



Press Release **FINAL 26 March 2013**

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My Electric Avenue project gets the green light from Ofgem

My Electric Avenue, an innovative project that aims to provide a solution to the potential impact that the recharging of electric vehicles (EVs) may have on the local electricity network, is now officially underway following final sign-off by Ofgem of the Customer Engagement Plan and Data Protection Strategy.

As sales of electric vehicles increase, there is a need to assess the potential impact that a cluster of EVs may have in a local area served by one electricity substation. In the event of all EVs being recharged at the same time, and without any preparation, the load on the local electricity network may exceed the substation capacity.

My Electric Avenue is an exciting project which promises to deliver real, significant benefits on both commercial and technical levels through the engagement of customers, DNOs, small and medium-sized enterprises (SMEs) and companies new to the electricity industry, whilst pushing the currently accepted boundaries of innovation.

The project is therefore looking for ten 'electric avenues' – groups or 'clusters' of ten people or more – where each person will drive an electric car for 18 months to trial a new technology which will monitor and control the electricity used when the car is being charged.

My Electric Avenue project is led by EA Technology, a trusted third party innovation technology deliverer, with project partners Scottish and Southern Energy Power Distribution Limited (SSEPD) (the host Distribution Network Operator, or DNO), Northern Powergrid (collaborating DNO), Nissan (EV supplier), Fleetdrive Electric (EV rental programme management) and Zero Carbon Futures (charging point network developer). In addition there are two academic partners, the University of Manchester (providing network modelling support), and De Montfort University (providing socio-economic modelling support). Ricardo is providing independent technical verification to the project.

My Electric Avenue demonstrates a unique and pioneering approach – it's the first time that a DNO has empowered a third party (EA Technology) to develop, manage and deliver a network innovation project on its behalf; to test a possible approach and to help shape the design and delivery of future network innovation competitions.

My Electric Avenue project will provide essential learning about managing the strain on the distribution network from the anticipated increased uptake of electric vehicles. It will also deliver a cost-effective solution to DNOs that reduces the need for network reinforcement and allows a faster uptake of EVs.

Initially, only certain geographical areas will be eligible to apply to take part in My Electric Avenue trials, depending on the local Distribution Network Operators (DNOs). The host DNO participating in this project is SSEPD, however My Electric Avenue project has been conceived by, and will be managed by, a non-DNO, EA Technology.

The project is contractually obligated to achieve a number of deliverables or 'Successful Delivery Reward Criterion' (SDRCs). The first of these SDRCs is delivered through a report that has just been published, where the experience gained whilst progressing the project from Initial Screening Process (ISP) through to the signing of the Tier 2 Project Direction is recorded. Key learning points that were identified through the process are outlined for consideration with a view to considering recommended improvements in the process where applicable. View the full report here: <http://www.eatechnology.com/key-projects/my-electric-avenue> .

Other essential learning will continue to be shared by the project as it progresses.

The project partnership/collaborative approach to date has been a significant success; this is testament to the relationship of trust and confidence in delivery between EA Technology and SSEPD.

The project has received support from Ofgem through the Low Carbon Networks (LCN) Fund. The Fund supports projects sponsored by the DNOs to try out new technology, operating and commercial arrangements. The objective of the fund is to support projects that help DNOs understand what they need to do to provide security of supply, at value for money, as the UK moves to a low carbon economy.

Find out more about the project at www.MyElectricAvenue.info (full website due to be live soon), email myelectricavenue@eatechnology.com or call 0151 347 2336.

Ends

Image caption

My Electric Avenue brand

Editor's notes

About My Electric Avenue

My Electric Avenue is the public-facing name for the project which is officially titled 'I²EV'. The I²EV name references that there are two strands of innovation to this electric vehicle project: technical and commercial. The technical innovation is the technology which monitors and controls the demand on the local electricity network from the recharging of electric vehicles. The commercial innovation is that this is the first time a non-Distribution Network Operator will lead and manage a Low Carbon Networks Fund project, and it will create a blueprint for how DNOs and third parties can work together in the future.

Electric Car Sales in the UK

2008: 70

2009: 20

2010: 138

2011: 1,082

2012: 1,262

Source: SMMT.

These figures are for pure electric cars only and exclude quadricycles.

In 2012 there were also 24,086 petrol-electric hybrids, and 1,284 diesel-electric hybrids. These types of vehicle will increasingly include plug-in versions, which will also have an impact upon local electricity networks. There are various forecasts for the future growth in electric car sales. An average figure is that there may be 1 million electric vehicles on our roads by 2020. Source: <http://www.green-car-guide.com/electric-vehicle-sales-forecasts---1-million-evs-in-the-uk-by-2020-.html>

Project partners

EA Technology

EA Technology is an employee-owned organisation offering high-tech instruments, software, electrical services and technical consultancy to the operators of power networks around the world. Through its Future Networks division it delivers innovative end-to-end solutions to facilitate the introduction of low carbon technologies to future proof electricity networks, resulting in lower cost connections, prompt adoption and reduced risk to business.

www.eatechnology.com

Scottish and Southern Energy Power Distribution

Scottish and Southern Energy Power Distribution Limited, and its subsidiaries Scottish Hydro Electric Transmission, Southern Electric Power Distribution and Scottish Hydro Electric Power Distribution, are all members of the SSE Group. Through its Power Distribution business, it transmits and distributes electricity to over 3.7 million businesses, homes and offices in central southern England and the north of Scotland.

www.ssepd.co.uk

Northern Powergrid

Northern Powergrid is the electricity distribution business for Northeast England, Yorkshire and northern Lincolnshire. The company is responsible for delivering

power safely and reliably to the 3.8 million electricity domestic and business customers in this area and operates through its subsidiaries, Northern Powergrid (Northeast) Ltd and Northern Powergrid (Yorkshire) plc. Northern Powergrid is a wholly owned subsidiary of MidAmerican Energy Holdings Company. Northern Powergrid's network consists of more than 31,000 substations, 29,000 kilometres of overhead line and 62,000 kilometres of underground cable, covering an area of more than 25,000 square kilometres. Northern Powergrid is leading moves towards a low carbon electricity network through the UK's largest smart grid project, 'the customer-led network revolution'. Information on Northern Powergrid is available at www.northernpowergrid.com

Nissan

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 14,500 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year, Nissan plants in the UK, Spain and Russia produced more than 528,000 vehicles - including mini-MPVs, award-winning crossovers, SUVs and commercial vehicles. Nissan now offers 24 diverse and innovative products for sale in Europe today, and is positioned to become the number one Japanese brand in Europe. www.nissan.co.uk

Fleetdrive Electric

Fleetdrive Electric is the UK's leading lease provider of Ultra Low Emission Vehicles. It is a division of Fleetdrive Management Ltd which provides cars and vans and associated services to SMEs in the UK. www.fleetdrive-electric.com

Zero Carbon Futures

Zero Carbon Futures is a recently established consultancy in North East England set up to deliver a range of local, national and international programmes all geared up to advance the region as a European leader in the production of low carbon vehicles. The company has a range of experience in the low carbon sector and is currently developing a centre of excellence for the LCV sector in Sunderland, North East England which will house pioneering research in energy storage and smart home technology.

The company successfully managed the North East England's Plugged in Places programme, Charge Your Car, which has installed the UK's most comprehensive regional EV charge point network throughout North East England, and is now developing a national UK Pay as You Go EV charge point network with its partner Elektromotive. For more information on our work, contact us at zerocarbonfutures@gateshead.ac.uk

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