

SOLAR AND STORAGE IN 2025:

WHAT'S ON THE HORIZON?



BUCKLE UP FOR 2025

There's been no easing in to 2025 for the solar sector. Dropping just before Christmas, Clean Power 2030 pledges to triple solar deployment by 2030 - but has left developers looking at how their projects fit with the milestones and regional capacities set in the document. With some projects speeding up to meet the Q2 milestone for TMO4 and others weighing their options, here's what we're watching in the coming months:



> The return of the planning committee

More solar projects will be decided by planning committees due to increased distribution network capacity and the revised 100MW NSIP threshold. While speed is critical for advancing applications ahead of the May grid reform milestone, thorough community consultation remains vital to avoid criticism from committees.



> Cumulative concerns

Solar development faces growing hurdles, including misinformation, distrust, and consultation fatigue in clustered areas. To meet density and clean power deadlines, developers must adapt engagement strategies to address these issues effectively.



> Labour's down payment on net zero – the campaign cycle kicks in

While some county council elections are postponed, several councils will still be contested on 1 May. Gains by Reform and Conservatives could fuel resistance to net-zero targets, pressuring Labour representatives caught between supporting energy projects and appeasing sceptical constituents.



> Developing the Strategic Spatial Energy Plan (SSEP)

A regional approach to energy planning through the SSEP could placate calls for coordinated development but may expose projects to community and committee frustrations. Aligning with regional priorities and building local planning authority support early will be key to securing consent.

CLEARING OBSTACLES

If clean power is to enjoy some level of public backing, there must be honest conversations to strengthen the case for approval and reduce the risk of opposition. Transforming the country's electricity system starts with overhauling the grid—and more change is to come. By engaging with local stakeholders and planning authorities early, securing your corporate reputation, and remembering the big picture, steps can be taken to de-risk consent.



> Engage right now, minimise challenge later

Delays often stem from weak pre-submission engagement. Build a strong evidence base, refine your messaging, and position yourself effectively to ensure smoother and faster progress.



> Don't forget to take a step back

Don't let corporate reputation fall by the wayside. Align messaging early to handle scrutiny and prepare for increased focus on supply chains and ESG during procurement and construction.



> Be agile and respond to context you're in

Communities and circumstances evolve. Avoid one-size-fits-all engagement and adjust strategies to address cumulative impacts and grid reform challenges.



> Your engagement shouldn't just be local

Those surprised at the moves made in CP2030 need to be engaging with political and industry stakeholders now to get a seat at the table. There are plenty of opportunities for proactive and positive engagement to shape the direction of the industry – now is the time to start having those conversations.



HOW WE CAN HELP

Our 20-strong specialist infrastructure practice sits within an award-winning integrated communications consultancy. Drawing on experts in digital, design, research, public affairs and corporate reputation, we are uniquely placed to address any communications challenges 2025 might throw at you. Together, we've worked on over 8GW of solar and storage, and within 90% of local planning authorities. We know solar, and our solar specialists are here to ensure successful projects.

Upcoming events

Meet us at:

NSIP Forum London 26th - 27th Feb

Solar and Storage London 3rd - 4th April

All Energy Glasgow 14th - 15th May

Get in touch

Some of our key solar specialists



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