



Appendix A - Community Engagement Plan

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1 Stakeholder Mapping

The following table indicates the key stakeholders in relation to each aspect of the project and what their role is, and groups them into project beneficiaries or engagement and/or delivery partners

	Solar PV	EV Charge Points	Car Share / Club
Beneficiaries			
Residents	(Potentially as future share-holders)	Yes – potential users and suggestions for sites	Yes – potential users
Visitors	No	Yes – potential users	Yes – potential users
Local organisations with a large roof	Yes – as solar PV hosts	(Potentially, if are in a good location)	No
Local organisations with a site in a good location	(Potentially, if they have a large roof)	Yes – as EV charge point hosts	No
Engagement and/or delivery partners			
Keswick Town Council	(may have a large roof – see above)	(may have a site in a good location – see above)	Yes – disseminating information to residents
Cockermouth Town Council	(may have a large roof – see above)	(may have a site in a good location – see above)	Yes – disseminating information to residents
Allerdale Borough Council	(may have a large roof – see above)	(may have a site in a good location – see above) Note: CMS have agreed a site with ABC in Cockermouth on a car park.	Yes – disseminating information to residents
	Yes – in relation to any planning constraints in Cockermouth	Yes – in relation to any planning constraints in Cockermouth	
Lake District National Park (Emma Moody)	Yes – in relation to any planning constraints in Keswick	Yes – in relation to any planning constraints in Keswick	Yes – in relation to strategic plans in the LDNP
Local schools (see below 'residents, communication channels)	(may have a large roof – see above)	(may have a site in a good location – see above)	Yes – disseminating information to residents
Local community organisations (see below 'residents, communication channels)	(may have a large roof – see above)	(may have a site in a good location – see above)	Yes – disseminating information to residents
Keswick Tourist Association	No	No	Yes – disseminating information to visitors
Electricity North West	Yes – in relation to grid connections	Yes – in relation to grid connections	No

2 How are we communicating with beneficiaries?

2.1 Local organisations with a large roof – for solar PV

2.1.1 What do we want to tell them?

- Context setting:
 - Sustainable Keswick and Climate Emergency West Cumbria (based in the Cockermouth area) are working together to introduce local low carbon transport and renewable energy projects.
 - Both are community organisations, set up to take local action to tackle climate change
- Specific angle:
 - Solar PV installation.
- Aim:
 - To increase the number of solar PV installations on the larger roofs in Keswick and Cockermouth, which will increase local renewable energy generation.
 - Delivered via a community energy approach - this means that a community energy organisation will own and install a roof-top solar PV system and sell the renewable electricity that is generated to the occupier of the site at a discounted price.
- Can it be done?
 - Many examples of successful community owned solar projects across the UK, including in Cumbria, for example the huge system on the James Cropper factory in Burneside* (*this generates around 800MWh of electricity per year, which is the equivalent to the electricity used by about 250 homes)
- What's in it for them:
 - Reduced electricity bills without having to finance the capital cost of the solar PV system.
 - Reduced carbon footprint of your operations, helping to tackle climate change
 - Reputational benefits of being a climate champion

2.1.2 What do we want to ask them?

- Are you interested in exploring the feasibility of this for your building?
- If yes, follow up with requests for information required:
 - What is the condition of the roof?
(We are looking for structurally sound roofs that will not need replacing soon, ideally not in the next 20 years)
 - How much electricity do you use? And at what times of day are you consuming this power?
(We would like to see a years' worth of energy usage, either as monthly bills or - if possible - as half-hourly smart meter data. It would also be useful to understand what the energy hungry machines/systems at the site are.)
 - How much do you pay for electricity currently? Is this price guaranteed up until any particular time?

- Who owns the building? Who would be able to take the decision to work with us?

It may be necessary to establish trust before asking for extensive information, especially financial information. A few pointers:

- Try to judge whether a site will be most responsive to an argument from a community, decarbonisation or cost-saving angle and adjust your pitch accordingly. Useful tools for this are their website, any social media presence they may have, and the LinkedIn and social media profiles of managers.
- It can be useful to make sure that the sites understand that you have funding – rather than sounding like “we want to make money from you” the approach can become “we have money and we want to help you benefit from it”.
- Pointing to existing partners and supporters can help reassure.
- Try to identify and reach named individuals – especially if you can identify likely champions within the organisation.

2.1.3 What communication channels will we use?

- Communication will be direct (ideally initially face to face followed up by email/phone), with intro by Sustainable Keswick or CEWC as appropriate and follow up by Shareenergy.

2.1.4 What materials will we need?

- Cover email / information sheet to leave with sites if approach is in person

2.1.5 Timescales

- Once sites have been short-listed – from 1st August

2.2 **Local organisations with a site in a good location – for EV charge points**

2.2.1 What do we want to tell them?

- Context setting:
 - Sustainable Keswick and Climate Emergency West Cumbria (based in the Cockermouth area) are working together to introduce local low carbon transport and renewable energy projects.
 - Both are community organisations, set up to take local action to tackle climate change
- Specific angle:
 - Hosting a publicly available electric vehicle charge point on your building and converting parking bay(s) for EV charging.
- Aim:
 - To increase the number of electric vehicle charge points in Keswick and Cockermouth, which will assist the local transition to electric vehicle ownership and enable visitors to travel here by electric vehicle.
 - Delivered via a community benefit society (CBS) (rural locations less attractive to commercial operators), which means the CBS will own, install and operate the charge points and pay you for the electricity.

- Can it be done?
 - Successfully proven by Charge My Street, a CBS operating in Cumbria and Lancashire who having installed 100 charge points since 2018 with 36 in the pipeline.
- What's in it for them:
 - Attract more people to your premises
 - Support your communities transition to electric vehicles
 - Reduced air pollution and associated health benefits
 - Help tackle climate change
 - Reputational benefits being a climate champion

2.2.2 What do we want to ask them?

- Are you interested in exploring the feasibility of hosting an EV charge point?

If yes, find out what is involved by watching the video and then suggest a site <https://chargemystreet.co.uk/cluster/cumbria/>.

2.2.3 What communication channels will we use?

- Via channels used to reach local residents (see below), with site suggestions and site information submitted through the Charge My Street website
- Or, if suggested by someone else, direct contact, with intro by Sustainable Keswick or CEWC as appropriate and follow up by Charge My Street.

2.2.4 What materials will we need?

- Charge My Street website ready to receive suggestions
- Cover email for direct contact with sites
- Text for comms with residents

2.2.5 Timescales

- Public suggestions – see below for residents launch
- Contact with site owners - once sites have been short-listed from 19th Sep

2.3 Residents

2.3.1 What do we want to tell them?

- Context setting:
 - Sustainable Keswick and Climate Emergency West Cumbria (based in the Cockermouth area) are working together to introduce local low carbon transport and renewable energy projects.
 - Both are community organisations, set up to take local action to tackle climate change
- Specific angle:
 - Reduced car ownership
 - Transition to electric vehicles.
- Aim:
 - To reduce individual car ownership, which will reduce the number of cars needed by society, and therefore save carbon* (*approximately 17 tonnes

per new car manufactured, which 30% more than the average UK citizen's annual carbon footprint)

- To encourage behaviour change thereby saving carbon.
- For the remaining cars, support the transition to electric, by enabling the installation of publicly available charge points.
- Can it be done?
 - There is already interest in Keswick from 7 residents to participate in peer to peer car sharing using Karshare
 - There are many other examples of community car clubs and car sharing. For example, Derwent Valley Car Club has been running successfully for 8 years, with long-standing members sharing 3 electric vehicles.
 - Publicly available electric vehicle charge points can be funded by the local community. This way of delivering charge points has been successfully proven by Charge My Street, an organisation operating in Cumbria and Lancashire who having installed 100 charge points since 2018 with 36 in the pipeline.
- What's in it for them:
 - Reduced cost (and hassle of owning and running a vehicle)
 - Potential income if you let people share your car
 - Reduced local congestion and parking problems
 - Helping to tackle climate change
 - By completing the survey you will be entered into a prize draw for cinema tickets.

2.3.2 What do we want to ask them?

- What is your level of interest in reducing your reliance on car ownership, and which types of sharing you would be comfortable with.
- For any cars you do own, whether you have already gone electric or plan to in the near future, and whether charging is an issue for you.
- Do you have any suggestions for a site for a publicly available EV charge point?

2.3.3 What communication channels will we use?

A variety of channels that then point towards a survey and the Charge My Street website, as set out below:

	Keswick	Cockermouth
Face to face (ie at events, in the street, market stalls)	Market stall (- Sat 13 th Aug) - Sally to book, to be manned between us Green Get Together (suggested either 5 th September or 12 th September) Great Big Green Week event in Keswick - 29 th Sep	Event in Cockermouth?
Printed materials (ie leaflets, posters)	Molly to design and get printed - 200 A5 and 20 A4 each community Printed by end of July Locations Library Town hall notice board Booths Various shops known by SusKes	As Keswick Locations - TBC
Mail out	SusKes members CAFS newsletter - done CMS newsletter - done	CEWC members
Social media (facebook, twitter)	Facebook: SusKes - Angela Keswick Locals - Angela CAFS Facebook and twitter - Molly	Cockermouth local Facebook page?
Websites	SusKes website - Robyn	
Media coverage - parish magazine, local newspaper, local radio?	Keswick Reminder - Joe to contact Cumbria Crack The News and Star Westmorland Herald - Sally to contact Radio Cumbria (Helen Milican) - Angela to contact CMS interviewed by Radio Cumbria in June, asking for suggestions for EV chargepoints in the area	Cockermouth local newspaper?
Sharing by others through their networks and social media - who is well-connected locally?	Schools (NB school holidays) Molly to send - done Allerdale environmental and business newsletter - Sally to contact Keswick TC - website and mail to councillors - Sally to contact LDNP - Angela to contact Molly to contact: Rotary - no email address U3A - contacted via webcontact Lions - done WI - no email address Probus - no email address Natural history society - done Keswick in Bloom - done Keswick Rambling Club - done West Cumbria Canoe Club - done Theatre by the Lake - done Keswick Museum - done	Cockermouth Town Council? Other?

2.3.4 What materials will we need?

- Survey for residents, (with intro text) – Susan - done
- Leaflet / poster – Molly - done
- Social media ad – Molly - done
- Website content – Robyn, based on article
- Press release / news articles – Molly/Angela/Joe - done
- Cover email to delivery partners – Molly - done

2.3.5 Timescales

- Prep materials – by end July
- Launch – 1st August (schools mid July)
- Events – 13th August, 29th September

2.4 **Visitors**

2.4.1 What do we want to tell them?

- Context setting:
 - Sustainable Keswick and Climate Emergency West Cumbria (based in the Cockermouth area) are working together to introduce local low carbon transport and renewable energy projects.
 - Both are community organisations, set up to take local action to tackle climate change
- Specific angle:
 - Visitor car hire
 - Publicly available electric vehicle charge points.
- Aim:
 - Enable visitors to travel to the Lakes by public transport by providing access to a hire car on arrival.
 - Enable visitors to travel to the Lakes by electric vehicle by increasing the number of publicly available electric vehicle charge points.
 - Both reduce the carbon footprint of the visit
- Can it be done?
 - [not sure necessary here – not as invested]
- What's in it for them:
 - Stress free visit
 - Helping reduce their carbon footprint
 - Helping tackle congestion in Lake District – so as not to spoil the very reason they want to come and visit (peace and tranquility etc)

2.4.2 What do we want to ask them?

- What is your level of interest in travelling to the Lakes by public transport and hiring a car when you arrive?
- Do you own an electric car, or plan to in the future, and are you concerned about being able to charge when you arrive.

2.4.3 What communication channels will we use?

A variety of channels that then point towards a survey for visitors, as set out below:

	Keswick	Cockermouth
Face to face (ie at events, in the street, market stalls)	Market stall 13 th August	
Printed materials (ie leaflets, posters)	Poster in Tourist Information Ask KTA to send out to their members	
Social media (facebook, twitter)	N/A - unlikely - any reach to visitors	
Websites	N/A - unlikely - any reach to visitors	
Media coverage – parish magazine, local newspaper, local radio?	N/A - unlikely - any reach to visitors?	
Sharing by others through their networks and social media – who is well-connected to visitors?	Keswick Tourist Association Visit Keswick National Trust	

2.4.4 What materials will we need?

- Survey for visitors, with intro text – Susan - done
- Leaflet / Poster – Molly - done

2.4.5 Timescales

- Prep materials – end July
- Launch – 1st August
- Events – 13th August

3 How are we communicating with the engagement and delivery partners?

Communication with engagement partners is detailed in relation to communication with residents and visitors above.

Communication with Allerdale Borough Council and the Lake District National regarding solar PV and/or EV charge points, where the installations are not permitted development will be direct by Sharenergy or Charge My Street as appropriate.

Communication with Electricity North West around grids connections for solar PV and EV charge points will be direct by Sharenergy or Charge My Street as appropriate.

Note: CMS have discussed sites with ENWL low carbon team in Keswick and Cockermouth.