

Demand flexibility and time-of-use

Why when you use electricity is starting to matter as much as how much



Market-wide Half-Hourly Settlement (MHHS) moves the electricity market to settle supply on actual half-hourly data. One of the practical consequences for manufacturers is simple: the shape of your consumption starts to carry a price. Two sites using the same total units can pay differently depending on when those units are used.

What that means in practice

Change	Why it matters to you
Peak windows cost more	Standing peaks that land at system-stress times attract higher charges and can affect capacity-related costs. The same peak landing in a cheaper window costs less.
Shiftable load is an asset	Batch processes, compressed air top-ups, charging, pumping and pre-cooling can often be moved away from expensive windows without touching output.
Your data is the map	Before shifting anything, know when your peaks actually fall. The half-hourly data analyser in this pack gives you the picture in minutes.
Storage can do two jobs at once	Where batteries are already being considered for solar self-use, they can also serve to shift load, size them against both roles together, not one at a time.

Practical checks

- Identify your site's daily peak and when it lands, is it process-driven or habit?
- List loads that could run earlier, later or in gaps without affecting production
- Check when your supply contract charges more, and when it charges less
- Before adding large new electrical loads (heat pumps, EV fleets, electric process heat), check what they do to your peak
- Re-check after any major plant change: yesterday's shape is not today's

Why this is suddenly commercially live

Under the old settlement arrangements, most supply was priced on estimated profiles, a site's actual shape was partly invisible to the market. MHHS settles on real half-hourly data instead, so timing becomes a price input rather than a footnote. That cuts two ways: a site that understands and manages its shape can work with the new arrangements; a site that doesn't will simply be priced by them, without ever understanding why the bill moved.

Do this before MHHS bites: one week of half-hourly data shows your peak, its timing, and the loads that could move. That's the whole starting pack.

Worked example (illustrative): a site with a recurring 100 kW peak landing every afternoon in its contract's expensive window. Moving 40 kW of it, pumping, pre-cooling, compressed-air top-ups, into a cheaper window changes nothing about output, but trims the charges tied to peak windows. How much depends on your contract's time-of-use prices and your DUoS bands: pull both from your bill and the spread is your saving per shifted kWh. Your half-hourly data shows you what you could move.

Where this fits the bigger picture

Flexibility is the bridge between generation and procurement: solar changes when you buy, batteries change when you buy the electricity, and procurement decides what the buying costs. Treat the three as one design question rather than three projects, and the numbers get better in every direction.

Remember: the cheapest source of capital is the energy you are wasting.



About Hawley Energy

Hawley Energy is an independent energy consultancy based in West Yorkshire. We turn energy compliance pressure into measurable progress: data analytics and reporting (Enerlyse), transparent procurement (Baseline Power), coordinated project delivery and flexible financing (PowerPacks), with one point of contact and complete accountability. Certified to ISO 9001, ISO 14001 and ISO 45001, and led by a CIBSE-accredited ESOS Lead Assessor, we replace guesswork with evidence-driven insight. The

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Talk it through: no pressure

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30-minute call · I love a challenge



Sources: GOV.UK MHHS programme information; Ofgem settlement reform materials. Commercial outcomes depend on contract terms and market conditions at the time.
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