



The Marine Energy Engagement Plan

Empowering Communities for a Sustainable Future

Marine Renewable Energy Engagement User Guide

Haven Communities of Pembroke Dock and Milford Haven

This Guide contains information on how to inform and educate the community about marine renewable energy in Pembrokeshire.



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Introduction



Milford Haven and Pembroke Dock could play a big role in marine renewable energy in Pembrokeshire. These towns have a long maritime history and are perfectly placed on the coast with initiatives such as the [Celtic Freeport](#) and [Pembroke Dock Marine](#). Milford Haven suffered with the decline of its fishing industry and Pembroke Dock experienced harder times with the rise of modern shipbuilding techniques and change in naval strategy.

Milford Haven is a big player in the energy sector, dealing with oil and gas but also branching out into marine services, leisure, and tourism. Pembroke Dock has moved beyond traditional shipbuilding, entering engineering and marine services. It is also home to the Pembroke Dock Marine, which is all about creating a world-class centre for marine energy and engineering.

Key initiatives

- **Pembroke Dock Marine** is transforming Pembroke Dock into a hub for marine energy innovation. It includes the Marine Energy Test Area (META), which offers testing facilities for new marine renewable energy technologies.
- **Milford Haven Energy Kingdom** is focused on creating a low-carbon energy system. It is exploring hydrogen and renewable energy sources to power local communities and industries.
- **Celtic Freeport** includes The Port of Milford Haven (including Pembroke Port) and Associated British Ports Port Talbot, with the goal of boosting economic activity around the port and attracting investment.

Questions To Consider



- Industry around the Milford Haven Waterway makes a huge contribution to the Welsh economy. Despite this, Pembroke Dock and Milford Haven continue to face lower incomes and opportunities than many other parts of the country. How can more economic benefit be kept locally?
- How can people in their local communities get access to the support, skills and training to work in the maritime sector if they want to?
- A large workforce will be needed for the development of floating wind turbines. What impact will this have on people's daily lives? Will there be more traffic? What about housing and access to local services?

Speaking to Different Beliefs

People have diverse opinions and concerns. What might appeal to one person might not appeal to someone else. However, some core messages about marine energy will appeal to almost everyone.

- **Highlight job opportunities:** Focus on how marine renewable energy can create jobs that benefit them and future generations.
- **Emphasise energy security and economic strength:** Explain how the industry can make us more resilient to external economic shocks that affect our energy prices. By becoming more self-reliant, we can build a stronger economy that doesn't rely on other countries for imported energy.
- **Appeal to local and national pride:** Communicate how Pembrokeshire and Britain can pioneer and take the lead in marine renewable energy.

Potential Benefits of Marine Renewable Energy

- **More Jobs:** Creates stable job opportunities for locals.
- **New Skills:** chances to learn skills in fields like marine engineering.
- **Stronger Economy:** Reduces reliance on imported energy, protecting against price hikes and shortages.
- **Improved Infrastructure:** Could mean better roads, schools, and public services.
- **Local Pride:** Keeps our maritime heritage alive while embracing new technologies.
- **Environmental Benefits:** Generates clean power, reducing fossil fuel use and pollution.
- **Setting an Example:** Puts Pembrokeshire at the forefront of the UK's shift to Net Zero carbon dioxide emissions.

Potential Concerns

- **More Traffic:** Increased traffic from materials and workers.
- **Housing Pressure:** Higher demand for housing could raise rents and property prices.
- **Stretched Services:** Local services like schools and healthcare may become busier, especially during construction.
- **Job Security:** New jobs may be temporary, especially during construction.
- **Changing Focus:** Shifting to a new industry carries risks if market conditions change or growth is slower than expected.



Potential Marine Renewable Energy Ambassadors

Below is a list of respected local institutions and individuals who could serve as marine renewable energy ambassadors, helping to educate and inform the community about marine renewable energy, its impacts, and how to get involved.

- **Local Councillors:** have direct access to community networks and can use existing communication channels to share information effectively.
- **Community group leaders** are already engaged with the community and can address community concerns.
- **Religious institutions** are influential.
- **The Round Table or Rotary Club** are well-known and respected. Their endorsement can help reach diverse groups.
- **Local media outlets and newspapers** can reach a wide audience and provide consistent coverage of marine renewable energy developments, impacts, and engagement opportunities, keeping the public informed and involved.

This list isn't exhaustive and there could be many other influential people within the Haven Communities too!



Engagement Activities



The table below contains different events and activities to engage people in the Haven Communities of Pembroke Dock and Milford Haven with marine renewable energy.

Event	Activity
Local Markets and Fairs	Booth or table with displays, educational materials, and knowledgeable people to answer questions
Community Meetings	Short presentation tailored to group interest. Followed by open discussion.
Cultural and Social Events	Information stand, casual conversations, educational materials and interactive activities.
Faith-based events	Short informative sessions before or after services/at Sunday School. Distribute educational materials. Reach diverse demographics.
Collaborate with local businesses and groups	Sessions on skills and job creation and how to enter marine energy careers in local businesses and at meetings.

Communication Channels



The table below contains methods of communication about marine renewable energy for the Haven Communities of Pembroke Dock and Milford Haven.

Channel	Description
Local Newspaper	Regular column, interviews, adverts for community events
Local Radio Stations	Regular segments, interviews with experts, announcements about community activities
Community Notice Board	Flyers, posters, events and updates
Email Newsletter	regular updates about marine energy activities and events
Social Media	Post to existing groups for updates, educational content, engage with community members through comments and messages

Contact

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