A photograph of several offshore wind turbines in the sea. The foreground shows white, foamy waves. The sky is clear blue. The turbines have white upper sections and yellow lower sections.

East of England Offshore Wind Cluster Forum Meeting 1 – Appendix

16 September 2021



VATTENFALL

Appendix I: List of Participants

Vicky Abernethy, Project Procurement Manager at Equinor
Kirsty Adams, Senior Supply Chain Strategy Manager at Scottish Power Renewables
Celia Anderson, People and Skills Director at Opergy
Bill Artis, Wellton
Majd Barbari, Senior Mechanical Engineer at Petrofac
John Best, Managing Director of Best Proactive
Lexi Brackpool, Managing Director of Furthermore Marketing
Rachel Bunn, Assistant Principal of East Coast College
Rob Bush, OPerations Manager, EEEGR
Eilidh Campbell, Supply Chain Strategy Analyst at Scottish Power
Konstantinos Chalvatzis, Professor of Sustainable Energy Business at UAE (University of East Anglia)
James Chandler, East Suffolk County Council
Rowley Cory-Wright, Director at Hexcam
Kenny Craig, Communication Manager at Scottish Power Renewables
Stephen Dorling, Applied Meteorologist and Associate Dean in the Faculty of Science at UAE
Richard Dowdeswell, General Manager at Geoacoustics Ltd
Martin Dronfield, Opergy & EEEGR Chairman
Tom Duit, Operations Manager at AB Ports
Lucia Firman, Service Delivery Coordinator at AB Ports
Richard Fry, Sales Engineer at Renewable Parts
David Glason, Director of Planning & Growth at Great Yarmouth Borough Council
Mark Goodall, Area Manager at Aker Solutions
Simon Gray, Executive Director of Policy & External Affairs EEEGR
Michael Gurney, Managing Partner at Gurney Farm Partnership
Leo Hambro, Commercial Director at Tidal Transit
Jake Hardwick, Growth and Development Projects Officer at Norfolk County Council
Gemma Head, Head of Skills & Company Secretary, EEEGR
Dr Dorian Hindmarsh, Business Development Manager at Proeon
Bruce Holcombe, Commercial Director at MCM Crisis
Andy Holyland, Regional Innovation Manager at Offshore Renewable Energy (ORE) Catapult
Denise Hone, Training Director at Hexis Training
Steve Hume, Harwich International Port Ltd
Thomas Humphries, Norfolk County Council
Martyn Johnson, Head of Strategic Engagement at ECITB
Zoe Johnson, Meteorologist at Weatherquest
Catrin Ellis Jones, Head of Stakeholder and Community Engagement, Offshore Wind, Vattenfall (workshop facilitator)
Charlie Jordan, Project Director at Scottish Power Renewables
Matt Knights, Senior Account Manager and Operations Grant Manager for Wales, Midlands & East England at ECITB
Danielle Lane, UK Country Manager, Vattenfall
Clare Leech, Monitoring and Assessment Officer at CEFAS
Amy Lerpiniere, Employer Engagement Assistant at East Norfolk Sixth Form College
Ben Marshall, Engineering Project Manager at Worley
Michael Martins, Business Development Manager at Bibby Marine
Yvonne Mason, CEO of Future Marine Services
Colette Matthewman, Relationship Manager (Marine, Agricultural and Environmental Sciences) at UEA
Carolyn McDowell, Senior Resourcing Specialist at Kuiper Group
Jay Medina, Commercial Manager at AB Ports

Rachel Moore, Chief Executive at TMS Media
Julian Munson, Head of Enterprise Zones and Innovation at New Anglia LEP
Ranjit Nagra, Sales Manager at Peel Ports
Rebecca Neal, Public Relations Manager at RWE
Lauren Neville, RMI
Caroline Olley, Procurement Manager, Vattenfall
Maria Pagla, Principal Consultant (Asset Management) at Equinor
Andy Paine, Market Development Manager, Vattenfall
Jenna Elaine Perry, Renewable Territory Manager at Johnson Controls
Harry Priestly, Tender Manager, Vattenfall
Chris Reeder, Business Development Manager at Ross Safety
Janet Rix, Commercial Leader at Tecosim
Sara Rushworth, Offshore Renewable Energy Marketing at Great Yarmouth Borough Council
Stephen Smith, Director at Clarksons Port Services Ltd
Stuart Smith, Managing Director of People With Energy
Katie Snell, Innovation and Sectors Coordinator for New Anglia LEP
Lee Sparkes, European Sales Manager at Gibb Safety
Chris Starkie, Chief Executive at New Anglia LEP
Panagiotis Stavrakakis, Head of the HSE Science and Research Centre
Paul Tabern, Relationship Manager at UEA
Paul Thomson, Managing Director of Sembmarine SLP
Stuart Thornton, Business Development and Tendering Manager at OHT
Emma Toulson, Lead Stakeholder Advisor (UK) at Orsted
Adam Tucker, Business Development Manager at N-ergise
Ann Vicens, Product Leader at Claxton Engineering
Paul Ward, Project Quality Manager at PPI Engineering
Charlie Watt, Group Account Manager at Enermech
Alan Welton, Outside Sales and Design at Seaward Safety
Carol Williams, Lead Consultant at Equinor
Katie Willis, Business Growth Assistant at Stowen Group
Roberta Willner, Business Development Manager at Norfolk County Council
Sophie Wilson, Business Development Manager (Offshore) at Clarksons Port Services
Colin Yaxley, Sembmarine SLP
Charlene York, Sales Manager at Remote Medical
Joanna Young, Stakeholder Manager at Scottish Power Renewables
Rob Young, Assistant Director at North Norfolk District Council

Appendix II: Agenda

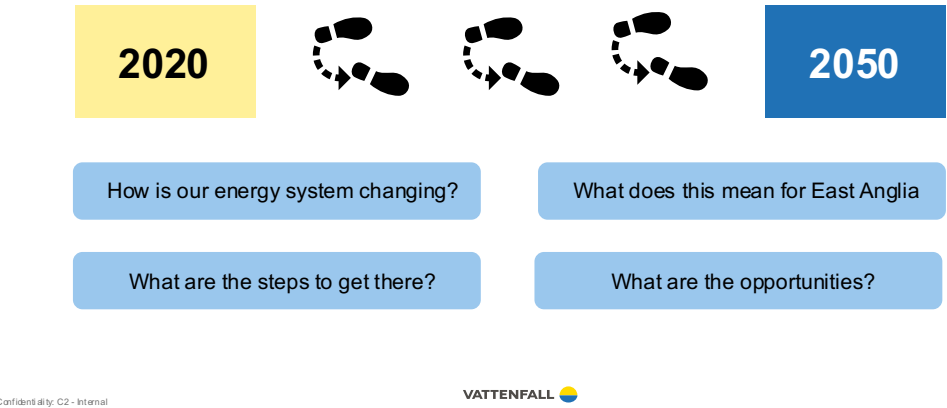
9.30 – 9.45	Arrivals at Venue and on-line
10.00	Welcome and introductions Opening Session
10.25	Why we need a great Cluster for East Anglia Martin Dronfield
10.40	Offshore Wind East Anglia – members consider our Strengths, Weaknesses, Opportunities and Threats
11.25	Break
11.40	What might offshore wind in the UK look like in 2040? What ‘s here now / ahead that might slow growth down? Danielle Lane Offshore Wind Industry Council Co-Chair Futurecasting and pathways to getting there.... Members will be working on routes to reach our desired outlook
12.45	Lunch
13.15	Small groups focus on particular Challenges & Actions – members focus their attention on themes that are important to them and that they can influence Plenary reflection and feedback
14.15	Next Steps
14.45	Evaluation & Thanks
By 15.00	Close

Appendix III: Materials

The following slides provide a flavour of the materials that were presented to the participants, to provide structure and stimulus to their group discussions.



Reimagining the future energy system and what it means for East Anglia



Appendix V: Feedback

We sent meeting evaluation forms to participants after the workshop to gather feedback and identify opportunities to improve the delivery of future meetings. We received nine responses which made several good points. See below for more detail.

Closed-ended questions

We asked participants to respond to several statements about their satisfaction with the workshops and confidence about the Cluster’s potential, regarding their business and the region. They were given the following options to choose from: Strongly Disagree, Tend to Disagree, Neither, Tend to Agree, Strongly Agree and Don’t Know. We then assigned each of these answers a numerical value from one to five – where one is Strongly Disagree and five is Strongly Agree – and averaged out their scores (below). Note, no one answered Don’t Know to any of the questions.

Statements and average scores

- 1. Overall, I was satisfied with the workshop: 4.2/5
- 2. I am confident that active participation in the Cluster Forum going forward will benefit my company: 4.2/5
- 3. I am confident that going forward an active Cluster Forum will benefit the region: 4.6/5
- 4. It will be beneficial for the region that we attract more local companies into the sector and also retain those companies active in the sector to maintain an effective presence here: 4.5/5

Comments on the statements

We also included a comments box for each statement to gather additional feedback. We have provided an excerpt from the responses below.

**Overall, I was satisfied with the workshop
(Please explain how it met (or not) your expectations. Please offer suggestions what would you like more / less of next time)**

“This was my first experience of wind farms and this was a great opportunity to learn about the further expectation of this service / product. I have been involved in the oil and gas industry for 37 years so this proves to me that we still need to reach out and educate a lot more people to ensure this succeeds.”

“I really enjoyed being part of the group, meeting new faces and networking but also working towards a topic that I’m really passionate about. I know I’m not the most knowledgeable or experienced, but I am committed to the promotion of offshore wind and renewable energies with a background in geography. I hope to work in the industry on completion of my degree so it was a great chance to start working on a project and get to know some of the amazing businesses committed to the same cause as myself”

“Explained well the premise for looking at creating a cluster and allowed us to discuss why it would be useful and what as members we would want to get out of it.”

“Tend to agree. I wasn’t expecting this to be such a ‘grass routes’ cluster definition/shaping session, alas, we have to start somewhere.”

“The event was a useful bench mark of what those that attend think of the Energy sector. For me it still identified with some false hope, and was less about the direct opportunities, and Value Added to the sector we as a region can add and benefit from.”

“Reasonable representation of industry.”

I am confident that active participation in the Cluster Forum going forward will benefit my company (Please explain, e.g. what / how you expect involvement to lead to benefits?)

“Wellton Energy is a Business Development Company and with this in mind we have a great opportunity to network with more potential customers within this sector to assist them obtaining a greater market share within the East of England.”

“It gives me the chance to network with companies who can engage in the College and work with us and our students to promote the renewable industry. It also complements my business management degree nicely and offers a great opportunity for me to develop my skills which can then be transferred into the work I do with my company.”

“Will result in larger networking opportunities and should hopefully lead to better “ins” with the tier 1’s and contractors.”

“Raising a profile of capabilities, identifying opportunities and leading to adaptations to business practices and models to take advantage of ideas and concepts we may not be aware of yet.”

“For sure / strong voice.”

**I am confident that going forward an active Cluster Forum will benefit the region
(Please explain, e.g. what can the Cluster Forum be expected to deliver for the region that existing organisations do not?)**

“We need to educate more companies on this subject and should look at setting up a trade show to showcase this to more local companies to ensure that they get onboard with this fantastic opportunity in the early stages. This will then engage more people and companies from the region.”

“The Cluster Forum offers the chance to collaborate rather than compete which is a downfall of the business industry. We can set aside our competitive streaks to utilise all the best resources (including our brains!) and take positive action with a united front.”

“A larger more formalised group body should increase the “noise” we create in pushing the region as the place to be for offshore wind.”

“Strongly agree provided clear cluster definition and goals can be established + committed and capable leadership.”

“Engage with not just business but identify and develop ambassadors/ influencers/ trusted individuals to promote the sectors, region, opportunities to not just us, but our youths. Making it a sustainable business sector to be in with current and future workforce aspirations.”

It will be beneficial for the region that we attract more local companies into the sector and also retain those companies active in the sector to maintain an effective presence here (Please provide any ideas as to how the Cluster Forum can support:)

“We need to educate more companies on this subject and should look at setting up a trade show to showcase this to more local companies to ensure that they get onboard with this

fantastic opportunity in the early stages. This will then engage more people and companies from the region.”

“I believe there are enough local companies to support the wind sector, they just need to be given the opportunities when they arise which will result in the additional personnel being employed and trained to support the wind sector.”

“The more the merrier I could put an article in our Parent News to attract any parents working in the sector or interested in joining.”

“More local companies increases the amount of local content, jobs, and money injected back into the region. Further skills can be added locally that might have to be sourced from “outside”.”

“Promote opportunities to the sector first, promote skills and breadth of knowledge beyond the region to draw in opportunities to our unique skill sets.”

Open-ended questions

We also asked participants two questions about encouraging companies into the sector. These questions required respondents to share their perspectives in their own words.

Questions and answers

What [types of] local companies should be encouraged into the sector? And how might the Cluster Forum members go about this?

“I believe that we should look at every aspect of the wind energy sector and see what we can source / manufacture locally as a 1st point of contact before we subcontract vendors from other regions within the UK.”

“If Vattenfall were to commit to building their Operations and Maintenance base in the area, this would secure long term employment in the region.”

“Each member company will have lots of business and personnel contacts so I recommend each company reaching out to anyone they think would be an asset to the forum in company newsletters, social media, LinkedIn etc.”

“All that have the ability to offer products / services of benefit & improve the resources in the area.”

“We need representation right down the supply chain and covering key areas of offshore wind construction – operators, cables, foundations, turbines, installers, SOVs, engineering support and of course personnel logistics and H&S support.”

“Categorise companies, e.g. Engineering, Technology / IT, financial and legal, administrative, support supplier (such as transportation, leisure, food providers a few examples) and then choose 2 or 3 from each category to represent their service within the cluster. This can be broken down as per the skills matrix that EEEGR have developed.”

“Think beyond Manufacture and Service, head towards Value Added businesses, innovation tech companies that can take advantage of the environment we have developed because of the energy sector not for it. This will broaden into area we’re not comfortable with or even know, but the energy sector has so many facets and subtleties that opportunities for closed loop tech, harvesting CO₂, farming using hydroponics, etc are all connected through energy.”

“Every part of the supply chain should be represented.”

How do we enable / encourage participation of companies in the broader East of England region (Essex, Cambs etc)?

“Show them the good work we are now doing and invite them to be a part of the future growth plans for the East of England.”

“Clear communication of the opportunities. Developing a suitable marketing strategy.”

“Offering rewards and benefits. So, an annual awards evening for members to nominate and attend; badges to acknowledge participation; a joining reward such as a goody bag; free food / drinks / travel to members who attend meetings.”

“Incentives to relocate.”

“First, define our identity, purpose and objectives, then market and engage with the wider region.”

“There is no reason companies based further from the coast should not be involved as well as the region’s established offshore operators. The cluster will want to encourage innovators to pitch for ways to improve CAPEX and OPEX, safety and other efficiencies.”

“Encourage networking events via the Chambers of Commerce, Local Councils, Business Associations.”

“We don’t have to. Using social media to promote referential success stories, combining with the EDP’s current charge for Energy in the Region, and a dollop of chamber of commerce will most likely give too much to chew on anyway.”

“Vary the location of events. Engage with council BD departments.”

Comments

Lastly, we included an ‘any other comments’ section in the form to gather additional feedback. We have provided an excerpt from the responses below.

“Looking forward to the next session.”

“I’m very grateful for the opportunity and think this is a brilliant initiative. Let’s make sure to keep the momentum going!”

“We should utilise ‘younger’ minds / stakeholders in steering and leading the cluster where possible to counteract the fact the average of those in physical attendance was c.a. 50!”

“I am not sure how many companies would be needed to play an active role within the Cluster but when it comes to making decisions, it should be a select number once the Chairman has been elected. Other companies can be part of the Cluster but more as associate members, otherwise it would be too big to manage and difficult to reach decisions if there are too many people with an input.”

