

Senedd Shake Up

The 2026 Senedd election isn't just another political moment – it's a game changer.

**A 96 Member chamber. A brand new electoral system.
A more coalition driven political reality.**

The rules are changing – and so will the way organisations engage with MSs, ministers and officials.

That's where the **Camargue Senedd Shake Up** comes in.

Clear insights. Real action. A no nonsense breakdown of what the results really mean – for Wales, for policy, and for your organisation.

Our Senedd Shake Up includes two key components:

The Influence Index – what just happened and why it matters

- what shaped the result, and what didn't
- turnout shifts, voting patterns, and regional dynamics and that tell us about the term ahead
- a full breakdown of all 96 MSs – new faces, returning players, rising influencers
- committee structure – where scrutiny will focus and which voices will matter
- ministerial scenarios and possibilities – the likely movers, shakers and policy makers

The Influence Framework – a focused action plan specific to your organisation

- what the results mean for you
- practical, sequenced, organisation specific steps to get you engaging effectively from the start
- priority influencing moments and a timeline built for action
- communication opportunities that will resonate with members
- a dedicated session where our team will brief you on turning your plan into action

Why Camargue?

- deep knowledge of Welsh policy, institutions and political dynamics
- a hands on approach focused on influencing pathways, not just political commentary
- strategic communications advice to help you better engage your stakeholders and customers under a new-look Senedd

The **Camargue Senedd Shake Up** gives you the intelligence and the action plan you need to position your organisation effectively in the new Senedd.

Ready to get ahead of the shake up?

Contact **Bethan Proctor** at bproctor@camargue.uk or **Greg Phillimore** at gphillimore@camargue.uk to discuss how we can help you.

Camargue