

APPENDIX 3: STAKEHOLDER ENGAGEMENT STRATEGY

Rolton Kilbride
Hams Hall Energy Scheme

Communications Strategy 2016

Introduction

This document outlines the communications strategy and recommended activities to engage stakeholders in discussions about the proposed Rolton Kilbride Hams Hall Energy Scheme.

The intention of this activity is to provide clear, timely, comprehensive and proactive communications that enable residents, politicians and wider stakeholders to determine whether or not this proposal is a benefit to the community. It is also intended to understand the perspectives of those opposed to this facility and ensure that campaigners and their supporters have access to reliable, factual and timely information to reassure them over concerns and ensure that they have the appropriate information they need to make informed decisions on developments in their area.

Within the Hams Hall area, local residents and stakeholders are actively interested in the project. A small number of residents and stakeholders have taken an active interest in the project, asking specific questions regarding the technology, location and impact on the local community. Through rapid and effective engagement, we will endeavour provide factual, useful information for these individuals and groups, as well as sharing this information with other interested parties to ensure the local stakeholder base is well informed.

Information sharing across all stakeholder groups in this meaningful and targeted way will provide critical evidence and encouragement to stakeholders and be an effective conduit for community engagement.

The strategy and programme of activities outlined have been developed with the ability to be flexible and to respond to stakeholder challenge: we suggest that this stakeholder-focused programme is reviewed regularly, to ensure unanticipated developments or opportunities are addressed.

Communications Principles

The stakeholder communications strategy has a two-fold aim. It is designed to make the rationale behind the Rolton Kilbride proposal clear and compelling, while educating and informing interested parties or concerned individuals around the technology.

Applying a mix of communications channels to ensure individuals receive information according to their own preferences will encourage high levels of engagement and understanding across stakeholder audiences, prompting them to support the partnership in a variety of ways.

By using clear, concise language at all times, we strive to be open and transparent in our communications. This ensures that stakeholders can be kept informed and up to date with developments, to promote understanding and minimise any potential confusion around the proposal.

It is essential that communication should be two-way. Ensuring that stakeholders are able to feedback their opinions and comments is key for credible and sustainable stakeholder communications. To support this principle, acknowledging and answering comments or questions in a timely, clear and considerate manner is also an important aspect of the strategy.

Finally, through analysis of feedback and appropriate responses, we can ensure that stakeholders have confidence in their interaction with Rolton Kilbride and all their representatives.

Stakeholder Management: Analysis

Waste technology and large scale infrastructure provokes discussion, debate and an often intense sharing of local perspectives, frequently becoming embedded in the local/national political and media agenda.

Stakeholders are likely to receive a continuing flow of information from a variety of sources, with varying levels of detail, information and misinformation. Opportunities to interact directly with other stakeholders are likely to arise from numerous directions. Simultaneously, the very local impact of waste infrastructure is often used as leverage to inspire stakeholders to become active voices for their locality.

With this in mind, it is important to first understand who our key stakeholders are, what their levels of knowledge and engagement are, and information and communications sources that are likely to impact them.

Establishing a stakeholder engagement process is an essential first step to analyse stakeholder groups and audit communications. Kept under regular review, this ensures activities can be tailored where appropriate to have the maximum benefit for the priority stakeholder group(s) for that stage of discussions. Given that audiences can change over time, this approach also ensures that activities can be adjusted accordingly to meet changing needs.

Stakeholder Engagement: Approach

We aim to help stakeholders:

- Understand how the Hams Hall Energy Scheme will produce renewable energy and contribute to local, sustainable energy sources.
- Understand the positive differences between gasification and other waste technologies.

- Understand the benefits for the local community, including various employment opportunities during the construction phase and the creation of technical and managerial jobs when the plant is operational.
- Help the local supply chain understand potential benefits and engage with Rolton Kilbride accordingly.
- Provide reassurance to the community, local politicians and businesses that the facility will be a good neighbour.

Stakeholder Groups

The main stakeholders and stakeholder groups for this proposal have been identified as follows:

- Local councils (members and officers), including North Warwickshire Borough Council and Warwickshire County Council
- Local MPs including Craig Tracey, North Warwickshire
- Parish councils including Lea Marston and Coleshill
- Community leaders and community groups
- Media, including local (print and broadcast), social media outlets, trade media, notably Coleshill Gazette, Coleshill Post, Nuneaton News, BBC Radio Coventry & Warwickshire, Birmingham Mail and Post
- Local and regional businesses, particularly close neighbours such as BMW
- It is important to note that the route of HS2 passes through the planned area, therefore stakeholders with an interest in HS2 deserve particular attention
- Local Enterprise Partnership
- Chambers of Commerce, Federations of Small Businesses, business groups, forums and employer networks
- Supply chain businesses and local supply networks
- Statutory Agencies, NGOs and special interest groups

Communications Strategy

The communications strategy for these stakeholders will be as follows:

- Ensure that key stakeholders within each group are informed directly about the benefits and science behind the Rolton Kilbride proposal.
- Ensure all stakeholders have a variety of opportunities to receive information, through different media (both direct and indirect) and to respond and interact with Rolton Kilbride and its partners.
- Ensure all stakeholders are equipped and encouraged to hold informed discussions with other stakeholders, objectors, or decision makers.
- Encourage stakeholders/stakeholder groups to identify synergies with their own objectives (e.g. employment opportunities, supply chain opportunities, inward investment) and use their own outputs/activities to disseminate key messages to their direct circles of influence.
- Understand impact and concerns of campaign groups/campaigners who do not support the proposal.

Outline of Activities

In practice, this will include the following activities:

- Stakeholder briefings (written, verbal, face to face) reinforced by information sharing tools and outputs.
- Roadshows, exhibitions and meetings sharing highly visual information and face to face interaction opportunities.
- Direct engagement opportunities, including one to one meetings, group meetings/events and presentation opportunities.
- Creation of push & pull supporting materials including website, newsletters, email updates, social media outputs.
- Social media activity, including understanding of concerns raised through social media and ensuring active social media participants are aware of/included in broader activities e.g. exhibitions.
- Key messages, FAQs, background information documents and supporting materials.
- Media relations programme, including media briefings and access to corporate/technical spokespeople, alongside regular media analysis and interpretation.

Media

The media are both a stakeholder group and provide a tool for communication with other stakeholders. Outline strategy for this sector is as follows:

- Reach out to selected key journalists (print & broadcast) to share technical knowledge on gasification technology, with access to bespoke briefings, invitations to events, priority access to key experts and programme team members.
- Establish and maintain active media list of all journalists with an interest in waste issues, to receive regular press releases and background information to disseminate to readers/viewers.
- Identify opinion pieces and feature-led topics for media coverage.

Monitoring

Key to the strategy will be monitoring of public opinion and subsequent adaptation of materials and activity to accommodate, respond and at times, counter misinformation. The role of the communications is to create a two way conduit for dialogue and information and those opposed to the project may seek to dominate the media, social media and community arenas, stifling debate.

By maintaining a close watching brief on areas of concern, we are able to take a proactive approach to providing more information, referring to peer reviewed research and providing more briefs to enable the public to make informed and reasoned decisions.

Key evaluation mechanisms will include, but are not limited to:

- Web traffic and enquiries
- Public attendance at events
- Feedback through postal / leaflet routes
- Media, letters and comments to articles
- Social media including the set up of opposition groups, twitter etc
- Councillor interactions, including enquiries routed through the local government system
- Stakeholder engagement briefings
- Word of mouth.

Conclusion

This targeted programme of activities to inform and engage key stakeholders, will ensure that political decision makers hear from multiple sources about the benefits of gasification technology and the Rolton Kilbride proposal. Addressing concerns through factual information and sharing supporting evidence at multiple levels and from a variety of individuals and groups will demonstrate the benefits of the proposal, and how it will ultimately make a positive contribution to this area.

APPENDIX 4: STAKEHOLDER MEETING PRESENTATION MATERIAL



ROLTON KILBRIDE
POWERING THE FUTURE™

Hams Hall Energy Scheme



- Founded 1980, Engineering Consultancy of the Year 2015/16
- Built environment expertise - clean energy and low carbon



- Infrastructure developers - renewable energy and logistics
- Winner of major awards - Environment Award, Castle Bromwich

Rail Terminal



What are we proposing

Hams Hall Energy Centre

- A **decentralised, off-grid energy recovery facility**, renewable power and heat from Refuse Derived Fuel (RDF) using very modern, clean-tech Advanced Thermal Treatment
- Opportunity to supply **lower cost energy to Hams Hall** - large local energy users & potentially low cost heat to homes

Benefits

- Reliable and economical alternative to the UK's 'Big Six'
- Cheaper off-grid heat and power for local businesses – low cost, secure energy keeps North Warwickshire attractive to big business
- Significantly reducing waste sent to landfill, lower carbon footprint
- Creation of up to 20 mainly technical and managerial jobs



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DEVELOP

NEGOTIATE

IMPLEMENT

DELIVER



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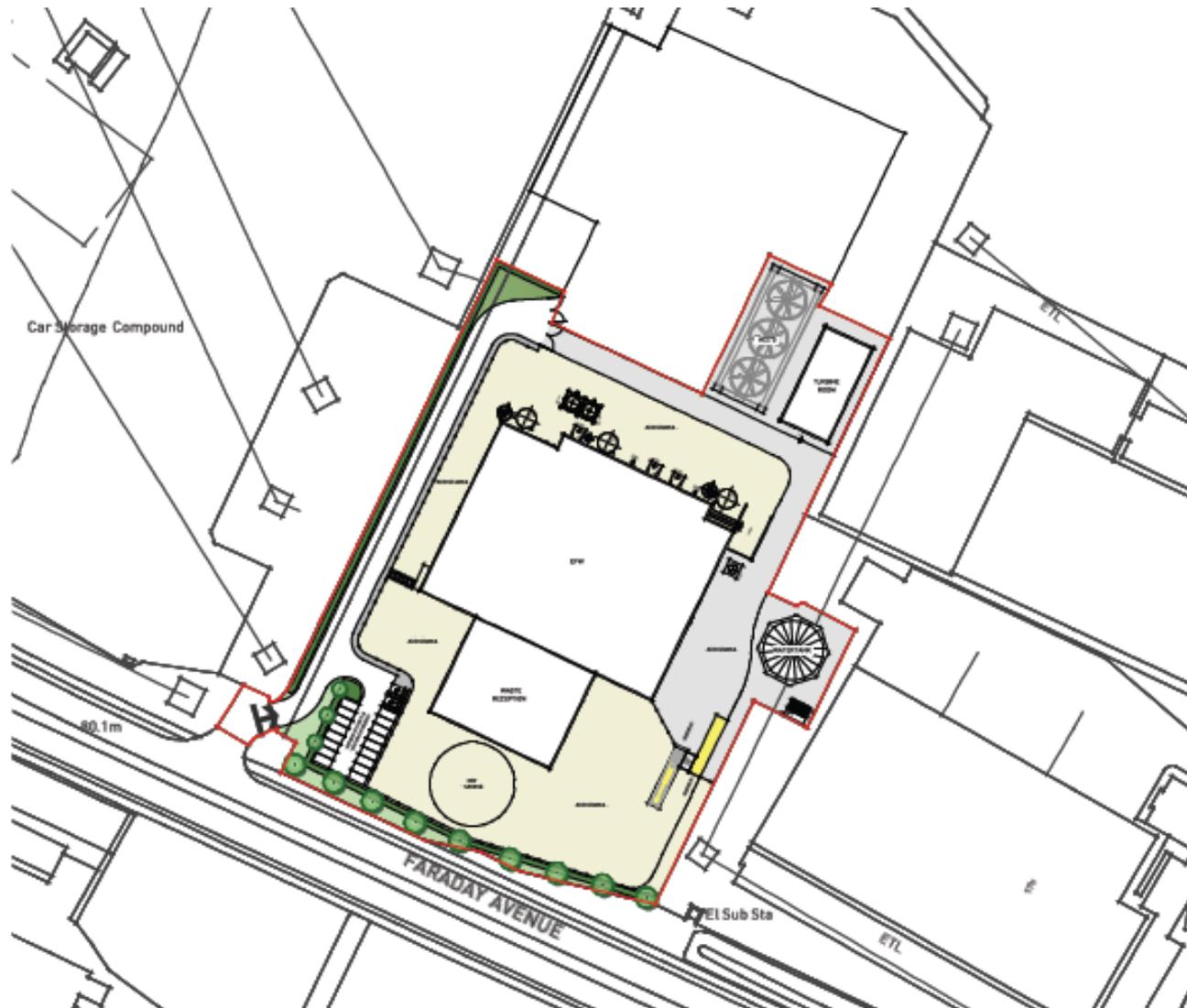
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DELIVER

Proven technology

- Generating 14.5MWe (sufficient to power 26k homes) private wire and grid
- Heat: 1.5MWth heat for use in local businesses with direct supply
- Plant cost: c. £90m
- Infrastructure: Private wire and heat mains
- Technology: **Advanced Conversion Technology**
- *Gasification is a **high temperature thermal process not burning***



ASSESS

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DEVELOP

NEGOTIATE

IMPLEMENT

DELIVER



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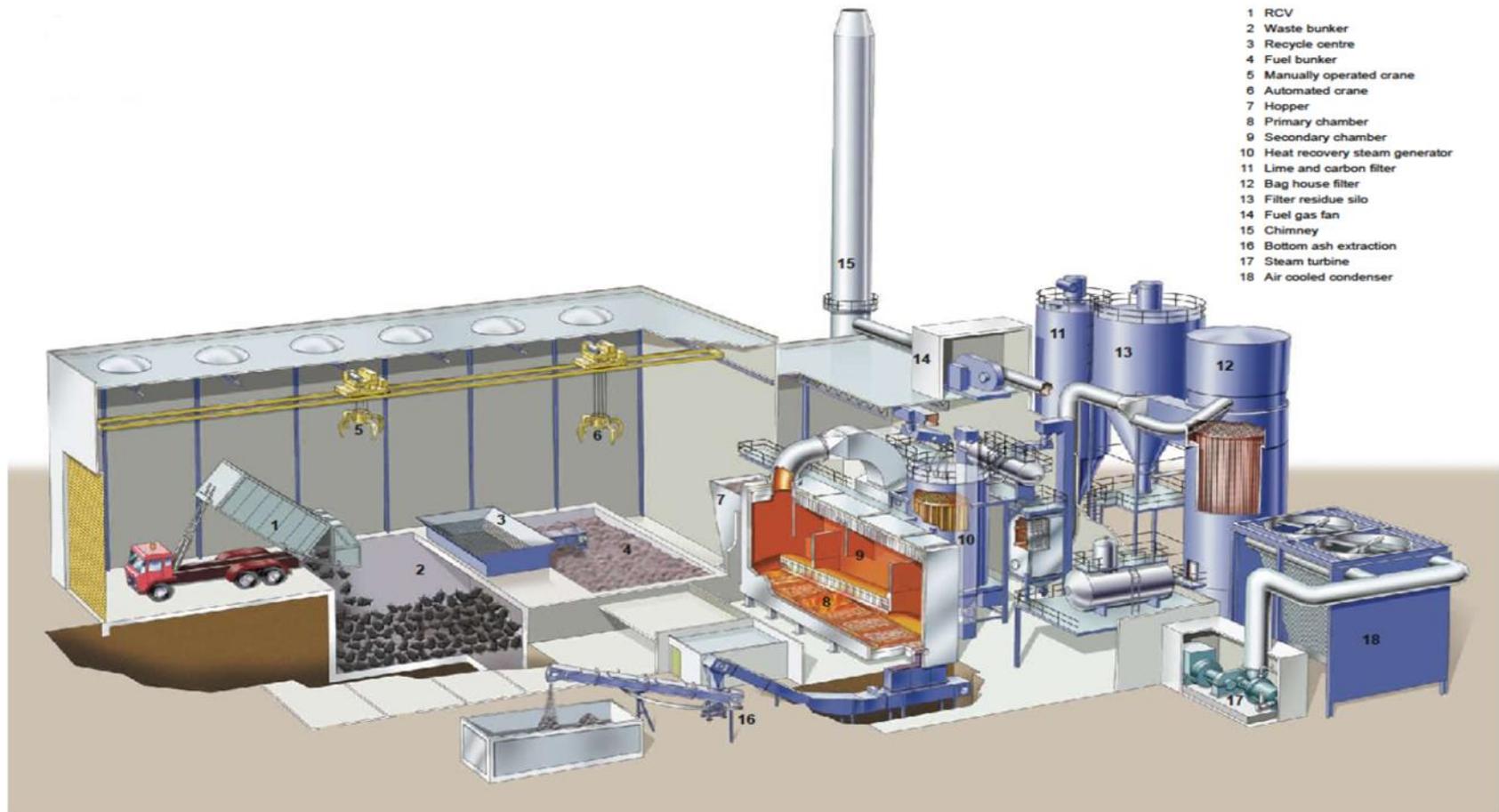
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Sarpsborg, Norway



Sarpsborg, Norway



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Sarpsborg, Norway



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Environmental factors

- **Full Environment Impact Assessment** is produced as part of planning process
- Emissions – very modern clean-tech facility = **super low, highly regulated and controlled emissions** – significantly exceeding all European Standards
- Designed to **Best Available Technique** as part of IPPC permit
- **Overseen by the Environment Agency** through operational life
- Traffic – approx. 35 lorry deliveries per day
- Reducing amounts of waste going to landfill
- Class-leading environmental performance and energy efficiency
- **Reduction of waste going to landfill**

Current action and next steps...

- We are currently **updating stakeholders** in the area
- A series of **specialist reports** are being developed
- Conduct studies with planners and energy management specialists to see **what infrastructure is feasible**
- A **public event** will take place on 4 May 2016
- Planning to be submitted end of May for 2016 CFD auction application
- **Construction 2018 – 2020**

APPENDIX 5: LEAFLET DROP

RENEWABLE ENERGY CENTRE HAMS HALL ENERGY SCHEME

Rolton Kilbride is proposing to construct a Renewable Energy Centre (REC) to generate power and heat at a lower cost for local commercial energy users. This will:

- Offer energy security for local businesses bringing down the cost of doing business
- Help to grow the local economy
- Create technical jobs for the local area
- Offer green benefits for the local community, with effective use of resources and a lowering of the carbon footprint
- Ensure local residents and stakeholders will have a direct say over how energy is generated and distributed, and how profits are reinvested as a community owned energy company
- Comply with government policy to provide sustainable, renewable energy production close to use, moving away from the 'Big 6' energy providers



Join us at the public exhibition,
4th May, 2:30–8:30pm, Barton Room,
Lea Marston Hotel

We Value Your Opinion

Please join us for the public exhibition to be held on Wednesday 4th May any time between 2:30pm and 8:30pm at the Barton Room, Lea Marston Hotel, Haunch Lane, Lea Marston, Sutton Coldfield, Warwickshire, B76 0BY:

www.learmarstonhotel.co.uk

The exhibition is an informal drop-in event where local people and the wider community can find out more detail about the proposals with the opportunity to meet and discuss the scheme with technical consultants

Further information and frequently asked questions about the Hams Hall Energy Scheme is provided on the website:

www.hamshallenergy.co.uk



The Planning Process

The planning application is being coordinated by Pegasus Group on behalf of Rolton Kilbride.

An Environmental Impact Assessment (EIA) is being undertaken for the proposed development. A Scoping Report will be submitted to Warwickshire County Council to identify any likely significant environmental effects which will need to be assessed in detail and reported within the Environmental Statement (ES) which will accompany the planning application. Detailed assessments within the ES will include the following:

- Townscape / Landscape & Visual
- Air Quality
- Traffic & Transportation
- Hydrology and Flood Risk
- Hydrogeology & Ground Conditions
- Noise & Vibration
- Ecology & Nature Conservation
- Archaeology & Cultural Heritage
- Socio Economics

Business Reply Plus
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APPENDIX 6: MEDIA ALERT



ROLTON KILBRIDE
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Press release

29 April 2016

Potential clean-tech energy centre for North Warwickshire

A potential new project to create a decentralised, off-grid, sustainable energy centre to supply cheaper local energy to North Warwickshire businesses is being explored. Distributed energy development company, Rolton Kilbride, is currently preparing a planning application to develop the clean-tech energy centre at Faraday Avenue, Hams Hall.

Energy would be generated from non-recyclable waste and would provide sustainable power at a lower rate to large local commercial energy users, bringing down the cost of doing business in North Warwickshire. It would also offer a sustainable and predictable energy source, support the local economy, and create local jobs in the area.

The project is a collaboration between the site owners and energy specialists, Rolton Kilbride, who have been brought in to develop and manage the site. The centre would use a modern Advanced Conversion Technology (ACT) process called gasification, where non-recyclable waste is heated to a high temperature, rather than burned. The result is much cleaner power and heat.

This site has been identified as an ideal location, sitting within an existing industrial site. Proposals will be designed to minimise movement of vehicles as much as possible.

Over the coming months, meetings, forums and online consultations will ensure that there are opportunities to find out more about the proposed energy centre, potential timings, job opportunities and commercial benefits, and to hear views from the public on the proposal. If planning permission is granted, and following a tender process, the energy centre could become operational in approximately three years.

Andrew Needham, Managing Director of Rolton Kilbride, said: "Creating secure, predictable and sustainable off-grid energy sources is front of mind for many people, and this project has the potential to do just that in North Warwickshire."

Rolton Kilbride is a collaboration between Rolton Group, a long established, multi-disciplined engineering consultancy with specialism in clean-tech and Kilbride, which offers expertise in development and infrastructure.

ENDS

For media enquiries please contact

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APPENDIX 7: EXHIBITION MATERIAL