

# 56 Degree Insight Launch Week: Now that's one HUGE battery!



**TUESDAY 18<sup>th</sup> JUNE 2019:**

To mark the official launch of 56 Degree Insight this week, each day we will be sharing some thoughts on topics close to our heart which are impacting on the sectors that we are passionate about. Today, let's look at the concerted efforts being made within the energy sector to focus on renewables.....

In September last year, Scottish Power became the first major energy company in the UK to generate all of its electricity from renewable sources instead of coal and gas. But of course, one of the key challenges in moving to wind generation is to ensure that it is always available and to maintain the resilience and stability of the grid – not just when the wind blows!

Last week, Scottish Power announced how they are tackling that potential problem of stability – by building a huge 'super battery', the size of a football pitch, on the site of the UK's largest wind farm at Whitelee on Eaglesham Moor to the south of Glasgow. This will store power generated from the 215 wind turbines at the farm and will be the largest such battery in the UK. It will reach full charge in 30 minutes and will be able to be discharged or simply used in bursts as required. It will be operational by the end of next year.

At 56 Degree Insight, we do a lot of work for energy companies among their customers, and all of the research highlights just how much of a 'low engagement' sector this is for consumers – only when the lights fail to come on when the switch is pressed, when the boiler packs in or when the energy bills are higher than expected do most consumers sit up and take notice of their energy supplier.

But with an increasing demand for more sustainable energy sources – and convergence with other sectors such as automotive where a greater dependence on a more bountiful and constant supply of electricity will become essential as we move towards electric powered vehicles – consumers are likely to pay closer attention to their energy suppliers and how 'fit for the future' they are.

We see this Whitelee battery development as a positive next step by Scottish Power in its renewables journey. More generally, over the next few years, it will be interesting to monitor the impact of developments in renewables on how consumers interact with their energy companies and the extent to which it influences their choice of supplier.

You can read more about our experience in energy research and insights on our website: [www.56degreeinsight.com/energy](http://www.56degreeinsight.com/energy)

Please get in touch to discuss how we might be able to help you.

*Black Law Windfarm, 12<sup>th</sup> June 2019*



56degreeinsight.com

[jim.eccleston@56degreeinsight.com](mailto:jim.eccleston@56degreeinsight.com)

07447 031 396



@56DegreeInsight

[duncan.stewart@56degreeinsight.com](mailto:duncan.stewart@56degreeinsight.com)

07717 868 770

