

# yesMinister

☎ 020 7993 2505



## Navigating through the complex planning process

- *Who should I see?*
- *What should I say?*
- *Who do I influence?*

*At Yes Minister we have a vision to see the UK renewable energy industry – particularly wind farms- expand and continually flourish.*

*Critically Yes Minister can assist developers through the planning process. Our expertise lies in combining a talent for developing energy policy and ideas with the experience and expertise to help implement the practical solutions that current policy demand. We have a regional presence in the UK and are not solely focused on one geographical area of the country thus allowing us to draw on contacts and expertise across and within different regions.*

### ***Experience & engagement***

*Through our local authority contacts and staff we have invaluable experience of how to successfully navigate and steer wind turbine applications through the complex and ever frustrating planning processes. We provide a hands-on approach to helping you navigate through the legislative, social and economic barriers to entry in the renewable energy market. This approach inevitably impacts positively on your bottom-line and your strategy for growth.*

*In order to achieve success we focus our attentions where it matters most; this includes local government, we also engage with local and regional decision makers, communities and other key – unidentified – stakeholders: this enables us to develop ‘hyper-local knowledge’ and provide a truly bespoke service.*

### ***Evidence base***

*Our approach is evidenced based and we build a detailed analysis of the issues affecting your project. We are ever mindful to consider the views and various perspectives from providing*

*local and regional competitive analysis to exploring and appreciating councillors voting records, to considerations around the demographics of the local population and much more.*

### **Our engagement**

*Yes Minister does more than just create coalitions. We cultivate relationships; ensuring support for a project does not dissipate. We work with local media to promote the developers cause to the widest possible local audience and we do not leave until a project has been approved. We stay with a client, guiding them through the process of community engagement before, during and after project completion, ensuring that a business retains and cultivates a positive reputation and successful track record into the future*

*Yes Minister has an advanced understanding of the ideas and practices of renewable energy legislation, from local and national law to case studies, standard practices and accepted conventions. This allows us to respond to any situation instantly and provide a comprehensive service to clients.*

*Yes Minister has the ability to use its unique position as a think tank to further the cause of this sector in a wider context and also through public affairs. We will work with you to shape the debate on renewable energy and provide new insight into its advantages that will help to shape national policy.*

*Our approach delivers result because we place our involvement within the wider policy context which is geared towards driving a positive agenda for the country's residents, the economy and the environment.*

### **Our mission**

*Yes Minister believes in the concept, the idea and the implementation of this and we invest in that. We create original research that seeks to advance the causes we support and we only work with those whose causes we are prepared to not only defend, but actively promote under our own name.*

*Being passionately committed to renewable energy we offer the opportunity to create an overwhelmingly positive impression of the client, not just through their actions, but through their wider intentions, whilst providing a unique, effective and comprehensive renewable energy delivery service.*

*More information is available by contacting Dr Floyd Millen, Director Yes Minister - [floyd@yesminister.org.uk](mailto:floyd@yesminister.org.uk) or Richard Robinson Head of Policy and Business Development [richard@yesminister.org.uk](mailto:richard@yesminister.org.uk)*

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