

The Great Grid Upgrade

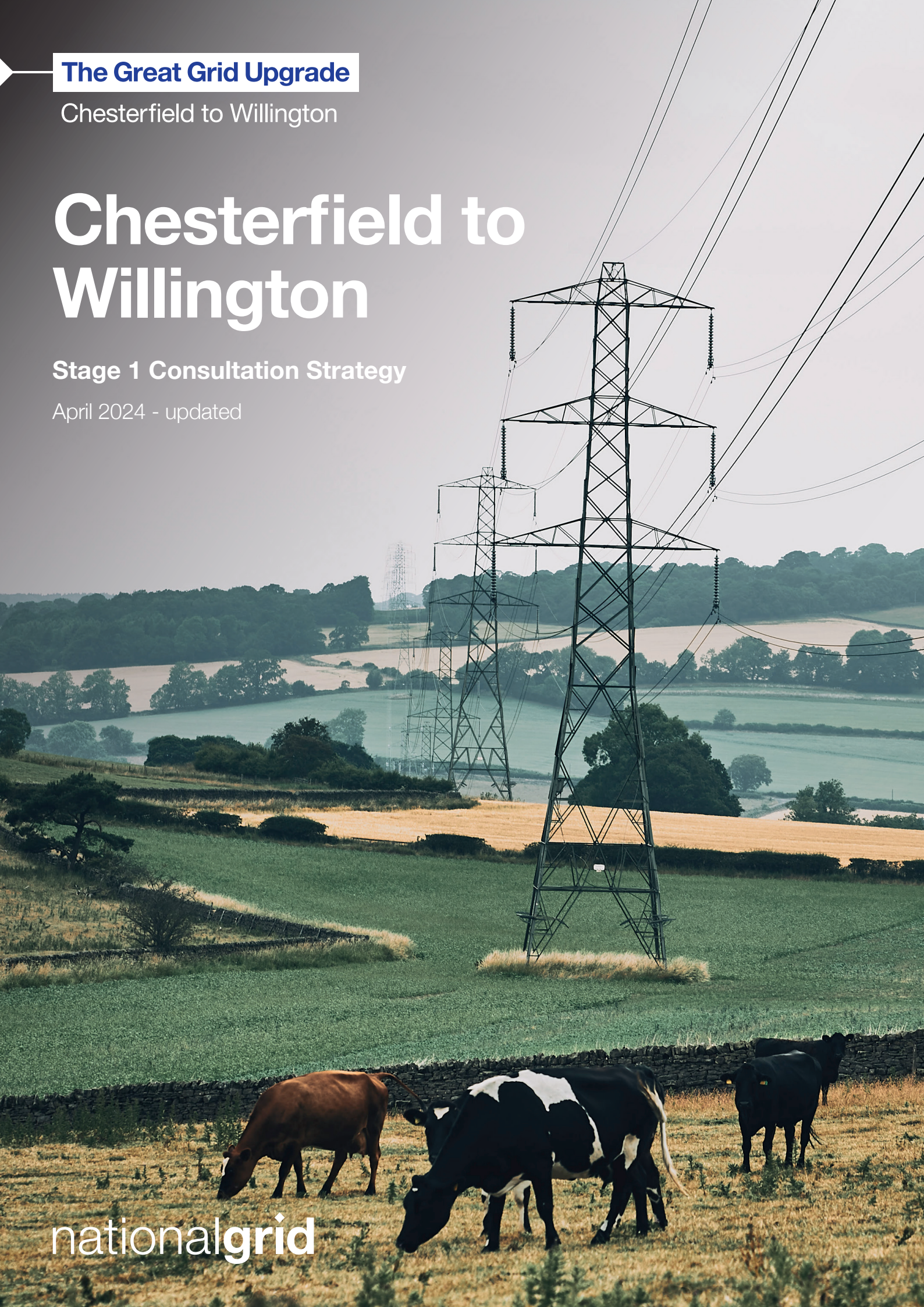
Chesterfield to Willington

Chesterfield to Willington

Stage 1 Consultation Strategy

April 2024 - updated

nationalgrid



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1. Introduction

The way we generate electricity in the UK is changing rapidly, and we're transitioning to greener and more secure sources of energy like new offshore windfarms. We're presenting plans in your local area to help that transition and make sure the grid is ready. These proposals are part of The Great Grid Upgrade, the largest overhaul of the grid in generations.

This document outlines how National Grid Electricity Transmission plc (NGET) intends to carry out pre-application Stage 1 (non-statutory) consultation from 14 May to 17 September 2024 on proposals to provide additional network capability between Chesterfield and Willington in Derbyshire.

The UK already has 13.6 gigawatts (GW) of offshore wind energy in operation. The Government's recent British Energy Security Strategy outlines the ambition to increase energy from offshore wind to 50 GW by 2030 – more than enough to power every home in the UK.

Our proposals – referred to as 'Chesterfield to Willington' – will support the UK's net zero target by reinforcing the electricity transmission network between the north of England and the Midlands and facilitate the connection of planned offshore wind generation and interconnectors with other countries, to allow clean green energy to be carried on the network.

National Grid Electricity Transmission (NGET) proposes to build a new high voltage overhead electricity transmission line and associated works between a new substation in Chesterfield (which is being proposed as part of the National Grid Brinsworth to High Marnham project) and an existing substation in Willington to help carry much-needed power between the north of England and Scotland into the Midlands.

We anticipate holding a second (statutory) stage of consultation in 2025, which we'll prepare a Statement of Community Consultation (SoCC) for, outlining our approach to consultation. The content of the SoCC will build on this Stage 1 consultation approach which will be discussed with representatives of the relevant local planning authorities and finalised ahead of the formal stage of consultation on the SoCC, as per Section 47 of the Planning Act 2008.

June 2024 Update

In light of the General Election announcement, we have extended this Stage 1 consultation to ensure that local communities and their representatives are able to share their views beyond the original consultation dates, which were due to fall within the ongoing pre-election period. This will provide people with even more time to share their feedback.

Taking into account the focus of local authorities and other statutory stakeholders on election planning, we have also rearranged our consultation events to take place later in July. This will ensure that local representatives, including newly elected MPs, can participate in our consultation.

This Consultation Strategy supersedes the April 2024 strategy and includes details of the updated consultation dates and events.

2. National Grid – what we do in the UK

National Grid sits at the heart of Britain’s energy system, connecting millions of people and businesses to the energy they use every day.

We bring energy to life – in the heat, light and power we bring to our customer’s homes and businesses; in the way that we support our communities and help them to grow; and in the way we show up in the world.

It’s our vision to be at the heart of a clean, fair and affordable energy future. We believe that by acting now, the UK can become the world’s first major clean economy, with net zero carbon emissions by 2050, to create growth and jobs for communities across Britain.

National Grid Electricity Transmission (NGET) owns, builds and maintains the transmission network in England and Wales. It’s NGET that’s developing the proposals for the Chesterfield to Willington project.

National Grid ESO is the Electricity System Operator (ESO) operates the transmission network across Great Britain, including the networks in Scotland owned by Scottish Power Transmission and Scottish and Southern Electricity Networks.

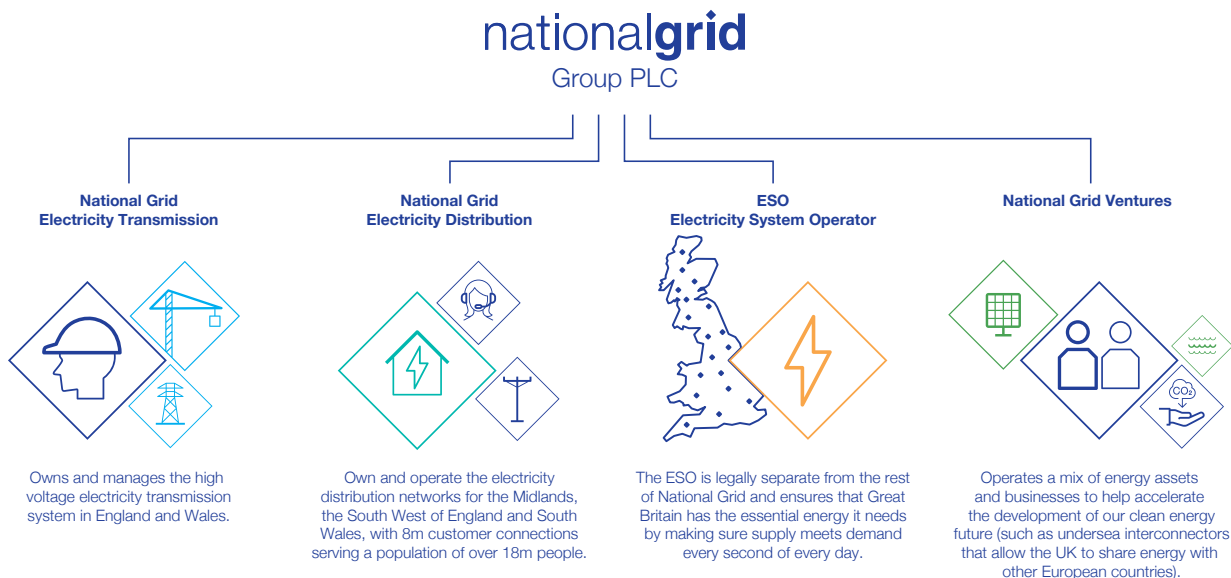
National Grid ESO also plans future network requirements, ensuring the right amount of energy is where it’s needed. It’s entirely separate from National Grid Electricity Transmission.

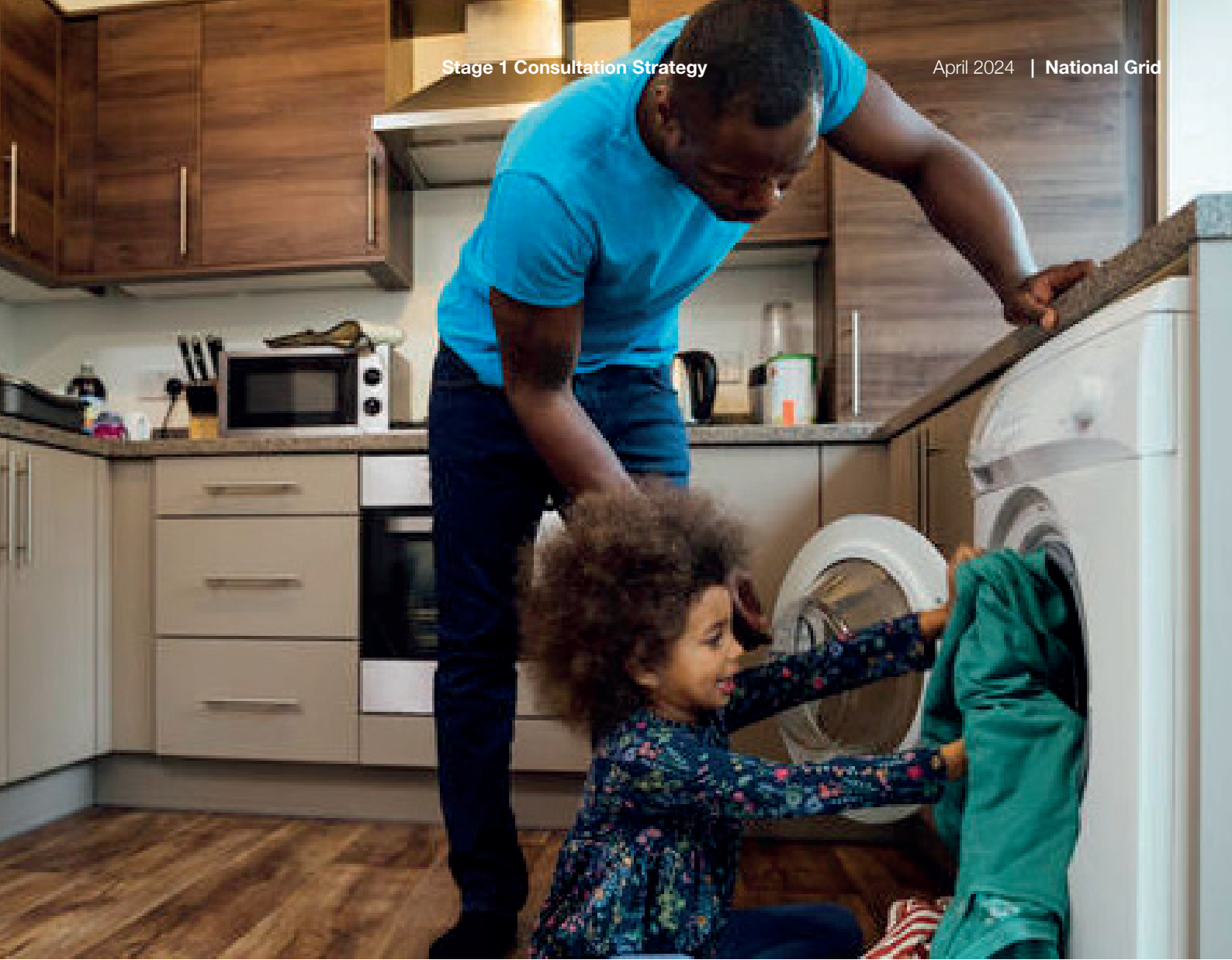
National Grid Ventures sits outside the above businesses and invests in technologies and partnerships that help accelerate our move to a clean energy future. That includes interconnectors to connect the UK with countries across the North Sea, to allow trade between energy markets and efficient use of renewable energy resources.

Our world is changing fast. Upgrading to cleaner, greener and more affordable energy will create exciting new opportunities for growth across the UK and speed-up our efforts to tackle the global climate challenge. The time for action is now.

The Energy White Paper (December 2020) set a target to quadruple offshore wind capacity in the UK over the next ten years – enough to power every home in the UK.

Everyone will benefit from clean energy and cleaner air, and a nationwide rollout of charging points will support the move away from fossil fuel for transport to more electric vehicles on our roads by 2030.





The British Energy Security Strategy (April 2022) saw the UK make new commitments to develop cleaner, more secure and affordable energy. Its aim is to accelerate the deployment of a range of energy sources, which could see up to 95% of our electricity being low carbon by 2030.

In powering up Britain, the Government explains that the grid needs to be expanded at an unprecedented scale and pace to deliver more clean power and increase our energy security.

Britain is leading the way, and it can become the world's first clean economy, with net zero carbon emissions by 2050.

But we can't stand still. A healthier, greener future for Britain requires significant upgrades to our energy infrastructure to reliably meet increased demand. At NGET we're working to make this future possible, combining the best of British engineering and ingenuity with smart technology to power our homes, travel and work.

When developing transmission network proposals, we must, under the Electricity Act 1989, do that in an efficient, coordinated and economical way, and have regard to the desirability of preserving amenity. Options to deliver additional network capability and the options we take forward are evaluated against these statutory duties. We must balance the need to develop the network in a way that is efficient, coordinated and economical, and reduces effects on people and places.

National Grid only develops new infrastructure where the existing transmission system can't be further upgraded, system changes can't be satisfied by other means or where customer connections are required. The Chesterfield to Willington project meets all those requirements for the development of new infrastructure.

We've detailed our approach to fulfilling these responsibilities and outlined our commitments regarding engagement and consultation on our proposals in our [Stakeholder, Community and Amenity Policy](#).

3. Chesterfield to Willington

The Chesterfield to Willington project is a proposal to build approximately 60 km of new 400 kV overhead electricity line between Chesterfield and Willington to allow us to carry more energy between the North of England and the Midlands.

The proposed overhead line would connect between a new substation at Chesterfield (being developed and consented as part of the Brinsworth to High Marnham proposals) and the existing Willington substation in Derbyshire.

Both projects will play an important role to help to carry more power between the north of England and Scotland into the Midlands.

The network requires significant reinforcement between the north of England and the Midlands in the form of new substations and transmission circuits. This will help to ensure we can transfer power securely to strengthen the network and help us achieve net zero and also provide connections for new customers. It will allow clean and green energy to connect to the network from where it's generated and to bring it to local communities to where it's needed by homes and businesses.

These works will allow us to transmit more low-carbon cost efficient energy to homes and businesses in the Midlands and further afield, while supporting the UK's ambitious net zero targets, keeping electricity bills as low as possible for consumers and carrying more power on the network.

Consultation for the Brinsworth to High Marnham project is taking place from Spring 2024. The Town and Country Planning Application is due to be submitted in early 2025 and, if approved, construction is expected to start in 2026.





4. Stage 1 consultation

The non-statutory consultation will run between 00:00 on 14 May and 11:59 on Tuesday 17 September 2024.

This is our first public consultation on the Chesterfield to Willington project. We want to introduce the project to communities, inform them of our work to date and ensure all stakeholders (defined as identified organisations, individuals and the local community) can engage with the project and provide feedback on our initial proposals.

At this early stage, we'll present a preliminary route and potential location for the new infrastructure in the form of a 'graduated swathe' within an Emerging Preferred Corridor. This represents our current thinking about where we may route the new overhead electricity transmission line.

The aim of our consultation is to:

- introduce and provide an overview of the project to the public;
- explain why we need to build the new electricity transmission line;
- present and explain our Emerging Preferred Corridor with graduated swathe;
- set out the options we've considered and how we arrived at the decision on the Emerging Preferred Corridor and graduated swathe we propose;
- ensure all stakeholders have the opportunity to provide feedback on our work to date; and
- outline next steps, the project programme and how we'll further develop our proposals.

The consultation period includes the Derbyshire school half term period which runs from Monday 27 to Friday 31 May 2024. The extended consultation also includes the summer holidays which commence on 23 July 2024.

This will open up the consultation and associated events so they're more accessible for people who might not be able to attend out of school holidays. They may also attract additional audiences such as tourists that may not typically engage. Our events programme ensures that there are events within areas inside and outside of this school holiday.

We are using a blend of digital and traditional engagement channels for this public consultation. This will involve using the project website and other digital tools to present information about the project and gather feedback on our proposals, as well as the provision of hard copy materials that are available at events, which we'll deposit in publicly accessible locations and on request.

In this strategy we've included how we will engage groups that are defined as seldom heard or hard to reach. These are defined as being inaccessible by most traditional and conventional methods of consultation, for any reason. We also recognise that some people may not have access to or use of the internet. We've set out more details on how we'll make our consultation fully accessible and proactively target those who may not typically engage. Information can be found in **Section 11 Accessibility and Inclusivity**.

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technologies



Merioneth Mountains

www.northwestcoastconnections.com

nation

Pylon designs for the NWCC



50m
40m
30m
20m
10m

Illustrative height comparisons

Standard heights will vary depending on topography/features. We have now identified specific heights for each pylon depending on what is most appropriate for each site.

A

Height: 30m

Clearance: 10m

Base: Approx. 10m

D

Height: 30m

Clearance: 10m

Base: Approx. 10m

Did you know? Our transmission lines in England consist of 7200km of overhead lines.

4.1 Coordination with Brinsworth to High Marnham

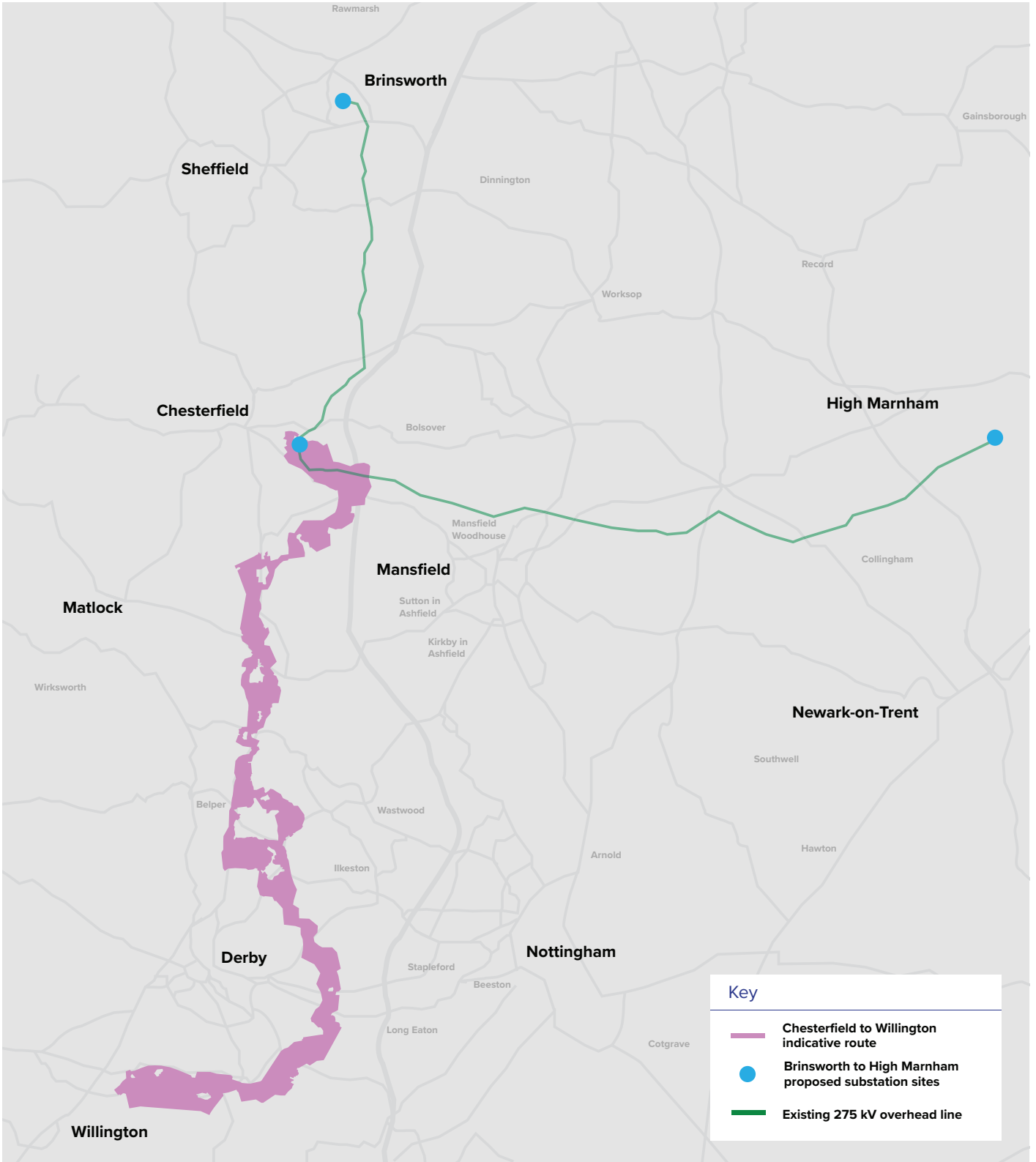
Much of the existing network in the centre of the country operates at 275 kV. Currently power can only flow east or west of the transmission network. Brinsworth to High Marnham is a separate project to reinforce the network in this area through new substations and upgrading (known as uprating) some of the existing circuits to 400 kV. This will create a new path for power to flow down the centre of the transmission network.

We propose to uprate the existing overhead line that runs between Brinsworth, near Rotherham in South Yorkshire and High Marnham, near Normanton on Trent in Nottinghamshire - passing through Cock Alley, near Chesterfield. We'll also build new substations in Brinsworth, High Marnham and at Chesterfield, where the existing Chesterfield substation operates at 132 kV and 275 kV so is unable to accept the incoming power from the uprated 400 kV line.

The Chesterfield to Willington project will connect into the proposed substation at Chesterfield. Being transparent and concise with stakeholders is important to National Grid. With two projects simultaneously underway in the same area, we'll actively strive to coordinate activities where feasible and appropriate.

This may include coordinated briefings with political stakeholders and parish councils and representation at public events from each project. This will allow stakeholders within the Chesterfield region to understand how the proposals from both projects will work in parallel and how each is being considered in design development, as well as the different consenting processes.

Consultation for the Brinsworth to High Marnham project is taking place from Spring 2024. The Town and Country Planning Application is due to be submitted in early 2025 and, if approved, construction is expected to start in 2026.



Indicative route of the Chesterfield to Willington project.



5. Consultation zones

We've mapped out a Primary Consultation Zone and a Secondary Consultation Zone to inform where and how we engage with local communities.

5.1 Primary Consultation Zone

The Primary Consultation Zone (PCZ) includes communities and stakeholders whose property postcodes lie within one km of the edge of the Emerging Preferred Corridor. These communities may be most directly affected by the proposals. We want to keep them fully informed about the project and we'll actively seek to engage them.

We'll mail a newsletter to all residential and business addresses within the PCZ on the launch of the consultation to introduce the project, promote the public events and webinars and point people to where they can find out more information and provide their feedback.

Public information events and information point locations where people can collect and view consultation material, are also located within the PCZ, as far as possible.

The PCZ can be viewed in Appendix A. Where appropriate, the PCZ has been extended to include whole streets rather than the one km boundary dissecting them.

5.2 Secondary Consultation Zone

The Secondary Consultation Zone (SCZ) will extend to five km from the edge of the Emerging Preferred Corridor. The SCZ will include communities and stakeholders who are less likely to be directly affected by the project but may have impacts such as construction traffic and long-distance views. The SCZ can be viewed in Appendix B.

All communication activity that we carry out within the SCZ will also cover the PCZ. We'll seek to raise awareness of the project and public consultation with stakeholders within both consultation zones through the broad dissemination of information.

This will include:

- advertisements in local and regional newspapers to provide information about the consultation, engagement events and how stakeholders can have their say on the proposals;
- advertising on social media to promote the consultation and engagement events to target those who might not otherwise engage;
- publishing full details of consultation and engagement events on the project website;
- information packs sent to all parish councils to introduce the project and provide some consultation materials;
- email communication to identified stakeholder groups, organisations and businesses; and
- provision of contact details for queries or to request paper copies of project documents.

We'll include details for how people without access to the internet can view paper copies of materials and project contact details to find out more information.

6. Consultation materials

A variety of materials will support the consultation to help stakeholders understand what's being proposed and enable them to have their say.

This will include:

- **Project Background Document** which gives an overview of the project summarising our technical documents and providing information on how to take part in the consultation;
- **Strategic Options Report (SOR)** explains the strategic options considered for the substation connection points for Chesterfield to Willington;
- **Corridor Preliminary Routeing and Siting Study (CPRSS)** outlines how the Emerging Preferred Corridor was identified between the two connection substations. This includes information on the graduated swathe which shows the areas within the corridor where the proposed infrastructure is considered more and less likely to be located;
- a **summary newsletter** provides a high-level description of the proposals and details information on the consultation and events (posted to all addresses with the PCZ);
- **overview maps and individual route section maps** – in print and online - of the Preferred Route Corridor shows the full Emerging Preferred Corridor and graduated swathe, focused on different geographical areas and to highlight challenges and constraints; and
- a **feedback form** to gather comments and feedback on our proposals.

To ensure the information presented is relevant to different audiences along the route, we'll divide it into sections so we can provide detailed information about the proposals within each area. We'll apply this presentation of the proposals to materials as appropriate such as the website, display panels at events, large scale and takeaway maps/plans for events and presentations and webinar slides.

We'll make all project materials available on the project website and at our public information events. Some will also be available in public locations (public information points) to view or collect. We'll produce materials in formats for those with additional needs, such as audio and languages other than English, on request.

6.1 Interactive Map

An interactive map will reference the entire Emerging Preferred Corridor, graduated swathe and supporting features such as protected areas. Users will be able to navigate to specific locations or postcodes to view specific points of interest.

This will be used at public information events and be available on the project website.

6.2 Project Website

A project website will be the central hub for all information. It allows easy access, with the option to download project information and documents that will also be available to view at public information events.

Document library	This will be the 'go to' online location for all project materials. It'll ensure all project information is available in one, easy to access online area. We'll encourage third parties hosting deposit locations and project information (such as local authorities, libraries etc.) to provide links to this page
Consultation pages	This will display all relevant information and material we present, including the interactive map. Project information will be laid out in a simple and visually engaging interactive format, with pointers and instructions throughout to aid easy navigation for the consultation.
Consultation events page	Date, time and venue/registration details of public information events and webinars during the consultation period.
FAQs	To provide answers to frequently asked questions. We'll keep this updated throughout the consultation as new questions are asked.
Videos, infographics and animations	Explains the need for the project and the proposals in a way that's accessible and understandable to members of the public, to ensure greater levels of inclusion and support for our proposals.
Project news	Enable members of the public to keep up to date on the project and provide an easily accessible place to host all recent updates.
Project contact details	Telephone, email and freepost details for people to request further details or ask questions.
'Ask the expert' session requests	Members of the public will be able to request a call-back from a member of the team to discuss the project with a relevant expert on their topic of interest.
Feedback form	The online form will enable members of the public to provide their feedback easily and submit to the project team.
Virtual consultation room	A virtual experience of our in person consultation events, providing access to documents, the interactive map, flythrough video, maps and display boards.
GDPR (Legal statement) and accessibility	All personal data will be held in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and personal data will not be transferred outside of the European Economic Area or used for purposes other than those outlined. The website will be made accessible for all users through the provision of audio guides, videos, other visual material, and the ability to request translation.

6.3 Public Information Points

Paper copies of the key consultation materials will be available at a number of locations to ensure public access to the information throughout the consultation. These are located within or in close proximity to the Emerging Preferred Corridor.

At these information points the consultation newsletter and feedback form are available to collect.

Reference copies of the Project Background Document, SOR and CPRSS will be available to view.

Documents will be available at these locations throughout the consultation period.

Visitors are encouraged to check with the relevant venue for the most up-to-date opening times.

Table 4: Information point locations

Information points	Opening times
Erewash District	
Ilkeston Library Market Place, Ilkeston DE7 5RN	Monday, Wednesday, Thursday & Friday: 9:30am - 5pm Tuesday: 9:30am - 7pm Saturday: 9:30am - 4pm
Long Eaton Library Tamworth Road, Long Eaton NG10 1JG	Monday to Thursday: 9:30am - 7pm Friday: 9:30am - 7pm Saturday: 9:30am - 4pm
Borrowash Library Victoria Avenue, Borrowash DE72 3HE	Monday: 2pm - 5pm Wednesday: 9:30am - 7pm Friday: 9:30am - 1pm Saturday: 10am - 1pm
Derby City District	
Alvaston Library London Road, Alvaston DE24 8QP	Monday: 1pm - 5pm Tuesday & Friday: 9:30am - 5pm Thursday: 9:30am - 7pm Saturday: 9:30am - 1pm
Mickleover Library Holly End Road, Mickleover DE3 0EA	Monday: 1pm - 5pm Tuesday & Friday: 10am - 5pm Thursday: 10am - 7pm Saturday: 10am - 1pm
Normanton Library St Augustine's Community Centre, Almond Street DE23 6LX	Monday & Friday: 9:30am - 5pm Wednesday: 9:30am - 7pm Thursday: 1pm - 5pm Saturday: 9:30am - 1pm
Riverside Library Council House, Corporation Street DE1 2FS	Monday to Friday: 9am - 5pm Saturday: 9am - 1pm

Amber Valley District

Ripley Library

Grosvenor Road, Ripley DE5 3JE

Monday-Friday: 9:30am - 5pm

Saturday: 9:30am - 4pm

Alfreton Library

Severn Square, Alfreton DE55 7BQ

Monday-Thursday: 9:30am - 5pm

Friday: 9:30am - 7pm

Belper Library

Derwent Street, Belper DE56 1UQ

Monday, Wednesday, Thursday & Friday: 9:30am - 5pm

Tuesday: 9:30am - 7pm

Heanor Library

Ilkeston Road, Heanor DE75 7DX

Monday-Wednesday: 9:30am - 5pm

Thursday: 9:30am - 7pm

Friday: 9:30am - 5pm

Saturday: 9:30am - 4pm

North East Derbyshire District

Clay Cross Library

Holmgate Road, Clay Cross S45 9PH

Monday: 9:30am - 7pm

Tuesday & Thursday: 9:30am - 5pm

Friday: 9:30am - 12pm

Saturday: 9:30am - 12:30pm

Holmewood Library

Heath Road, Holmewood S42 5RB

Monday: 2pm - 5pm

Thursday: 10am - 7pm

Friday: 10am - 1pm

Saturday: 9:30am - 1pm

Bolsover District

Bolsover Library

Church Street, Bolsover S44 6HB

Monday-Thursday: 9:30am - 5pm

Friday: 9:30am - 7pm

Saturday: 9:30am - 4pm

South Normanton LibraryThe Hub, Shiners Way, South Normanton
DE55 2AA

Monday-Friday: 9am - 4pm

Chesterfield District

Chesterfield Library

New Beetwell Street, Chesterfield S40 1QN

Monday, Tuesday & Friday: 9am - 5pm

Wednesday & Thursday: 9am - 7pm

Saturday: 9am - 4pm

Newbold Library

Windemere Road, Chesterfield S41 8DU

Monday & Thursday: 9:30am - 5pm

Tuesday: 9:30am - 7pm

Friday: 9:30am - 12pm

Saturday: 9:30am - 12:30pm

Old Whittington Library

High Street, Chesterfield S41 9JZ

Tuesday & Thursday: 10am - 6pm

Saturday: 10am - 1pm

7. Events

A hybrid programme of events and webinars will provide stakeholders with the opportunity to find out more about our proposals and provide feedback.

7.1 Public Information Events

Events are to be hosted at suitable community hubs along the proposed route within the PCZ. To ensure these are accessible to as many stakeholders as possible they are located within a reasonable distance from each other.

We've selected venues to ensure there's carparking and they're accessible for all. In-person events will provide the opportunity for attendees to speak to technical experts within the team. We'll make project information available at the events to view including display boards to summarise the proposals, the technical documentation, large scale maps and plans. An interactive map will also be available on a screen so visitors can view the Emerging Preferred Corridor in relation to their area of interest. Consultation materials will also be available to take away such as the Project Background Document, and maps. If we need to cancel an event/s for any reason, we'll hold an online event at the published time.

Area	Date	Time	Location
Alfreton Amber Valley District	Monday 8 July 2024	1pm-6pm	Christ the King Parish Hall 104 Nottingham Road, Alfreton DE55 7GL
Ripley Amber Valley District	Wednesday 10 July	10am-3pm	Greenwich Community Sports Hub Nottingham Road, Ripley DE5 3AY
Pilsley North East Derbyshire	Friday 12 July 2024	2pm-7pm	Pilsley Village Hall Pear Tree Road, Pilsley S45 8HU
Calow North East Derbyshire District	Saturday 13 July 2024	10am-4pm	Calow Community Centre Allpits Road, Calow S44 5AT
Kilburn Amber Valley District	Monday 15 July 2024	2pm-7pm	Kilburn Village Hall Church Street, Kilburn, Belper DE56 0LU
Glapwell Bolsover District	Thursday 18 July	2pm-7pm	The Glapwell Centre The Green, Glapwell S44 5LW
Findern South Derbyshire District	Friday 19 July 2024	2pm-7pm	Findern Village Hall Castle Hill, Findern DE65 6AL
Weston-on-Trent South Derbyshire District	Saturday 20 July 2024	10am-4pm	Weston-on-Trent Village Hall 47 Main Street, Weston-on-Trent DE72 2BL
Borrowash Erewash District	Wednesday 24 July 2024	2pm-7pm	Ashbrook Community Centre Ashbrook Avenue, Borrowash DE72 3JE





7.2 Webinars

Online webinars provide the opportunity to present the same information as at the public events to a large number of interested stakeholders.

The webinars will include a summary of the proposals, similar to those presented on the display boards at the events. They'll provide details on the consultation activity, highlight relevant upcoming events (depending on the timing within the consultation) and how people can engage and provide their feedback. The sessions will also include time for questions and answers.

We've arranged a range of webinars to focus on specific geographical areas which we'll promote to relevant audiences. These will be spread throughout the consultation and at different times of the day to capture different audiences.

Registration for the website will be via the website and details about how to sign up will be widely publicised.

A recording of a general overview presentation is available to view on our website for playback by those who can't attend the sessions.

Webinar sessions	Date	Start time
Introduction to Chesterfield to Willington project proposals – general overview	Tuesday 21 May	6pm
Our proposals in Section 1 - Chesterfield substation to Stretton	Tuesday 9 July	6pm
Our proposals in Section 2 - Stretton to Ripley	Tuesday 16 July	6pm
Our proposals in Section 3 - Ripley to Morley	Monday 22 July	6pm
Our proposals in Section 4 - Morley to Ockbrook	Tuesday 23 July	6pm
Our proposals in Section 5 - Ockbrook to Aston-on-Trent	Thursday 25 July	6pm
Our proposals in Section 6 - Aston-on-Trent to Willington substation	Monday 29 July	6pm
Introduction to Chesterfield to Willington project proposals – general overview	Wednesday 31 July	6pm

8. Stakeholder briefings and meetings

We propose to meet, either digitally or in-person, with identified key stakeholders before and during the consultation, to share information on the project and answer questions.

Before and on the launch of the consultation, we'll offer briefing meetings with the following stakeholders:

- Members of Parliament where all or part of their constituencies lie within the PCZ and SCZ;
- Elected representatives of the County and District Councils that fall within the PCZ and SCZ; and
- Parish councils where all or part of the parish fall inside the PCZ and SCZ.

We'll engage with other organisations and all stakeholders will be able to request meetings with the project team.

These may include:

- third party groups such as Local Enterprise Partnerships;
- community groups or residents' associations with a close geographical relationship to the project;
- interest groups with a close relationship to or high interest in the project.

We'll share digital copies of project information with these stakeholders (paper copies will be provided upon request, or where digital receipt isn't possible) along with details about how to respond to the consultation and engage with the project team. We'll also continue to update these stakeholders at key project milestones.

9. Managing enquiries and consultation feedback

9.0 Community relations team

Contact information including a freephone line (available Monday to Friday 9am - 5.30pm), an email and a Freeport address will be promoted on all materials. This provides direct communication channels to the project team for questions about the proposals and submit any feedback.

9.1 'Ask the expert' sessions

Stakeholders will be able to request a telephone or video call from a member of the project team about specific topics. This provides an alternative option for those who may have limited access to other engagement channels or are less comfortable with online technology. Requests will be triaged by the JBP community relations team who'll respond to questions if they can. Alternatively, they'll schedule a telephone or video call with relevant team member/s.

9.2 Providing feedback

We want to make providing feedback on our proposals as easy as possible, and have provided a variety of methods for people to have their say.

- **Online:** Complete our online feedback form, available at nationalgrid.com/chesterfieldtowillington.
- **Email:** send comments to our project email address chesterfield-willington@nationalgrid.com stating 'feedback' in the email subject.
- **Call us:** Call our freephone line **0800 073 1047** Monday to Friday 9 – 5.30pm.
- **Feedback form:** Download and print a copy of our feedback form from our website and post it back to us at **FREEPOST NATIONAL GRID PROJECTS (JBP)**.

Paper feedback forms can be collected from any of our events or information points. Alternatively, call or email us to request a consultation pack (newsletter, feedback form and freepost envelope) to be sent via post.

10. Promoting the consultation

To raise awareness of the project and the public consultation on the proposals, and encourage feedback, we'll undertake a variety of promotional activity before and during the consultation period to raise awareness of the project and encourage feedback.

10.1 Newsletter

We'll post a newsletter which provides high level information and promotes the consultation to all residential and business addresses (approx. 70,000 addresses) within the PCZ to land at the start of the consultation. This will include:

- an introduction to the project and overview of the proposals;
- details of the consultation including how stakeholders can discuss plans with the project team through local public information events, webinars, and via the project's various contact channels;
- signposting to the project website and public information points for more information; and
- information on how people can provide feedback and request printed or alternative format materials.

An updated newsletter with details of the extended consultation deadline, and rescheduled Public Information Events and webinars will be distributed to the PCZ one week prior to the first rescheduled event.

10.2 Print advertising

We'll place advertisements in key local and regional publications. These will help ensure stakeholders without access to the internet, or who don't frequently use sites which will receive targeted virtual advertisements, are made aware of the project consultation.

Advertisements will be quarter or half page prints, published during the consultation period, to inform of the consultation, public information events and deadlines for feedback. See Appendix C for list of press and digital publications.

10.3 Social media

We'll use social media (Facebook and Instagram) to advertise the consultation. We'll target advertisements to postcodes around the event locations to promote the events closest to communities, and via section for section specific webinars. Through this approach we will target the entire SCZ. Social media advertisements may draw in stakeholders, for example young people, who wouldn't otherwise engage with the consultation. We'll also ask parish councils, and other identified groups, to use their own social media channels to advertise the consultation.

10.4 Email updates

We'll build and maintain a database of stakeholder contacts ahead of and throughout the consultation. This will include stakeholders sourced through desk research, such as ward and division councillors, parish councils, and local business and community groups. The website will also feature a sign-up form where people can register their email address to be kept up to date with information on the project as it develops.

We'll contact this database via email at key milestones as below:

- before the start of the consultation;
- as we launch the consultation;
- to remind people about the start of the public information events;
- before the consultation closing date and feedback deadline; and
- to advise when the consultation has closed.

10.5 Press release

We'll distribute a press release to identified local and regional media. This will include information on the consultation, the project proposals and public information events.

10.6 Promotional packs

We'll create digital and print packs to provide to parish councils. These will include posters, newsletters, feedback forms (print only) and event advertisements (digital only). This will enable third parties to readily promote the consultation and events on our behalf by hosting information on their social media channels, websites, email updates, and displaying posters in public places such as community notice boards.



11. Accessibility and inclusivity

We recognise that some people and groups may be inaccessible or may not be comfortable with the methods we propose to use for the consultation. We want to ensure all our engagement and consultation is inclusive and reaches those who otherwise may not engage with us.

Seldom heard and hard to reach groups are defined as being inaccessible by most traditional and conventional methods of engagement. There may be a requirement for the production of additional engagement and consultation materials, or more investment to reach out to these communities to encourage them to engage. Typically, this may be the majority of our stakeholder audience, outweighed by the minority but loudest voices. It's these communities who can generate positive support for the project and in some cases become ambassadors.

We want to engage equally with all stakeholders, irrespective of their communications access. To ensure our consultation is accessible to we will:

- directly mail a newsletter with project information to all stakeholders within the PCZ, provide details about how to access paper copies of other project documents and the multiple ways they can provide feedback;
- make important information available in both digital and non-digital formats and provide alternate formats (such as audio or alternative languages) for those who need them;
- ensure paper copies of the information is available at public information point locations, along with the opportunity to request a telephone or video call with the project team who can provide further assistance and send consultation packs to those who are unable to access the material online;
- advertise the consultation and project contact details through a variety of traditional and digital media;
- advertise the availability of team call-backs for stakeholders with further questions or who'd like to discuss the project with the project; and
- identify and actively reach out to those stakeholder groups in environments they already interact with. We'll create opportunities to increase our reach and engage with stakeholders who are typically ambivalent to projects such as these.

The key objective of this stage is to undertake a meaningful, purposeful, and informative consultation with a wide range of stakeholders.

Seldom heard and hard to reach groups can often be overlooked but engagement with them is essential to demonstrate an effective and inclusive consultation. The wider objectives of this strategy are to:

- ensure under-represented groups are more represented in the non-statutory consultation approach;
- present proposals in a simplistic and non-technical way, which includes a clear understanding of the consultation process;
- ensure we communicate the project's wider benefits and improvements and how these are relevant to under-represented groups; and
- receive feedback from seldom heard and hard to reach groups that could help shape the project's future development in ways that we might otherwise overlook.

We'll create a database of identified relevant contacts for seldom heard and hard to reach community groups and other interest groups and organisations. The database will ensure we keep groups and organisations up to date with the development of the project through regular email updates, mailing, digital and face to face contact. We'll also monitor the success of our communications tools to test the suitability of our approach to engagement.

We'll adjust our engagement approach accordingly in line with the reception our early engagement receives from these interest groups, which includes:

- ethnic minority groups and people for whom English is a second language;
- traveller community;
- the elderly;
- people with visual and hearing impairments;
- disabled people or those with limited mobility;
- those in the 15-19 and 20-39 age groups;
- carers and families with young children;
- economically inactive individuals; and
- geographically isolated communities or individuals.



11.1 Encouraging engagement

We've discussed how best to engage with seldom heard and hard to reach stakeholders and we'll continue to welcome suggestions for further groups that we should engage. We've designed engagement methods to facilitate interaction, which includes the communication tools set out in the table below. We'll also engage wider interest groups to help reach audiences. These include:

- business groups, such as Local Enterprise Partnerships and Chambers of Commerce;

- community groups, such as residents' associations with a close geographical relationship to the project; and
- educational establishments, including universities, colleges and schools in the local area and wider regions.

We'll carry out the following in the lead up to and during the consultation period:

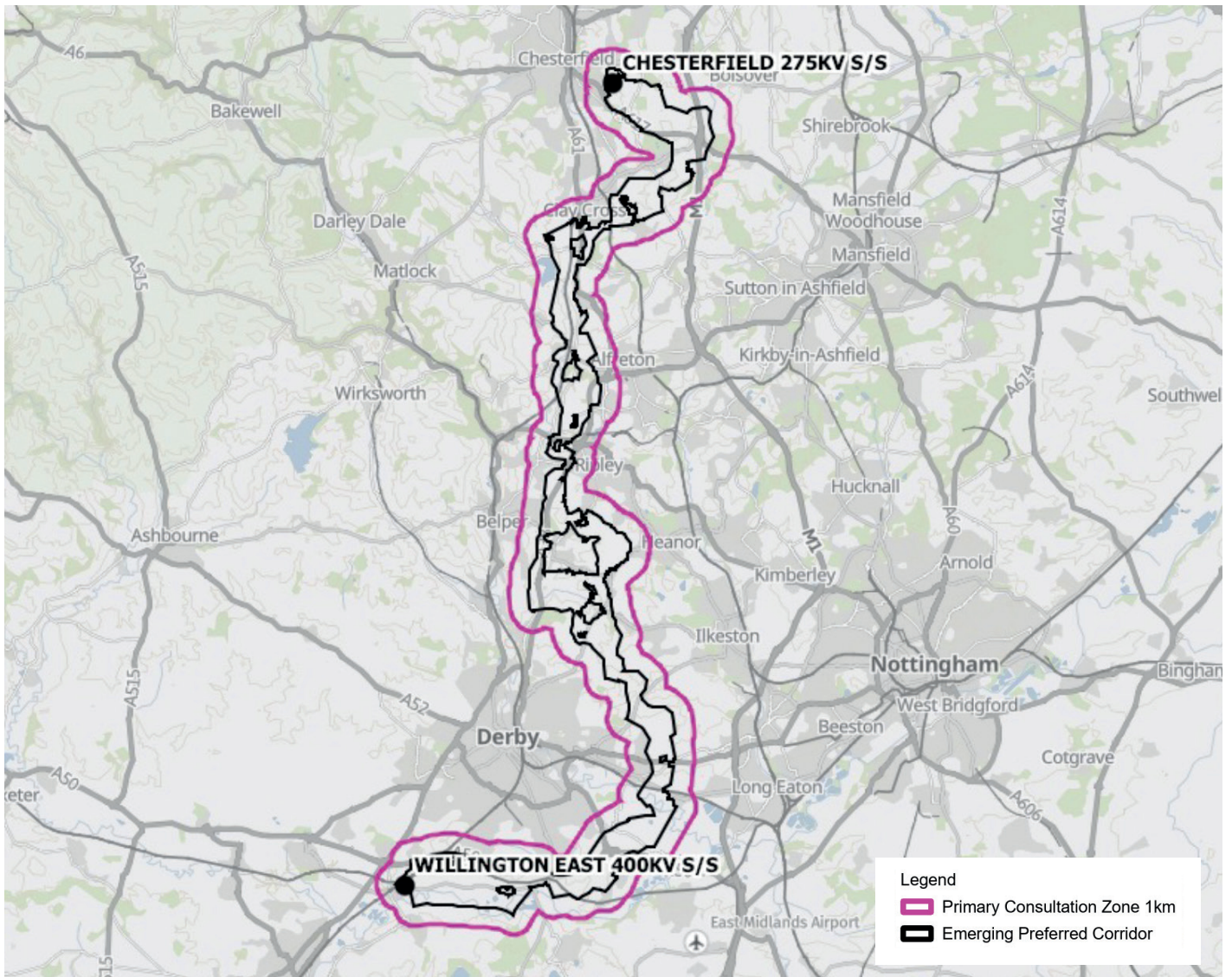
Activity	Objective(s)	Result
Direct engagement with representative groups and organisations.	To build up links to groups and organisations we identify as representing seldom heard sections and interest groups in local communities. For example, these could include community groups, youth groups, business groups, activity centres and ethnic minority groups.	National Grid can make use of existing communications channels that these community groups have in place to engage with a wider audience of harder to reach groups and individuals.
Engagement with ambassadors/champions (for example, parish councils which have their own communications channels).	To facilitate wider consultation beyond traditional channels. To help the project team identify likely issues and concerns from hard-to-reach audiences and ways to overcome them.	Feedback is received from hard-to-reach representatives and individuals.
Online events and webinars with dates and times advertised on the following channels: <ul style="list-style-type: none"> • printed materials; • press releases; • email updates; • press advertising; and • social media advertising. 	To engage with a wide range of audiences and spread awareness about the proposals and consultation to those who may not otherwise hear about them or have the opportunity to participate. These may be integrated with other consultation activities, such as the programme of digital consultation events.	To enable participation in the consultation process.

We've created a database of identified relevant contacts at seldom heard and hard to reach community groups and other interest groups and organisations. We'll use this contact database to ensure we keep these groups and organisations up to date with the development of the project through regular mailing, telephone, digital and face to face contact.

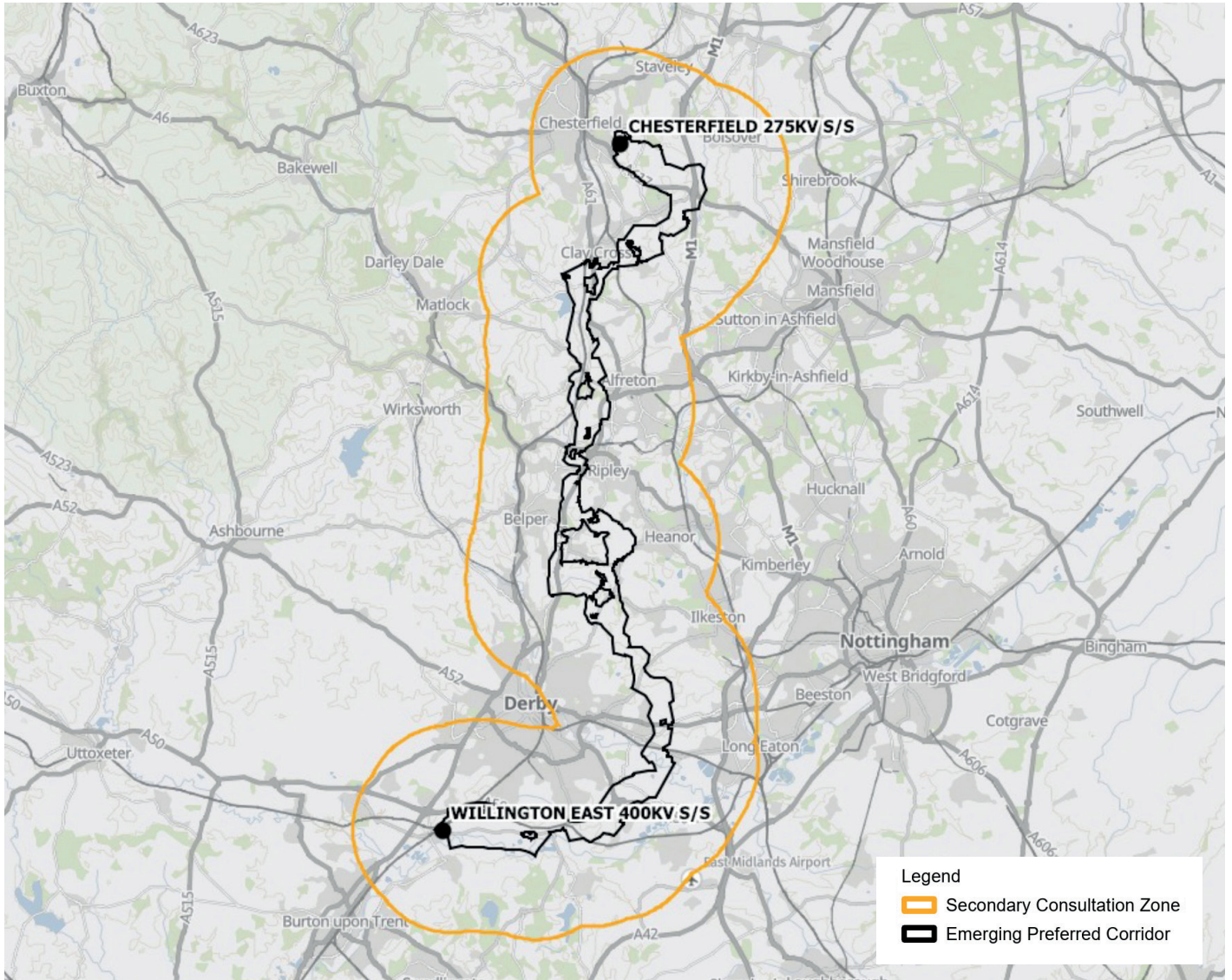
We'll also monitor the success of our communications tools to test the suitability of our approach to engagement. We'll adjust our engagement approach accordingly in line with the reception our early engagement receives from these interest groups.

12. Appendices

Appendix A – Primary Consultation Zone



Appendix B – Secondary Consultation Zone



Appendix C – Press and digital publications

Region / Area Covered	Publication
Derby and South Derbyshire	Derby Telegraph (Derbyshire Live)
Derbyshire	Derbyshire Times
South Derbyshire, Erewash, Amber Valley	Burton Mail (Staffordshire Live)
East Derbyshire	Nottingham Post / Nottingham Live

National Grid plc
1-3 The Strand
Charing Cross
London
WC2N 5EH
United Kingdom

[nationalgrid.com](https://www.nationalgrid.com)