

— INSTINCTIF
PARTNERS

joint radio company
jrc


Gemserv

Joint Radio Company

A signal of success in 2021

November 2021

2021 political engagement campaign

JRC commissioned Instinctif Partners in May 2021.

Our objective

To build political support for JRC's vision of assigning radio spectrum access to the UK energy networks to accelerate UK progress towards Net Zero through the implementation of smart grids.

Campaign approach

1. Planning:

- Developing JRC messaging
- Enhancing JRC's evidence base (Gemserv economic analysis report)
- Identifying political engagement targets in Westminster and Whitehall

2. Targeted stakeholder engagement:

- Securing meetings with JRC's Westminster (Ministers and Shadows), Whitehall (DCMS and BEIS officials) and Regulatory (Ofcom and Ofgem) to brief them on JRC proposals

3. Mobilisation:

- Securing tangible outputs which drive support for JRC's vision

2021 political engagement campaign – highlights to date

Ministerial approaches:

- Energy Minister Anne Marie Trevelyan MP
- Digital Minister Matt Warman MP

Select committee approaches:

- DCMS select committee chair Julian Knight MP
- BEIS select committee chair Darren Jones MP
- S&T select committee chair Greg Clark MP

Constructive meetings with two Shadow Ministers:

- Shadow Digital Minister Chi Onwurah MP
- Shadow Energy and Climate change Minister Dr Alan Whitehead MP

Meeting with Energy Systems Catapult:

- Laura Sandys

3 meetings with BEIS and DCMS officials:

- Whitehall teach-in, with 20 attendees including Ofcom and Ofgem regulators.

Utility Week briefing.

Key policy output:

- BEIS and Ofcom have commissioned studies into allocation of radio spectrum to Energy Networks.



Department for
Digital, Culture
Media & Sport



Department for
Business, Energy
& Industrial Strategy



Developing the case for 'Spectrum Access'

Gemserv's Analytical Approach

Distribution Businesses

Ofgem

KPMG

CCC

Carbon Trust

ESO

+



+



=



Reliable published data
sources

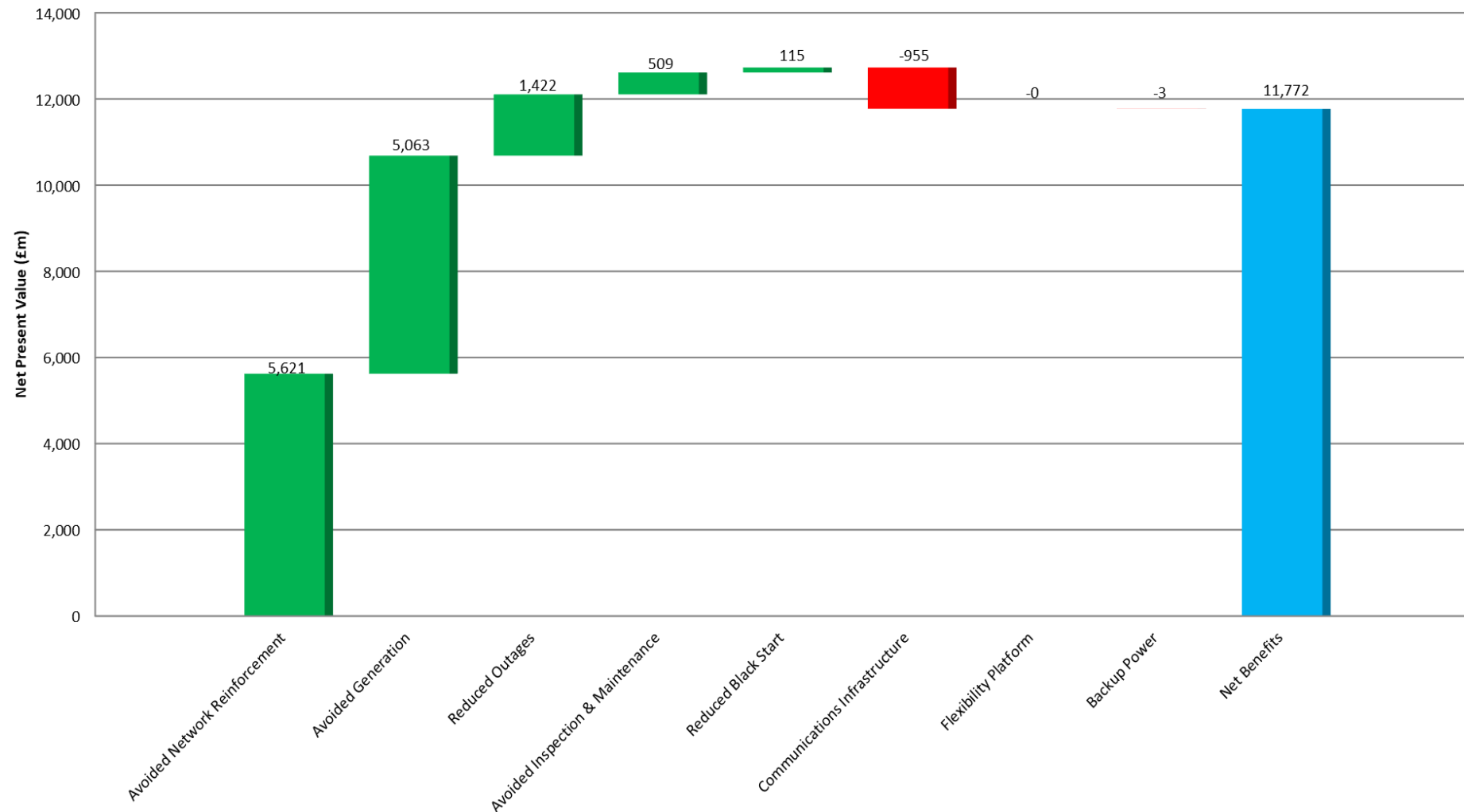
Gemserv's market
understanding

Gemserv's economic
modelling

Validated results

Developing the case for 'Spectrum Access'

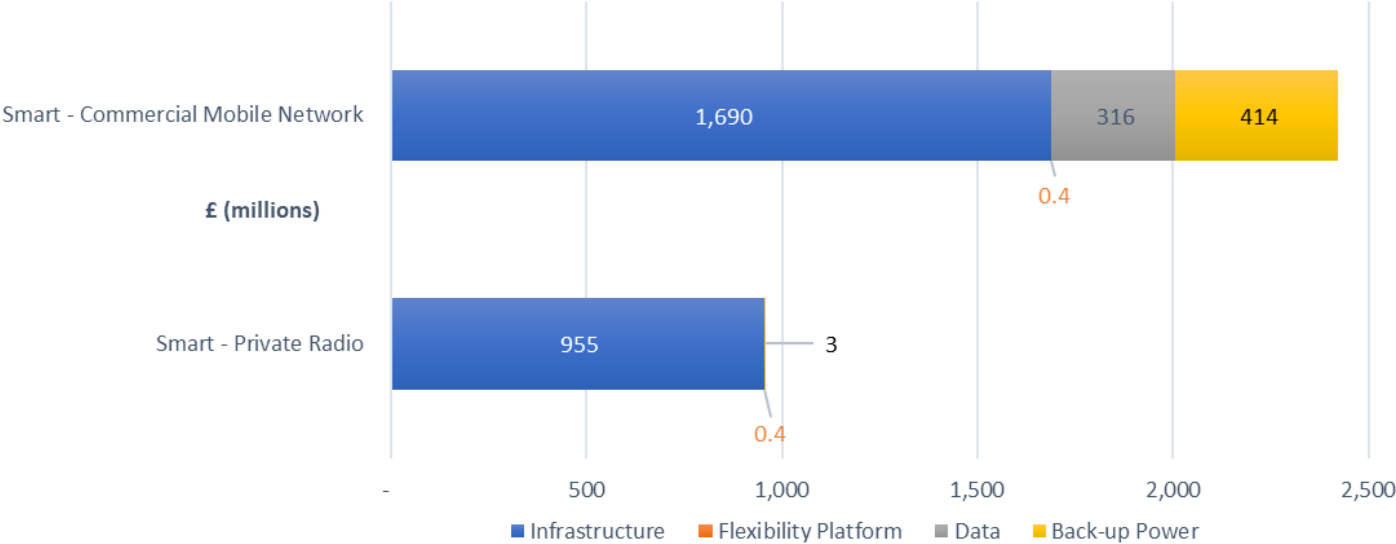
Economical case for enabling a Smart Grid via Private RF based operational communications



Developing the case for ‘Spectrum Access’

Cost Comparison and Differentiators

Net present value of costs for RF and cellular communications (£m)



Key differences between Private RF & Commercial Mobile communications:

Private RF	Commercial Mobile
Single infrastructure rollout (lifetime > 30 years)	Three infrastructure rollouts (every 10 years)
Data charge included in operational cost of private network	Data charge payable to Mobile Network Operators
Backup power needed for 100 sites using public infrastructure	Backup power needed for each (15,000) macro site for a single mobile network operator

Private / Public Fibre communications cost not shown as it is off the scale ~£50bn

Economic research launch

Gemserv economic analysis report will be published on Monday 29 November:

- Simultaneous publication on JRC and Gemserv websites
- Press release and targeted media engagement
- Targeted political briefings
- Whitehall Officials teach-in pre-briefed on report insights
- Copy of the report shared with relevant BEIS and DCMS Ministers
- March 2022 parliamentary roundtable

Key policy output:

- JRC insights informing BEIS and Ofcom studies

JRC 2021 campaign scorecard

Campaign progress:

1. A strongly defined evidence base , linking enhanced radio spectrum access to tangible decarbonization projects at the constituency and community level;	Complete
2. Additional economic research , placing a cash value on the opportunity cost for the UK Government and UK energy consumers;	Complete
3. Supportive media coverage directly linking radio spectrum access to decarbonisation of the UK energy system;	Ongoing
4. A caucus of supportive backbenchers in Westminster, with strong understanding of JRC's rationale for greater energy network radio spectrum access, and willing to press Government and Regulatory policymakers to shift their approach;	Ongoing
5. Further pressure from relevant energy policy influencers , including relevant think tanks, Which? and Citizens' Advice;	To progress
6. Parliamentary event demonstrating the breadth of support for greater radio spectrum access, setting the scene for further targeted engagement;	Ongoing – March 2022
7. Mobilise a range of stakeholder responses to Ofcom's radio spectrum allocation consultation (anticipated H1 2022).	Ongoing

2022 call to action (Provisional)

2022 will see a shift from Official/Regulatory to Political focus:

- Official support for JRC's proposals achieved in principle
- Political signal of direction of travel required for implementation

Working with JRC members in 2022 (Provisional):

- Using members' network capacity data to identify constituencies which will benefit most from network flexibility and smart grids through greater radio spectrum access
- Making use of the ENA's NESM
- Co-hosting joint JRC-member site visits for local parliamentarians

