

Regional Energy Strategy Communication Plan (Draft)

South West Wales

Oct 2022

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1. Purpose of this document

The objectives of this communication plan are to:

- Ensure that LAs, PSB, SBCD and Corporate Joint Committee buy-in to the energy strategy in order to move forward with broader socialisation.
- Achieve wide scale awareness and adoption of the vision and targets by organisations and companies within the region.
- Publicise the strategy to all residents within the region.

2. Background

The South West Wales Region has developed a regional energy strategy identifying key interventions to deliver on the region's ambitions for decarbonising its energy system. It has been developed by the South West Wales Energy Core Group, a sub-group of the Regional Directors' forum from the four local authorities in South West Wales, with additional input from an Advisory Panel and other regional stakeholders, and is being supported by the Welsh Government Energy Service.

Our vision for South West Wales (SWW) is: *Harnessing the region's low carbon energy potential across its on and offshore locations, to deliver a prosperous and equitable net zero carbon economy which enhances the well-being of future generations and the region's ecosystems, at a pace which delivers against regional and national emissions reduction targets by 2035 and 2050.*

The priorities for achieving this vision are:

1. Energy efficiency
2. Electricity generation
3. Smart and flexible systems
4. Decarbonise heat
5. Decarbonise transport
6. Regional coordination

A copy of the strategy and supporting documents can be found [here](#)

3. Stakeholders

Which stakeholders shall we be communicating with and how will we communicate with them?

A stakeholder’s register shall be established and updated periodically. The register will note which stakeholders are engaged first, prior to wider engagement with the other stakeholders.

The register will note the method of engagement to be employed and the stakeholders shall be grouped according to their function and sector. A sample stakeholders register can be found in section 7 of this document.

The communication method will comprise of the following activities:

- General Press releases to local media / social media
- One to one communication with keys stakeholders (priority 1 stakeholders)
- Presentations/webinars to all the stakeholders. Due the high number of stakeholders and their geographic spread a short video presentation should be considered. A link to the video could be hosted on the web sites of key stakeholders, e.g SBCD, Local Authorities.

4. Engagement schedule

Sequence	Activity	Date	Audience	Responsibility
1	Press Release	Q1 2023	Everyone	
2	1:1 Webinar	Tbc	Priority1 stakeholders	
3	Recorded Webinar	Tbc	Priority 1 & 2 Stakeholders	
4	Social media	tbc	Everyone	

What is the plan to engage the stakeholders to achieve the objectives?

Key thoughts: what should be the sequencing of these engagements? Does the question of governance arrangements affect these?

5. Communication Material / production schedule

Communication Material	Format	Deadline	Owner	Notes
Press Release	Word document			
1:1 Webinar	Mix of power point and other graphics	Tbc		
Recorded Webinar	Recorded version of the 1:1 webinar	Tbc		
Social media	Facebook, twitter etc based on press release document	tbc		

Schedule for materials required to communicate the strategy

- Where and when will the strategy be located and available for viewing – publicly available online?

- How are comments / enquiries going to be handled? Will WGES have a role or will nominated individuals in the regions? Will there be enquiry deadlines or opportunities for rolling commentary? Do we need to set up an enquiry email account rather than individuals?
- Who will deal with press / media?
- How will we / who will deal with version control and document management?
- - How and who will manage social media / tweets / wider publication? How can we use WGES twitter / WG platforms etc to amplify messages?
- - Who from WGES is needed to support and on what sections? Likewise for WG.

6. Roles and Responsibilities

Addressing comments and questions:

Owner(s)	
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Process:

Notes:

Actions:

Communicating with the Media:

Owner(s)	
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Notes:

Actions:

Delivering 1:1 Webinars:

Owner(s)	
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Notes:

Actions:

Distribution of Webinar:

Owner(s)	
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Notes:

Actions:

Managing social Media:

Owner(s)	
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Use of WGES twitter and platforms to amplify message:

Notes:

Actions:

WGES support:

Owner(s)	
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Support needed from WGES:

Notes:

Actions:

WG support:

Owner(s)	
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Support needed from WG:

Notes:

Actions:

Document Management and Version Control:

Owner(s)	
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Process:

Notes:

Actions:

7. Stakeholders listing

Sample listing of possible stakeholders based on PCC LAEP / MHEK activity, other LA to add their listings

Priority
1
Corporate Joint Committee Corporate Joint Committee
Energy Core Group Energy Core Group
SBCD SBCD
2
Academia Pembrokeshire College Swansea University University of South Wales University Trinity St Davids
Community Group Awel Aman Tawe CARE Community Energy Pembrokeshire Eco Dewi
Consultant Afallen Arup Catapult Welsh H2 Association
Industry Blue Gem Celtic Seas cluster DP Energy ERM Port of Milford Haven Prosperity Energy RWE RWE Pembroke Net Zero Centre Statkraft SWIC Valero
Industry Groups Haven Waterway Enterprise Zone Board (represent LNG, Valero, Puma, RWE etc)

Marine Energy Wales

Local Authority

Carmarthen County Council

Neath Port Talbot

Pembrokeshire County Council

Swansea County Council

Utilities

National Grid

WPD

WWU

WG

Hywel Dda NHS Trust

TFW

Venn

WG

WGES

tba

FLEXIS

Pembrokeshire Coastal Forum

Pembs Coast National Park

Grand Total