

SWELL project

Overview of interviews

- Why people participated
- How was the experience?
- What did they learn?

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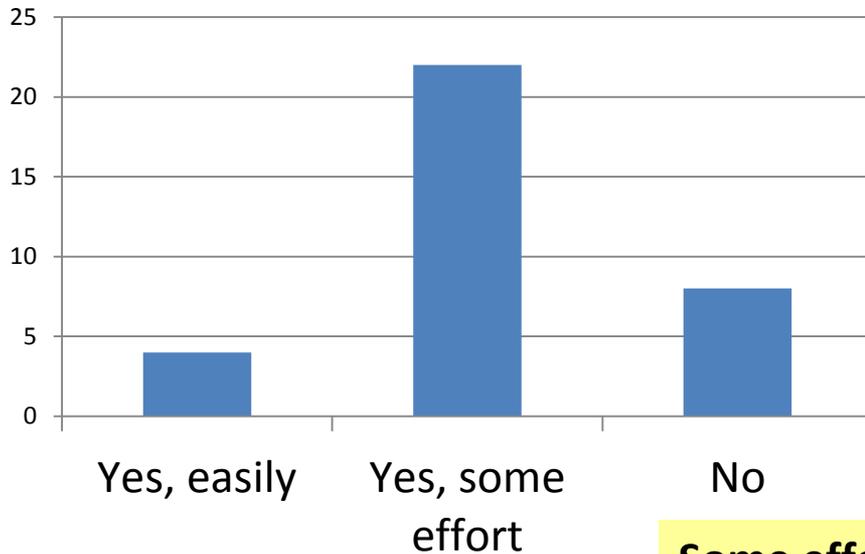
3 rounds of surveys

- **Round 1:** (autumn / winter 2015/16) 43 interviews
- **Round 2:** (Summer 2016) 40: 26 online survey, 14 telephone
- **Round 3:** (Spring 2017) 20 and counting:16 online, 4 phone.

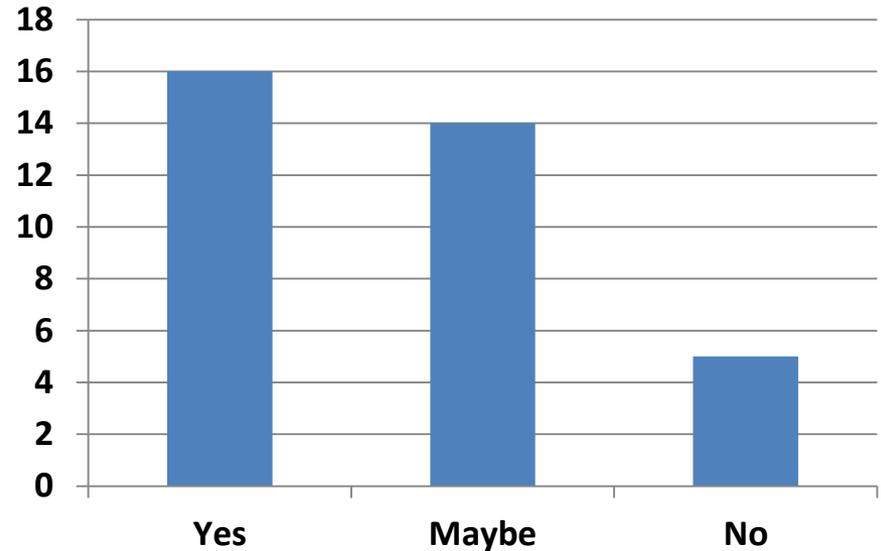
More to come

In the beginning...

Would you feel able to reduce some of your electricity consumption at peak times tomorrow?



Do you think a 'time of use tariff' will be beneficial for you?



Yes: flexibility (at home in daytime)

told best time to use it

Some effort / maybe: either already shifted, or constrained by work hours

incentive to smooth out costs

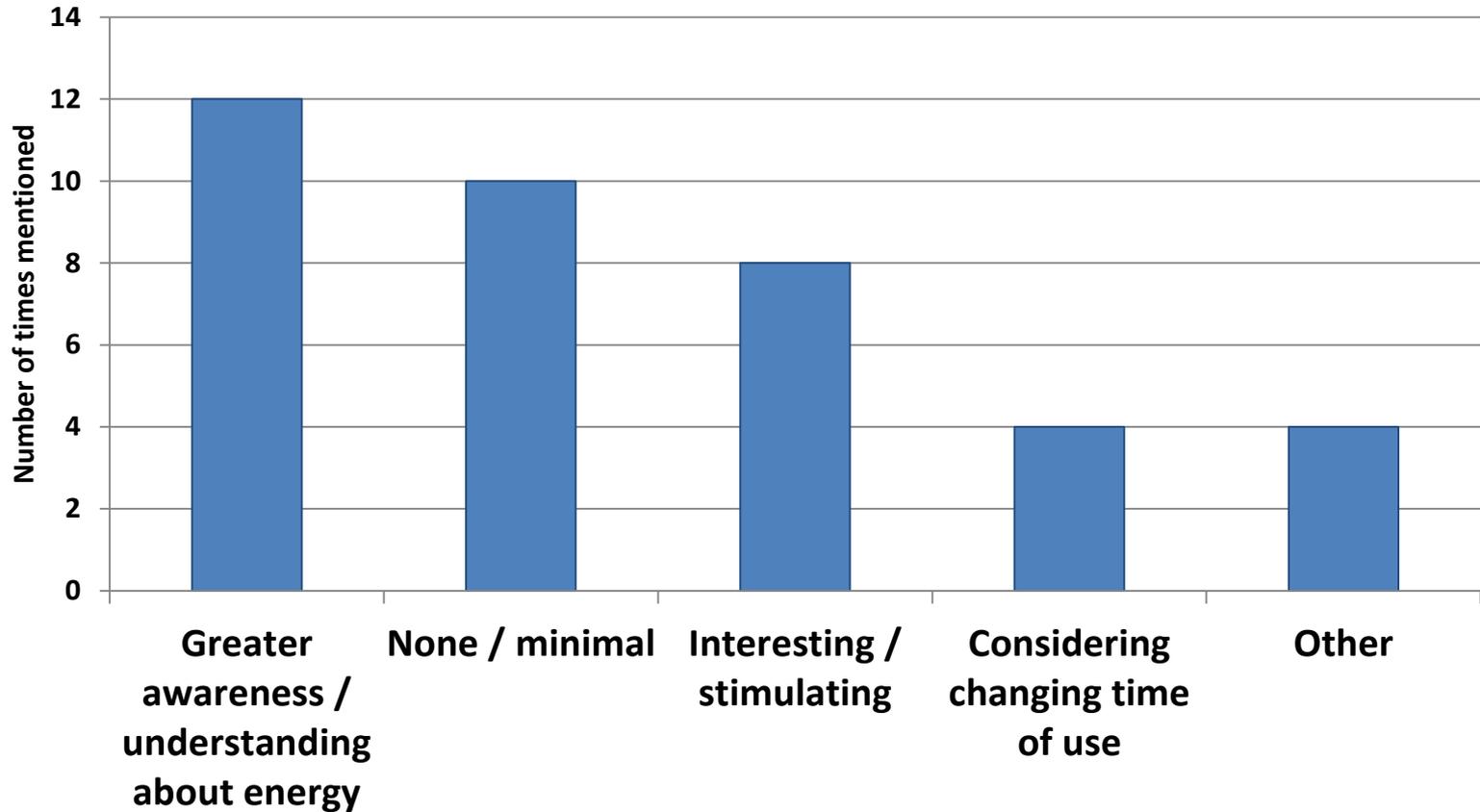
No: Not much flexibility (working / family / or efficient users)

not much flexibility on weekdays.

Round 1

Impact of involvement

So far, how would you describe the impact this study has had on you?



Reflections from round 1

- **Participants pleased to be involved**
- **Spectrum of involvement and interest:**
 - minimal → highly engaged, involved in shared production of knowledge
- Presence of solar PV had already influenced electricity usage patterns
- Feedback needed to be tailored to variety of participants
- Many participants consider they're not large energy users / don't waste energy

Round 2: Overall experience of participating (n=40)

Positive overall (17)
interesting (14), fine (9)

- Part of something bigger,
- Appreciated feedback and information
- Interesting
- Small and larger changes made
- Appreciated SWELL team
- Teething problems – connections

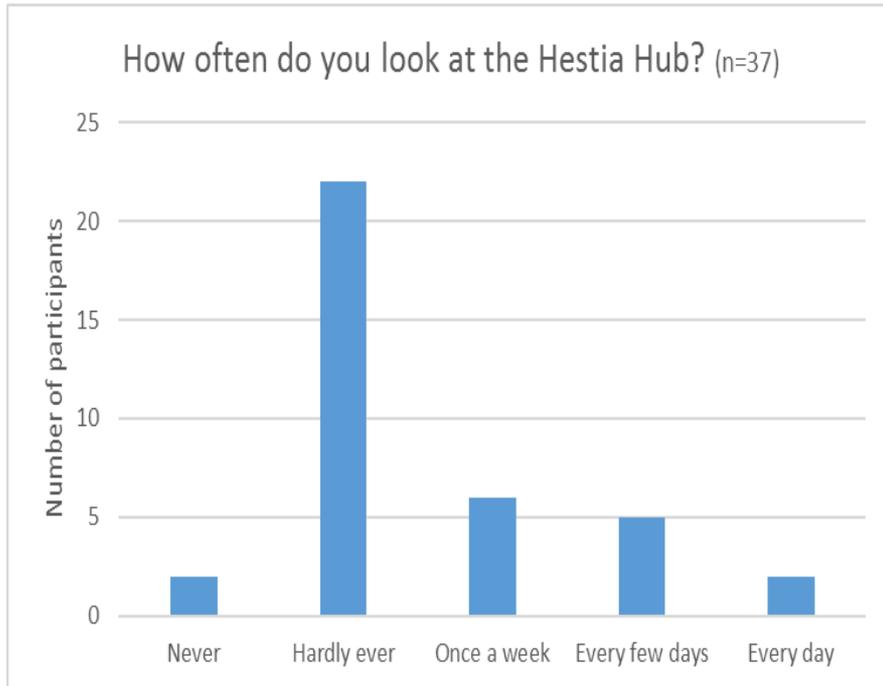
'Excellent. Great feedback and feeling of belonging to something.'

"it is a well-run project with admirable aims. There has been plenty of information available for participants'.

"We have found the project very interesting and worthwhile although we have only managed to make marginal changes to our energy use.'

"I thought as it doesn't cost me anything, I thought I would participate. And that's it'

Learning and understanding: Online



'When I first started out I was looking at it daily or more frequently, but now ... I'm more familiar with it.'

" earlier ... used to be 3-4 times a week, and I find it fascinating "

'I've kept meter readings of gas and both electricity meters

'I did at the beginning. I do when I get the statement through

- **General tailing off, but many reasons for not looking at Hestia Hub**
- **3 participants mentioned that it confirmed what they already knew**
- **21 participants have found it interesting**
- **Some found data too general / not understandable**
- **Some have got used to new routines.**

Influence of SWELL project on day to day habits of electricity usage (n=37)

- **Yes (31):** Range of activities
 - Constricted by working routines / families
 - key information regarding wet appliances put into action
 - Some cooking activities shifted
- **No (6):** using energy efficiently already, generating electricity with solar PV, having young family over.

'to look out the window and see if the sun's shining, and think 'actually I could leave the washing until tomorrow if its pouring down with rain. I would never do that before, but because of this trial happening, I've tried to get myself more conscious about it.'

: 'Sometimes opting to microwave or grill instead of using oven.'

"when we've got the grandchildren over which is regular at clockwork, you can't be stingy with electricity and gas'

Social side of SWELL

- **Discussing SWELL:** two thirds of participants have discussed with other people in a variety of settings (home, social, work) and people (family, social situations).
- Most participants who attended social events enjoyed them, found feedback useful, shared stories and tips.

General reflections from round 2 (n=21)

- Mainly positive, some suggestions for future
- Ongoing communication, quick response time and potential scale up of the project has been appreciated by the participants.
- Learning about consumption and shifting usage has happened on a number of levels, from those with minimal prior knowledge about energy efficiency, to those with most professional knowledge.
- Some self-judgements about good / bad participation
- Perceptions of what people have shifted and if it's 'enough'

'it's an amazing thing and I'm really really pleased to be able to contribute. It's something that I really do support and engaged by

'As a lifetime electrical engineer, it has proved very intriguing how a slight change in home power use can make significant changes to a pensioner's budget and encourage my continued interest in my chosen discipline.'

'I think the team are fantastic, lovely ... the efforts that they've made are just wonderful

Round 3: What you learnt (n=19)

How you use electricity

'often done in large spikes'

'how much certain appliances use

'not much... focused on using it when it was sunny to maximise our solar generated electricity'

Shifting time of use

'Mainly moved clothes and dish washing to sunny periods or overnight

it can be difficult to switch periods because of daily routines '

Reducing amount

'Switching to LEDs and minimising tumble dryer use has a real impact

Visibility greatly assists consumption reduction. ...but currently most domestic smart meters are installed for the benefit of the supplier and more focus needs to be on educating and encouraging users (not in suppliers interest) '

How you learnt and made decisions

	How you learnt	What you based decisions on
SWELL info	14	12
Online hub	12	6
Weather	8	9
Talking with SWELL team	7	3

**developed
rules of
thumb**

‘the prompt from SWELL and seeing the demand curves. After that, it's common sense, if you're that way inclined.’

‘Helped develop new habits.’

Memorable parts (n=18)

- **Shifting electricity saved money (3)**
- **Knowledge of energy usage (3) ‘**
- **Talking with SWELL team (3)**
- **‘SWELL events (3)**
- **Other (6) ..** Including inquisitive, participating
- **Some difficulties encountered (5) –** mainly time of WM usage,

“Realising that shifting the times we used appliances saved us money”

Getting slightly obsessed with looking at info on the Hestia Hub’

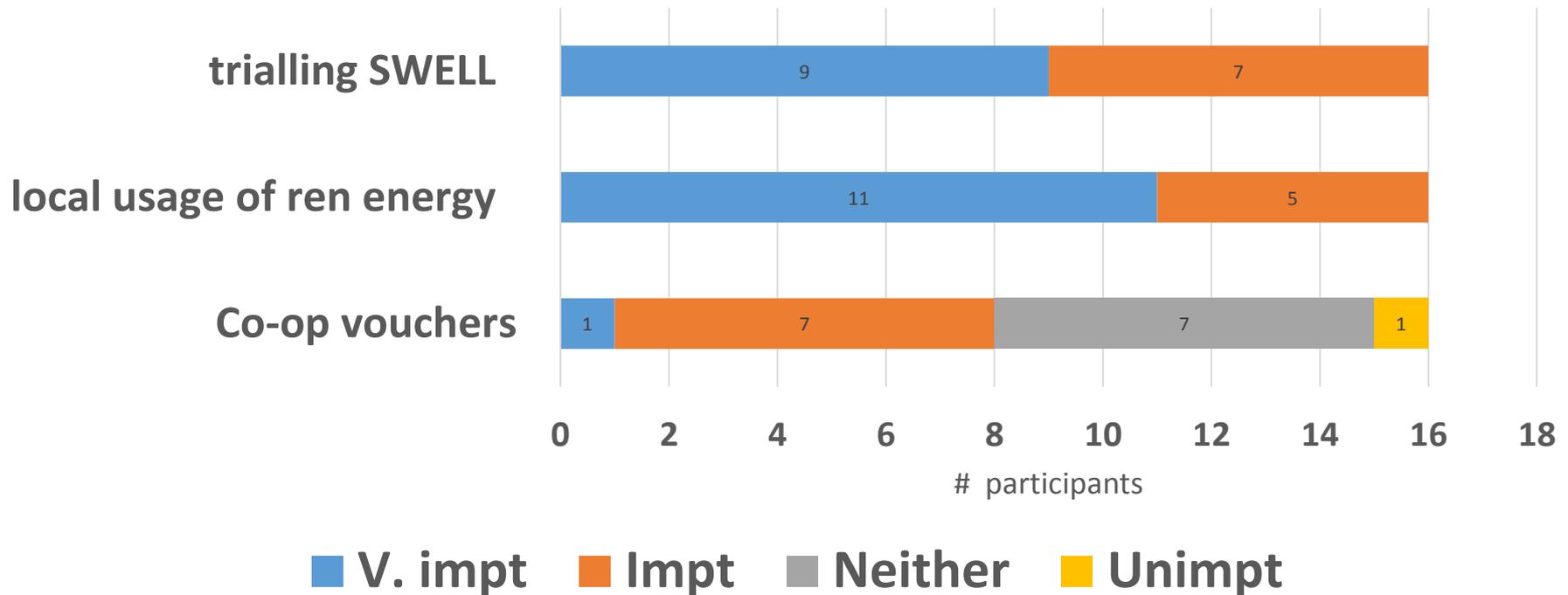
Having a meaningful energy development discussion with the electrician ’

The SWELL events. Stimulating talking to true pioneers

‘people like their routines! ‘

Incentives to shift time of use of electricity

6. How important were the following in your decision to shift usage? (n=16)



I hope that in the longer term it will prove beneficial both for ourselves and other communities.

Reflections

Happy to have helped in a worthwhile project. Hope they and you can move it all forward and promote the scheme nationally.

Would have liked more detailed feedback

Glad I did it, thought it was worthwhile

- Of respondents who shifted time / reduced consumption, over half are continuing to do so.

***Thank you for
participating!***