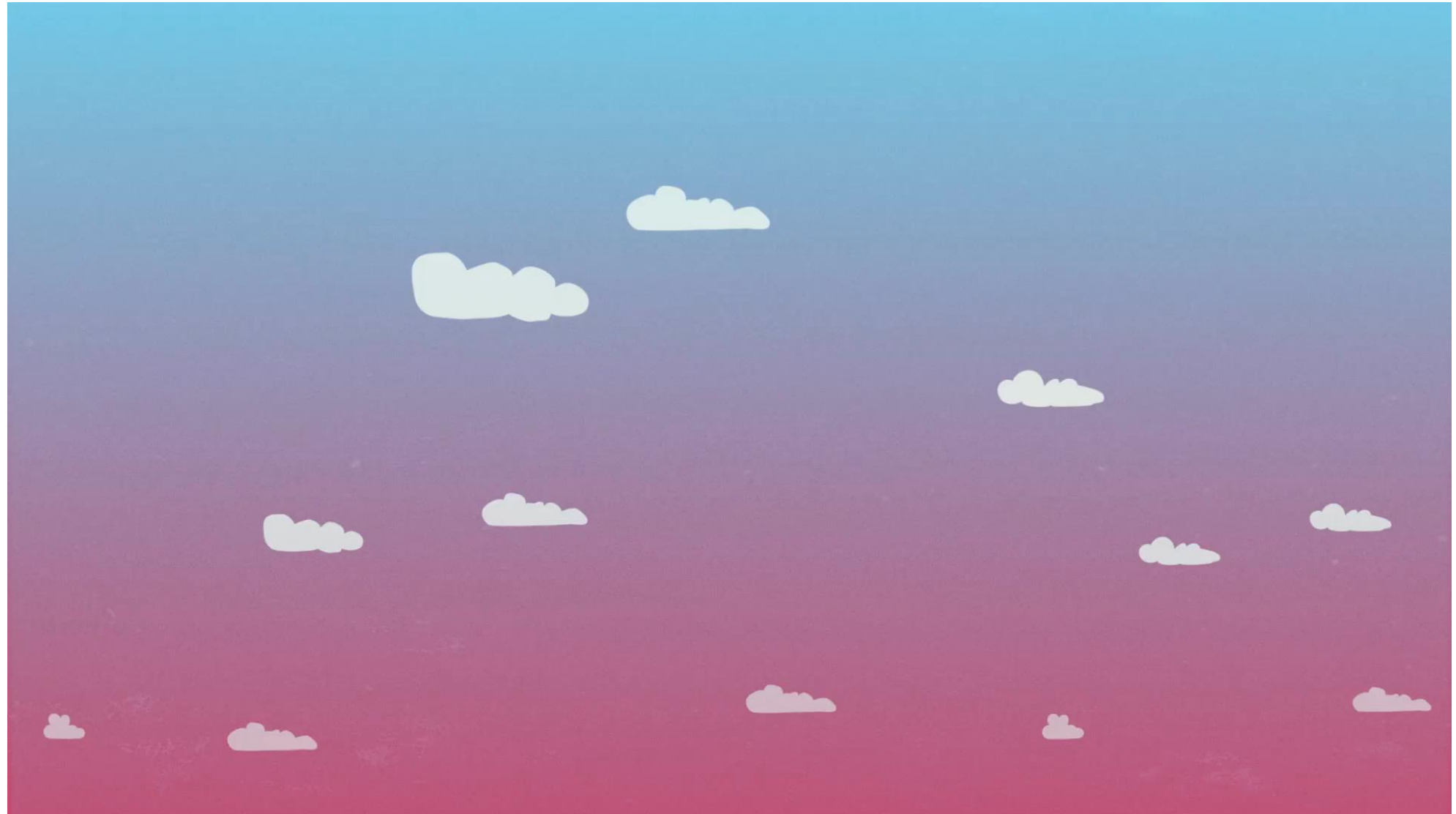
**Contact options**

**Not a tariff**

**Customer details**

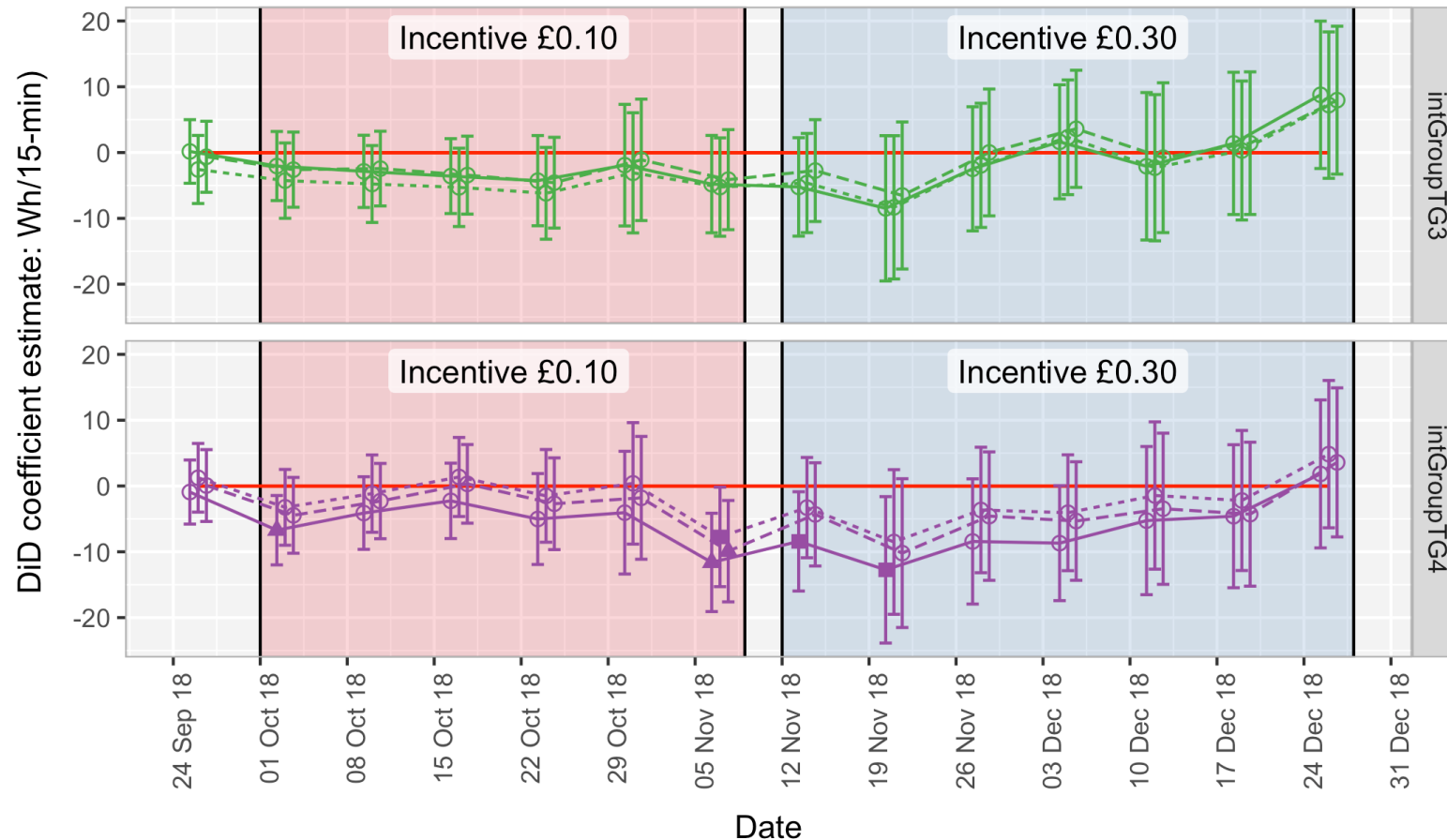


n  
u  
d  
g  
e  
Structure  
complex  
choices



# Price Signals

## Peak-banded trial- all customers



Opt-in= 17W reduction per customer

Opt-out= 44W reduction per customer

Price Elasticity Opt In: 0.78 (relatively inelastic)

Price Elasticity Opt Out 1.46 (relatively elastic)

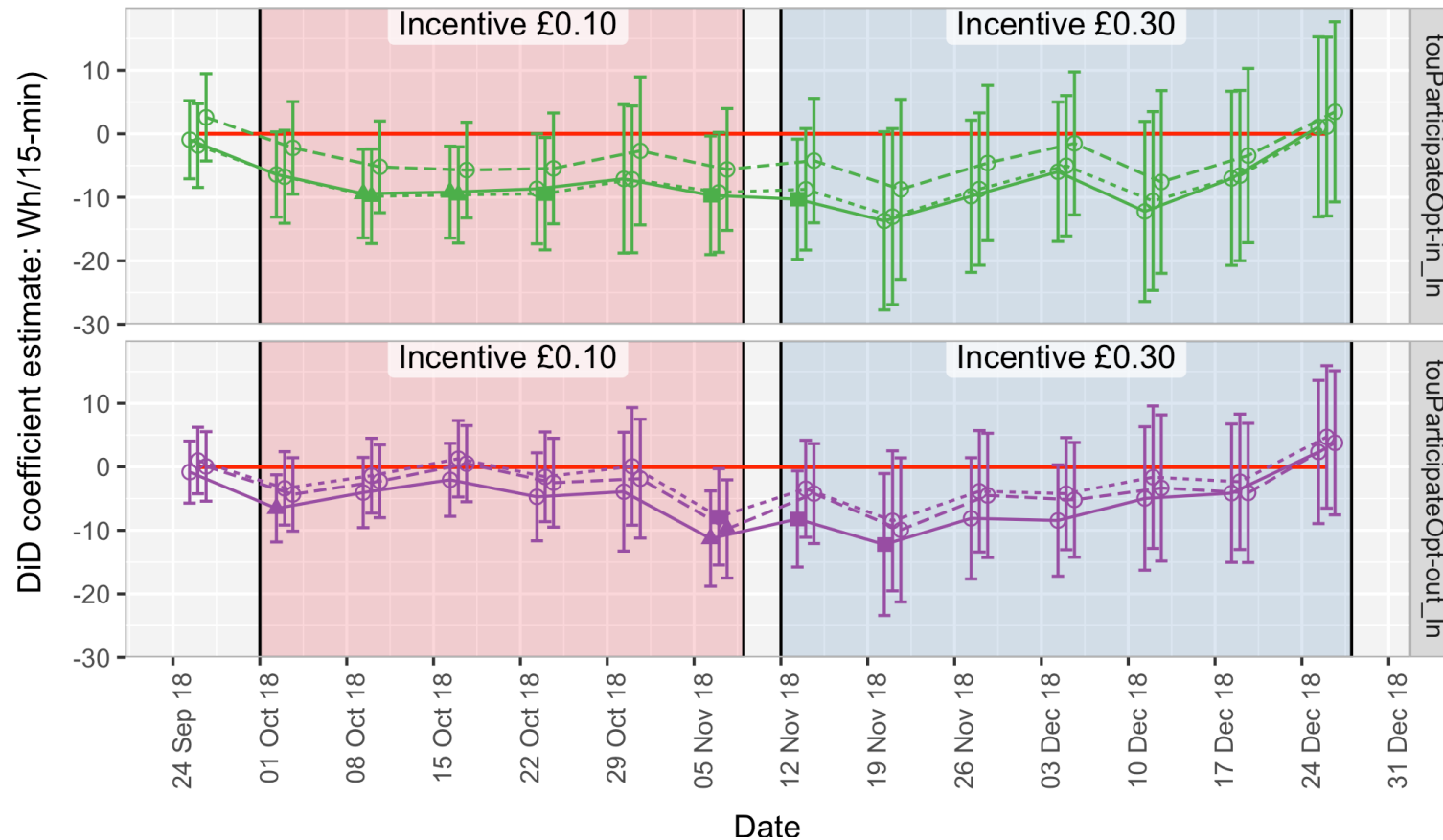
Opt-in group show greater longevity and more consistency

Opt-out group show greater sensitivity to price

Opt-out group show larger overall reduction

# Price Signals

## Peak banded tariffs- opt-in



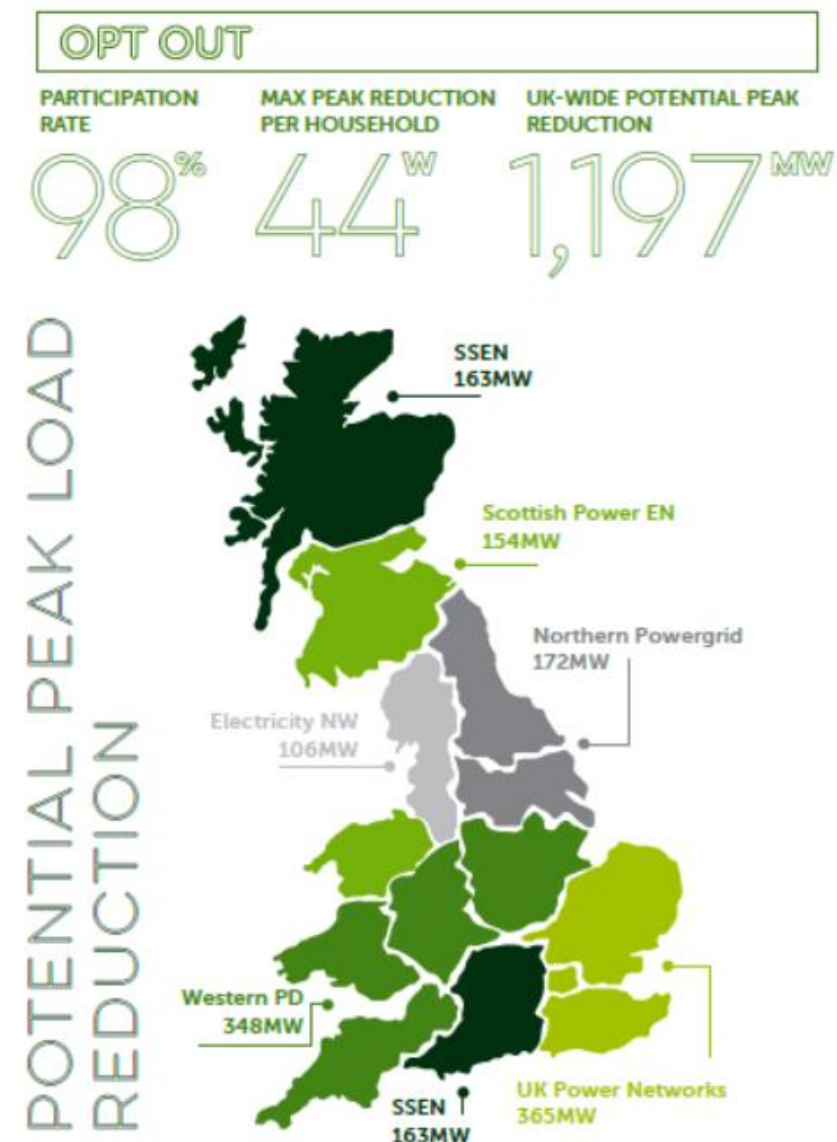
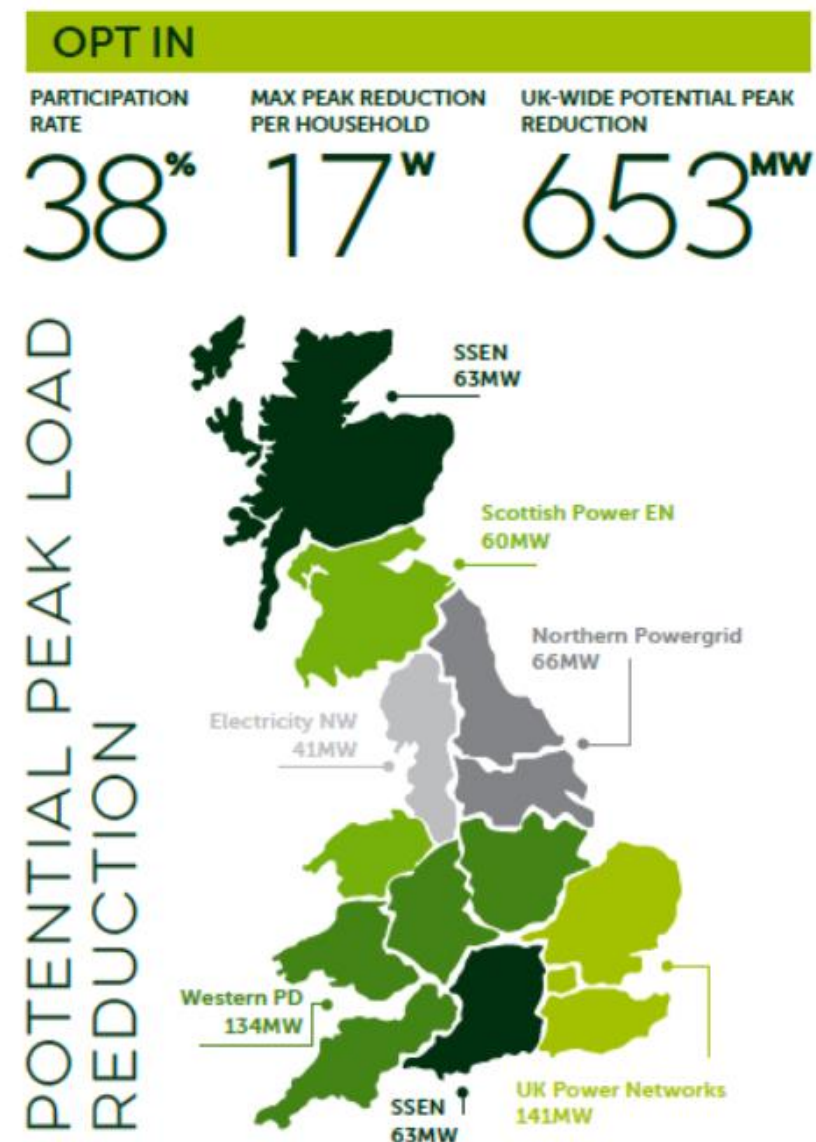
Opt in W (per participating customer) = 24W  
Opt-out W (per participating customer) = 44W

Average amount made per Opt-in customer £23.65  
Over entire Opt-In group £8,500

Average amount made per Opt-Out customer £18.04  
Over entire Opt-Out group £17,800



# Wider Impact



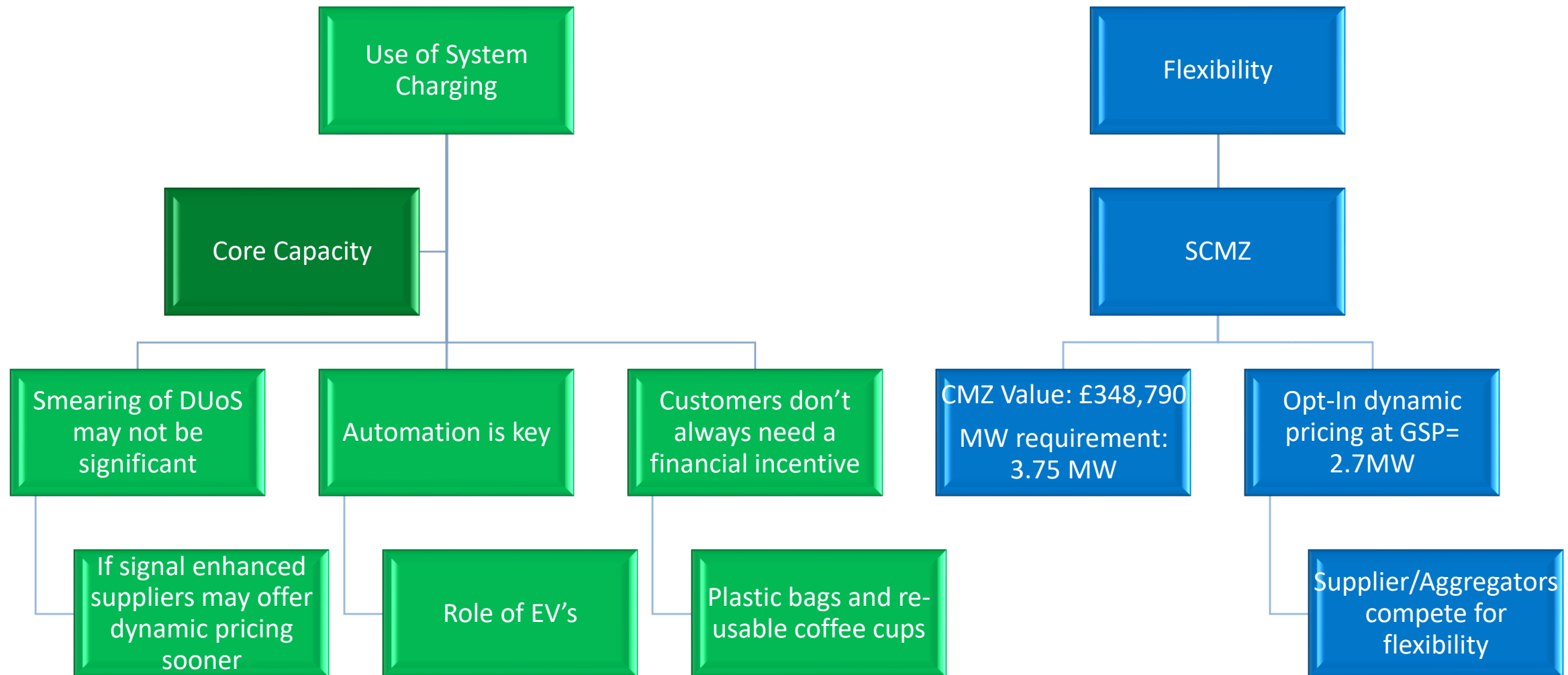


# Customer Model Outputs

- Larger households (more bedrooms) show a greater response
- Greatest response from households heated by 'other' fuels, then electric, then gas.
- Larger treatment effect in households with children
- Households with no defined vulnerability characteristics on average consumed 6% higher consumption
  - Opt-In
    - Response to interventions of those with vulnerability characteristics circa. 8% lower than average
    - Treatment effect for those with 3+ vulnerabilities was 4% higher than expected
  - Opt-out
    - Response to interventions of this with vulnerability is 7% higher than average
    - Treatment effect for those with 3+ vulnerabilities was not changed from baseline

None of these results are stat sig

# Business Case





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