



warwickemanuelpr

A background briefing

About Warwick Emanuel PR

We are

- A leading PR and corporate communications consultancy in Wales
- A team of communication professionals, including former journalists
- Expert in water, electricity, gas, green energy and environmental issues
- Very experienced in managing communications during crises
- A producer of high quality and cost-effective film & new media
- Able to provide a service in English and Welsh languages
- Award-winning-with 10 Chartered Institute of Public Relations Pride Award successes



warwickemanuelpr

What we do

Services include

- Strategic communications
- Media relations & copywriting
- Community relations
- Crisis management
- Support on planning issues
- Virtual press offices
- Exhibitions and other events
- Producing films, websites and other new media
- Public affairs support



Our clients have included:



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



warwickemanuelpr

Case Study 1:

Community/environmental campaign

Goal: to prevent drain blockages caused by people & businesses disposing of fats, oil & grease

- Created pilot programme in a town - declared 'fat free zone'
- Produced information campaign for schools & householders
- Devised accreditation scheme for responsible businesses
- Gained widespread publicity - and raised awareness
- Campaign wins pride Award



Case Study 2:

Community relations campaign to support construction project

Goal: to demonstrate the long term benefit of improved bathing water quality resulting from A short term intrusive construction project.

Strategy

- Briefings for county and town councillors, with regular updates
- Direct contact with businesses to advise of the scheme, with regular updates
- Public exhibitions of scheme plans, with progress reports via a media campaign
- Site safety posters competitors with schools; winning artwork posted on site hoardings
- Permanent exhibition of scheme plans for public viewing in site office
- High profile completion event, demonstrating improvements at local beaches.



Public Affairs support

- We work with two of Wales's best known lobbyists
- Many years Westminster & Welsh Assembly experience
- Great knowledge of energy / utility / environmental issues
- Provided support for various major investment projects
- Masterminded numerous successful campaigns



What our clients say:

"WEPR has run excellent community campaigns which generated far more coverage than could have been anticipated."

"As a new company, it was extremely important that we hit the ground running - with the support of a press team well known as a safe pair of hands"

"Warwick Emanuel has consistently provided us with high quality strategic advice and has demonstrated sound judgement in the planning and execution of robust communications strategies."

"Warwick Emanuel's knowledge of our business has proved invaluable and effective"

"The opening of our wind farm was a meticulously planned event. It could not have gone better. We obtained massive publicity at very modest cost."

"WEPR are good at managing difficult situations to minimise impact on the business."



We deliver results

Friday, 24 November 2006 business wales

Water plants to generate their own green electricity

David Williamson
Environment Correspondent
 david.williamson@wales.co.uk

Turbines will make sites carbon neutral



WATER plants across the country could double as mini-power plants if a Welsh experiment is rolled out.

A Welsh Water treatment works in the Cardigan Bay coast near Barnstaple is the first of the company's works to be powered by the water it treats.

A hydro turbine has been installed at Eilhydydd Water Treatment Works, which is making the works carbon neutral. It produces enough energy not only to power the works itself, but channels excess electricity to the National Grid.

The company said: "With current concerns about climate change, this marks a positive approach to powering the treatment works as no greenhouse gases are generated from the production of the electricity."

By harnessing the power of the treated water flowing into the works, the plant can produce up to 20kW at peak flow but consistently produces 15kW all year round during the first six months of its installation the turbine has produced enough electricity to fully power the works and has exported 3000 kWh to the National Grid.

This is enough to power six homes, and has already stopped 60 tonnes of carbon dioxide being released into the atmosphere through ordinary electricity production.

Water treatment and distribution is managed by United Utilities Operational Services on behalf of Welsh Water.

Mark Taylor, United Utilities' operational services energy manager said: "Dwr Cymru Welsh Water is a very high energy user in Wales, due to the large number of works and processes involved in the 24-hour-a-day production of drinking water and treatment of wastewater. The company feels that it must play its role in reducing its contribution to the national carbon footprint, and is doing this by working in partnership with Carbon Trust Wales."

"This partnership has significantly contributed to our understanding of our carbon footprint. It has also highlighted practical improvement opportunities available to us such as energy reduction programmes, investing in renewable energy and looking at our procurement process."

Karen Griffiths, client manager at Carbon Trust Wales, added the past few years Welsh Water has successfully caused its efforts on energy reduction and on site renewable energy schemes that we have planned over the next five years.

"Staff who operate the treatment works are fully supportive of the scheme and ensure the turbine runs continuously to maximise output."

TECHNICAL ENERGY Adam Prestor, left, United Utilities operational services energy engineer and Mark Taylor, the firm's energy manager

Irish Sea power cable project to start in 2009



A survey under way in the Irish Sea in preparation for the laying of high voltage electricity cables between North Wales and Ireland

By DAVID JONES
Business Correspondent

CONSTRUCTION work on an electricity cable connecting North Wales and the Irish Republic under the sea bed is expected to start next year if it wins planning approval.

The East West Interconnector, likely to cost several hundred million euros, is being developed by EirGrid, the Irish interconnector project that will bring benefits to both countries when it is completed.

"It will enable electricity to be carried in both directions, enabling export of energy from North Wales, as well as providing potential imports should the need arise."

"Where the cable comes ashore, it will be buried so nothing is visible on the coastline. It will then be laid underground to a converter station on Deeside."

A site for the station has not yet been finalised.

Two public exhibitions of EirGrid's plans are to be held in north east Wales next week. The first will be at Christ Church Village Hall, High Street, Prestatyn, on Thursday and the second at Flint Leisure Centre the following day, both from 2pm to 7pm.

Mr Fitzgerald said tenders for the design and construction of the project are currently being evaluated.

Giant mole does key job for Welsh Water



Dwr Cymru Welsh Water communications representative Amanda Hales, Clive Stone and Steve Hunt with the giant mole.

A giant mole has been tunnelling its way under the streets of Cardiff - helping Dwr Cymru Welsh Water to modernise the wastewater system serving thousands of local people.

The 3.2 metre long tunnelling machine, weighing more than eleven tonnes, has aided essential excavation for the laying of new pipes as part of a £5.4 million phase of work to ensure the area's wastewater network operates at peak performance for the future.

The work involved tunnelling to lay 320 metres of new wastewater pipe from Wodal Road to Fairvok Road, joining existing pipework through two shafts. One shaft was located in the local authority depot in Wedal Road, and the second in a corner of Roath Pleasure Gardens, where we reduced our working area to minimise impact on shrubs.

Dwr Cymru Welsh Water's regional investment manager Andrew Bowen said: "This scheme will benefit our customers and the environment for many years to come. It is part of Dwr Cymru Welsh Water's coastal clean-up campaign, which has already shown huge improvements in bathing water quality and supported record numbers of Blue Flag Awards for south Wales beaches.

"The tunnelling machine allows us to deliver this work with minimal disruption to the local community. Without this equipment it would have been necessary to close a number of roads in the area, which would have had a detrimental impact on traffic flow. It also means that work has been completed much more quickly".

The work was delivered by AMEC Group Ltd on behalf of Dwr Cymru Welsh Water.

Dwr Cymru Welsh Water is owned by Glas Cymru and exists to give customers the best possible service while keeping bills as low as possible. Profits are reinvested in the business, to deliver further benefits to customers. The company is investing £1.2 billion in its water and sewerage network between 2005 and 2010.



We deliver results

Thursday, June 7, 2007

Wind plans will be put to the public

RESIDENTS will be informed about a energy company's plans to put a wind farms in the Dulais Valley.

by EMMA PENGELLY

emma.pengelly@wme.co.uk

The Acciona Energy firm, who hope to go ahead with a planning application to Neath Port Talbot Council to place turbines on the Hirfynydd forestry, will hold exhibitions in Crynant and Seven Sisters this month.

Crynant councillor Edward Morgan said: "The County Borough is concerned about the number of wind farms that have been allocated under the TAN arrangement because we are having a large percentage."

The renewable energy company believe that Hirfynydd mountain would be a suitable site for their development of 14 turbines.

Gwyn Thomas, a spokesperson for Acciona, highlighted the environmental benefits of wind farms.

He said: "The development would generate clean renewable electricity and reduce the amount of carbon dioxide being emitted into the atmosphere."

"These carbon savings would make a significant contribution to Wales's commitment to slow the impact of climate change."

Although the proposal impacts most on the villages of Seven Sisters and Crynant, the areas of Banwen and Glynneath may also be affected.

Tom Marston, a resident in Banwen is of the opinion that the majority of people are in favour of green energy.

However, feeling concerned about the location he said: "There should be some compensation for loss of amenity."

Acciona Energy have assured residents affected by the wind farms that they will set aside funds to benefit the community.

The exhibitions will be held from 12 pm to 6 pm at Crynant Community Centre on June 11 and at Seven Sisters Community Hall on June 13.

SHROPSHIRE STAR THURSDAY, JULY 10, 2008

Energy device proposal



Gwyn Thomas, a spokesman from the Energy Retail Association, with his energy saving devices

Smart Meter aims to cut cost of utility bills

By Anwen Evans

An energy efficiency device which could considerably reduce the cost of electric and gas prices in Powys could be introduced across the region over the next few years, it has been revealed.

Smart Meters could be installed in every home across the UK within the next six years.

The Energy Retail Association (ERA) which represents the country's six major energy suppliers, including Powergen and British Gas, is behind the project.

The aim of the Smart Meter is to help us better manage our energy use and reduce our carbon emissions.

Gwyn Thomas, of the ERA, said the Government was now in the process of debating the "revolutionary" idea.

He said: "People don't realise how much they spend on gas and electric, but this Smart Meters will be able to tell them and give them ideas on how they can reduce their expenditure if they spend too much."

"The Government is currently discussing the idea and we're hoping they will approve it by the end of this year. If all goes to plan most households will have a Smart Meter in their house within the next six years."

He said that, if introduced, the energy supplier would no longer need to go out and read meters as an interaction would be made between the meter and supplier. "The meter will also offer a variety of energy tariffs to match energy use similar to those offered by mobile phone companies," he said.

He said he hoped the scheme would be rolled out across Wales first.

Wednesday, 27 June 2007

business wales

Western Mail 7

How energy suppliers must work to reduce fuel poverty as global competition affects prices

Lled Blake
sted@wme.co.uk

ENERGY suppliers must now deal with the impact of a global fuel market on their customers, according to an industry leader.

Duncan Sedgwick, the chief executive of the Energy Retail Association, was speaking on a visit to Wales.

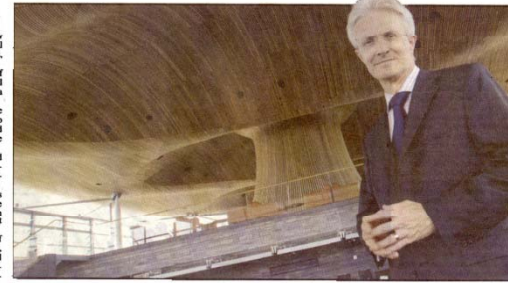
He met Andrew Davies, the Minister for Social Justice, to discuss how the utilities and Government in Wales can reduce fuel poverty.

The cost of energy has spiralled in recent years, with the fast-growing demand from the economies of China and India.

As well as that, natural disasters such as Hurricane Katrina have had an effect as has the growth in power of Russia as a dominant energy supplier.

And with Russia's stocks of North Sea gas and oil dwindling, Mr Sedgwick said it was up to all sectors of society, including business, to reduce unnecessary energy usage if bills are to be reduced.

He said: "The bills and the way we had a position where we were not particularly affected by the global energy market. We had lots of oil and gas and we were almost insulated from global in-



CHALLENGES Duncan Sedgwick

The growth of the Indian and Chinese economies are incredibly energy intensive. That phenomenal growth is coinciding with a time when we don't have a ready-made supply of gas coming from the North Sea, so we are now

playing on a global stage." Global competition is affecting retail prices and Mr Sedgwick said the market was also being driven by government demands for companies to encourage their customers to be more energy ef-

cient. He went on: "We are no longer in a position where we don't have to worry about what happens elsewhere." "There is a great deal of publicity over the LNOU pipeline being installed in South Wales at the

moment. The reality is that if we as a country are going to pay less for this resource, it will not come here, it will go elsewhere. It will chase the highest price."

Mr Sedgwick said the most competitive energy mar-

ket, with 100,000 customers switching their supplier each week. No other country had that level of competition.

"One of the challenges for us as an industry is the question of how you compete in the marketplace when your basic challenge from the Government is to sell less," he said.

"And how do we do that at a time when there are people out there who are finding it hard to pay their energy bills."

"We cannot reduce our prices because if we do, there will not be enough money to invest in infrastructure."

"There has to be security of supply to make absolutely sure we continue to have high standards. And that has to come from significant capital expenditure."

Mr Davies said: "Energy supply companies have a key role to play in achieving this reduction, working alongside the Assembly Government and through our Home Energy Efficiency Scheme."

"I am impressed with the wide range of measures that energy supply companies already operate in Wales to assist their vulnerable customers."

"While Government will provide the vision and leadership, energy suppliers are a crucial part of our armoury to reduce fuel poverty."

Possible new wind farm in Dulais Valley

A WIND farm could be built in the Dulais Valley if Neath Port Talbot Council gives the project the go-ahead.

The Spanish renewable energy company Acciona has applied to the Acciona senior development manager Mike Paffey said: "This project will help meet Wales' needs for more sustainable energy and won't have a lasting impact on the landscape."

"This application sees the continuation of our proven track record of developing projects sensitively will cost an estimated £21 million, but it is expected that the amount of

electricity generated by the farm would be enough to supply the equivalent of 21 per cent of all the homes in the Neath Port Talbot County area.

"We have an open consultation with the public through our website, literature and public exhibitions and have already received suggestions as to how the windfarm funds might benefit the local community."

Stressing the need for a transparent debate on this issue, Seven Sisters community councillor Steve Hunt, said: "The people who are the closest to the wind farm should have a very very large say on the progress of it."

"I do not agree with the attitude 'if it's not in my back yard then I don't care' because it could be in your

backyard next time, so we should all pull together as a community to help each other."

Acciona are inviting residents of Crynant and Seven Sisters to attend their two public exhibitions on their wind farm proposal.

Seven Sisters Community Hall will be hosting an exhibition on Monday, February 18 and Crynant Community Centre will be the venue for a second exhibition Thursday, February 21. Both exhibitions will run from 12 noon until 8pm.



warwickemanuelpr

Contact us:

Elizabeth Warwick / Wynford Emanuel
Warwick Emanuel PR Ltd
53 Station Road
Llandaff North
Cardiff CF14 2FB

Tel: 029 2055 5505

Email: info@wepr.co.uk

Web: www.wepr.co.uk



warwickemanuelpr