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Creative Comms for Caring Brands

Doing well

by **doing good.**



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energise

your communications



Communications Expertise for the Energy Sector

Trusted by the organisations shaping the UK's energy future

The energy sector is changing rapidly. Net zero ambitions, network innovation, decarbonisation programmes, stakeholder engagement and customer expectations all demand clear, credible communication.

At DEWINTER, we help energy organisations explain complex ideas, engage the right audiences and build trust where it matters most.

For more than 35 years, we've delivered strategic communications, content, PR, stakeholder engagement and marketing campaigns that achieve measurable results. Our specialist energy team has worked alongside network operators, utilities, energy innovators, infrastructure providers and research organisations to communicate some of the sector's most important projects.

**We don't just understand communications.
We understand energy.**

From smart grids and flexibility services to low-carbon technologies, apprenticeships, infrastructure investment and innovation programmes, we know how to turn technical expertise into compelling stories that resonate with customers, communities, policymakers, investors and industry stakeholders.

Why us

We understand your industry

Energy is one of the most technically complex and highly scrutinised sectors in the UK. Communicating effectively requires more than marketing expertise — it requires genuine sector knowledge.

Our team has supported organisations including Northern Powergrid, Vital Energi, EA Technology, British Gas, Durham University and Newcastle University, helping them communicate innovation, engage stakeholders and strengthen reputation.

We make complex simple

From smart grids and decarbonisation to engineering innovation and energy infrastructure, we transform technical information into clear, engaging communications that people understand and act upon.

We deliver measurable outcomes

Every campaign is built around clear objectives and tangible results - whether that's increasing awareness, improving stakeholder engagement, generating leads, attracting talent or strengthening reputation.

Our work has generated millions of impressions, hundreds of pieces of industry coverage and measurable business outcomes for clients across the energy sector.

Case study



National Apprenticeship Week is one of the most competitive recruitment windows of the year. For Vital Energi, UK's leading clean energy specialist, the opportunity was clear: stand out from the crowd and convert interest into applications.

Our approach centred on engaging specifically with the school leaver audience and creating interactive tactics to help guide them to applying for a new role.

At its heart was an interactive personality quiz, designed to find the apprenticeship pathway that best suited their strengths and interests. Quick, intuitive, and built for social sharing, the quiz transformed passive browsing into something personal. Around this, we built a full inbound funnel: social content drove traffic to personalised pathways; and we hosted a live Power Hour webinar series with direct access to the people and stories behind the business and generated valuable leads.

[See full case study here](#)

key highlights...

During Apprenticeship Week we generated a huge 2500% in online reach for Vital Energi.

The content generated over 3,500 clicks to the apprenticeship landing page.

Over 250 leads generated

The interactive quiz reached a huge 10.5% conversion rate from social



power
your future



Find your
ENERGI

Find out which
apprenticeship
is the perfect
match for YOU!

Take our
3
minute quiz

Case study



The £54m Customer-Led Network Revolution (CLNR) smart grid project, part funded by Ofgem's Low Carbon Networks Fund (LCNF), was established with the aim of helping the UK move towards a low carbon economy.

A collaborative effort between EA Technology, Northern Powergrid, British Gas, Newcastle University and Durham Energy Institute, the project needed to communicate its aims and objectives effectively and identified the need for external support.

DEWINTER's specialist energy team was recruited to develop and implement a public relations campaign that would raise awareness of the project, re-establish its purpose and ensure key learning outcomes were shared with a variety of stakeholders as the project progressed.

Managing the expectations of five different organisations, DEWINTER defined a PR and content programme that met everyone's approval and has delivered exceptional results.

key highlights...

Reaching a total circulation of over eight million people within 18 months

Achieving over 170 pieces of coverage for the project

96% of coverage included a quote from a CLNR spokesperson

92% of coverage generated mentioned all project partners

UtilityWeek

E&T

FT

FINANCIAL TIMES



Village a test site for high-tech batteries

Cutting-edge electrical energy storage units are being installed in a north Northumberland village as part of a multimillion-pound project helping the UK to prepare for a greener future.

Led by Northern Powergrid, the electricity distribution network operator for the North East and Yorkshire, the Customer-Led Network Revolution (CLNR) project is installing the batteries, which will store electricity and release it when needed - when there is a spike in demand or generation from local homes and businesses for example.

Two of the energy storage units are being sited at Wooler with four more being installed in Darlington and Maltby.

Northern Powergrid's Ian Lloyd, the project's network technology manager said: "This is one of the biggest and most important energy storage projects happening in the UK today, thanks to the scale of the installations and the diverse range of locations we're using."

Car charger group adds power to off-peak 'smart grid' project

£54m bid to prepare for low-carbon future

Helin Carter

A £54m PROJECT charge how we can today by avoiding growing, in strength joined by the UK's largest network of electric charging points.

At first glance, the £54m project looks like a campaign to help the UK's Low Carbon Network Revolution (LCNR) project, the electricity network operator for a £12.6bn network.

It is ready for the low-carbon future by taking steps to put the network for so by itself as an energy vehicle, but pump power.

It will be possible to rate electricity. If it is an issue for the network, it is not a problem by Charge Your Car project is not regional network (points - to facilitate public vehicles have been used). The two are collaborating to energy consumption to gather critical and when ownership.

It is one of the biggest and most important energy storage projects happening in the UK today, thanks to the scale of the installations and the diverse range of locations we're using."

A smarter way to generate power

NEWCASTLE University is already recognised internationally for its work in power generation and electrical engineering.

Professor Phil Taylor, the appointed director of the University's Newcastle Institute for Research on Sustainability explains why it could soon be setting a smart example to the world.

"We have a long and proud heritage of electrical engineering in the North East," explains Professor Taylor, who led Newcastle University this year along with a team of 17 research students.

In fact, the country's smart grid began here so it is appropriate that over a year later the region is still in the way.

Newcastle University is leading electrical engineering since the 1880s, producing graduates who meet the challenging demands required for the energy sector. Pioneering research and development of new electromagnetic devices.

University is now a partner to 80 gigawatts of power - the entire generating capacity available in the systems by taking for...

ambitious programme to transform UK electrical power networks. The Customer-Led Network Revolution is the UK's leading smart grid project and at the forefront of a move towards a low-carbon economy. Professor Taylor is

which draws on the expertise at Newcastle University together with key partners such as Northern Powergrid, Siemens, EA Technology

added to over 50 years and to replace it we'd need networks that stretch further than twice the distance of the earth from the moon (400,000 km.) An easier and

UK's CLNR tests low-carbon power grids

By Chris Tynes

Electric cars being charged in London, a UK study is underway for more widespread use of the carbon technology.

Owners all decided to put them on charge at the same time, that demand would require 80 gigawatts of power - the entire generating capacity available in the systems by taking for...

of customers, and energy storage to be integrated into existing networks.

So how exactly are we going to do that?

Well, we could re-write the UK but



Case study



Power engineering specialist EA Technology recognised the need for PR support to complement the efforts of a growing marketing team, tasked with achieving business growth within the UK and select European and worldwide markets. After a competitive pitch, DEWINTER's energy team was appointed to clearly position EA Technology as the leader in end-to-end products, services and expertise for the electric power industry within four propositions – Training, Consulting, Instruments and Power Engineering Services – putting the company front of mind with key stakeholders, including DNOs and PNOs.

EA Technology had never used PR effectively before, so DEWINTER helped shape a range of different processes to ensure good quality content could be harvested from across the business.

As a result, a steady stream of media coverage was delivered every month within target publications, covering everything from new product launches to community activity and thought leadership pieces to case studies.

key highlights...

Over the nine-month campaign, more than 100 pieces of media coverage secured in national titles such as Utility Week, Maintenance and Engineering, IAM Magazine and the Telegraph

EA Technology content reached an audience of more than 5,000,000 people

The overall PR value of all coverage secured was over £640,000

An independent report showed that EA Technology had moved ahead of its nearest competitors in terms of market 'Share of Voice'



Energy expertise. Strategic thinking. Measurable results.

The energy sector needs communications that build trust, explain complexity and inspire action.

Whether you're looking to engage customers, strengthen stakeholder relationships, support a major project, attract future talent or elevate your profile across the industry, DEWINTER has the expertise to help.

Talk to our specialist energy communications team

Let's discuss your objectives, challenges and opportunities and explore how we can help you achieve them.

We've been creatively sharing brand stories that build trust and get people reading, sharing, clicking, buying and smiling since 1989.

Let's start the conversation! kate@dewinter.agency



Your dewinter energy team

Always at your disposal
for strategic counsel



Kate Cox
MD

Oversight of the account
and first point of contact



Helen Ratcliffe
Senior Manager



Stu Williams
Senior Designer



David Yates
Senior Designer



Sharon Coterrill
Ops Manager



Carmen Kenworthy
Account Lead



Sophie Everett
Head of Inbound