

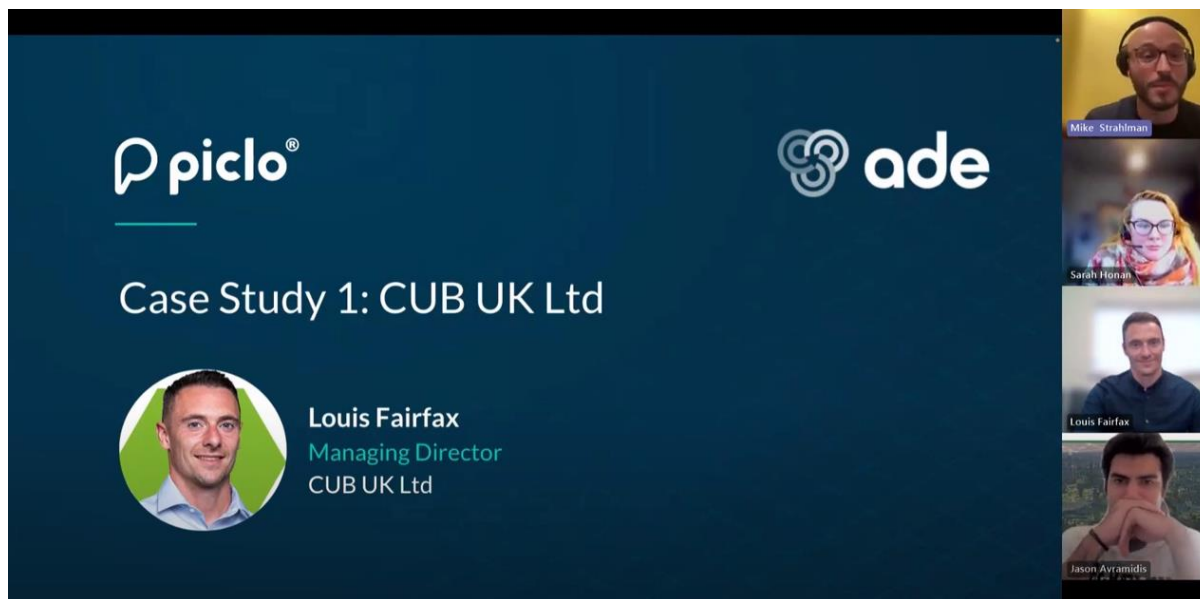
Flex Your Power with Louis Fairfax



CUB UK was delighted to take part in a webinar series called Flex Your Power featuring Managing Director, Louis Fairfax, who was there to discuss CUB's recent successes in the burgeoning flexibility market. Hosted by Mike Strahlman, Senior Vice President of Piclo, the webinar was aimed at providing information and insight into the potential value that can be unlocked by providing flexibility to the grid. Also taking part was Sarah Honan, Flexibility Policy Manager at the Association for Decentralised Energy, and Jason Avramidis, Director of Innovation & International Flexibility Markets at OakTree Power.

Originally a traditional energy broker and consultant, with historical experience helping customers avoid charges, such as Triad and Red Band DUOs, Louis has in-depth knowledge of helping businesses to shift energy, with CUB generating around £10 million in savings for their 400 customers. The end of Triad paved the way for CUB's clients to benefit from the capacity market, frequency, and wholesale market optimisation. Last year CUB established the Reduction Rewards Scheme for Demand Flexibility Service (DFS) with this initiative generating significant income for clients. This growth journey has positioned CUB as the go-to flexibility provider for businesses while becoming the leading Third Party Intermediary (TPI) in the UK to provide these services.

Louis, commented, "Piclo's flexibility marketplace is a game changer for the businesses that CUB serves. Through Piclo, we have won tenders for local flex with UK Power Networks while participating in the National Grid ESO Local Constraint Market to help our clients earn rewards for tuning-on electricity at certain times. Our approach to managing flexibility has mainly involved demand turn-down incentives gained by leveraging our expertise with Piclo's publicly available pricing information that has proved essential to securing the best rewards for our customers. Providing these new revenue streams to our clients is a key focus for our business, aligning with our long-term plans."



Louis, added; "Our involvement with Piclo was driven by the platform's ability to consolidate information, making it a valuable tool for accessing tender opportunities. By uploading one of our flexible assets onto the platform, and using publicly available pricing information to assess bid levels, we successfully secured a contract with UKPN, and for that specific customer, we generated £32K in additional income. Currently, we are responding to the UKPN tender and emphasising demand turn-up opportunities. Our business is particularly focused this year on participating in constraint zones where turning power up is rewarded.

Overall, our involvement in flexibility has been driven by a commitment to helping customers and leveraging existing industrial processes for additional benefits. There's no upfront cost to our clients. We generate revenue through two main streams: first, by unlocking energy savings through effective energy management, and second, by participating in local flexibility markets."

Current opportunities in the UK flex market were highlighted during the webinar, with over 1.5 gigawatts being procured and with an estimated value of around £27 million. With Piclo as an independent flexibility marketplace on a mission to decarbonise energy grids worldwide, its role in managing flexibility procurement requirements for system and network operators is enabling CUB to empower its customers to profit directly from these schemes.

The webinar discussed the establishment of an ecosystem and mechanism to facilitate the participation of flexibility providers seamlessly. With Piclo actively working on simplifying the participation process to make it as easy as possible for flex providers, the conversation acknowledged that others are also considering similar efforts, emphasising the importance of streamlining data flows and ensuring a straightforward signup process for individual markets. The ongoing initiatives at Ofgem, particularly the work of the flexible strategy team, were highlighted, as they explore digitalisation and centralised data-sharing platforms to address the diverse ways of taking part.

With the key focus on ensuring smooth data flow, allowing for easy signup across various markets, Piclo's approach in providing DNO services is commended for simplifying the pre-qualification process. Additionally, the discussion emphasised the significance of continued data reform within network operations, ensuring that the data requirements align with the needs of flexibility providers. The efforts of the ADR (Alternative Dispute Resolution) were noted, particularly in removing barriers related to data that may be suitable for large-scale plants but not for smaller, dispersed assets.

Louis finished by saying, "We were honoured to take part in the first of the Flex Your Power webinar series and would like to thank everyone at Piclo, and also Sarah Honan and Jason Avramidis for sharing their expertise. Here at CUB, we would like to carry on the conversation with anyone who would like to learn about the flexibility rewards that are available to businesses."