

Future of Energy Customer Behaviour Changes

Sian Rowlands

Innovation & Funding Manager

Wales & West Utilities



Problem Outline

What is the problem?

To put our consumers first in any future of energy transition, we need to understand the impacts of any transition on consumer behaviour and their choices.

We also need to understand our role as a critical service provider to ensure we deliver best value to consumers.

What are we looking for?

An assessment of projects already completed on consumers and the transition, any cross-sector reports on community led projects e.g. water, and a literature review.

Scope should cover all domestic customers for hydrogen blending, hydrogen up to 100% and should be agnostic to solution e.g. covering both hydrogen boilers and electric heat pumps. It should also consider any potential regionality barriers e.g. rurality, consumer vulnerability or fuel poverty.

Project Scope

Key Questions

- What are the key enablers and barriers to consumers transitioning to net zero energy systems?
- How are consumers impacted by energy systems in their home in everyday living e.g. use of heating and hot water.
- How does consumer behaviour impact on wider uses of energy systems e.g. drying clothes on radiators or in-home temperature requirements for Priority Services Register consumers.
- How does customer segmentation enable or provide barriers to transitioning e.g. Homeowner, tenant etc.
- What are the priorities of consumers when it comes to choosing a new heating solution?
- Is there a preferable heating solution for each scenario identified e.g. social and economic status?
- What are the factors around willingness to pay that need to be considered in each scenario.

Anything Else?

Previous Learning

Existing gas projects such as the Cadent Whitby Trial Report, H100 Fife, and electricity projects such as Project LEO should be reviewed

Key stakeholders should be identified and included in scope e.g.

- Energy network consumers
- Charities and other key organisations and stakeholders
- Social landlords
- Local council area planning

Outputs

Produce a Report

Report should include but not be limited to, a:

- decision tree on drivers of consumer behaviour on heating choice or similar.
- summary of risks for each scenario reviewed.
- summary of benefits for each scenario.
- cost of solution.
- uncertainty of technology and timelines.

Please direct any further questions to: innovation@wwutilities.co.uk