

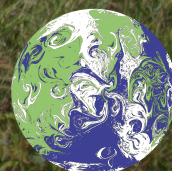
Bramford to Twinstead Reinforcement

Consultation Strategy

March 2021



nationalgrid



PRINCIPAL PARTNER
**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

Introduction

This document outlines how National Grid Electricity Transmission (National Grid) intends to carry out pre-application non-statutory consultation in spring 2021 on proposals to provide additional network capability between Bramford substation in Suffolk and Twinstead Tee, to the south of Sudbury in Essex.

Representatives of Suffolk County Council, Essex County Council, Babergh District Council and Mid-Suffolk District Council and Braintree District Council have been consulted on the proposed approach to consultation.

A Statement of Community Consultation (SoCC) will be prepared ahead of Statutory Consultation, which is proposed to take place in 2022.

The content of the SoCC will build on this approach and 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 the Planning Act 2008 (as amended).

Contents

- 04 National Grid Electricity Transmission – What we do in the UK
- 06 The Bramford to Twinstead project
- 07 Purpose of the 2021 consultation
- 07 Consultation area
- 09 Documentation on deposit
- 10 Stakeholder briefings and meetings



- 11 **Public consultation**
 - Digital consultation
 - Project website
 - Live chat sessions
 - Team call back
 - Providing feedback on our proposals
- 14 **Advertisement**
 - Print media
 - Social media
- 15 **Engaging the unconnected**
- 15 **Hard to reach strategy**
 - Communication tools



National Grid Electricity Transmission

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 is 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, creating growth and jobs for communities across Britain.

National Grid Electricity Transmission (National Grid) owns, builds and maintains the transmission network in England and Wales. It is National Grid Electricity Transmission that is developing the proposals for the Bramford to Twinstead Reinforcement.

National Grid ESO is the Electricity System Operator (ESO) for the whole of Great Britain. It covers the transmission networks in Scotland, owned by ScottishPower Transmission and Scottish and Southern Electricity Networks, along with the network in England and Wales. National Grid ESO manage the network, ensuring the right amount of energy is where it is needed. It is entirely separate from National Grid Electricity Transmission.

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.

Over the next ten years, The Energy White Paper December 2020 set a target to quadruple offshore wind capacity in the UK – 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.

Britain is leading the way and can become the world's first clean economy, with net zero carbon emissions by 2050. As a country, we recently broke the record for the longest period without burning coal since 1882, and in recent years, more of our energy came from renewables than fossil fuels.

But we cannot stand still. A healthier, greener future for Britain requires significant upgrades to our energy infrastructure to reliably meet increased demand. At National Grid we are 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 minimises impacts on people and places.

We have explained how we set out to meet these responsibilities and our commitments relating to engagement and consultation about our proposals in our [Stakeholder, Community and Amenity Policy](#).



The Bramford to Twinstead project

East Anglia is an important and developing region for renewable and low carbon energy.

Today there is 4,100 MW of existing generation in East Anglia. By the end of the decade, with new nuclear, offshore wind and interconnectors, that is set to rise to approaching 25,000 MW – far exceeding the capability of the existing network. It is that change that is driving the need to provide additional transmission network capability out of the region.

Delivering the network capability to connect this renewable and low carbon energy is vital to meet the UK's aims to secure more of our energy supplies from renewable sources and move towards net zero by 2050.

A separate 'Project Background' document will explain the drivers in more detail and why we need to build additional capability on this part of the transmission network.

To help deliver this network capability, we need to build a new 400 kV connection between Bramford substation and Twinstead Tee.

Between 2009 and 2013 we started developing proposals. We paused work on the project following changes to when some of the new generation projects in the region were likely to connect to the transmission network.

Our proposals were shaped by:



Feedback from three rounds of public consultation



Detailed design including engineering and environmental surveys



Feedback from 18 months of community forums and thematic group meetings which explored the public significance of impacts and where undergrounding the power lines might be necessary to mitigate them.

When we paused the project in 2013, our proposals included building:

- 19 km of 400 kV overhead line using lattice pylons
- 8 km of 400 kV underground cable in two sections – in Dedham Vale AONB and the Stour Valley
- four sealing end compounds at the transition between the proposed pylons and underground cable sections
- removing 26km of an existing UK Power Network (UKPN) 132 kV overhead line between Burstall Bridge and Twinstead Tee, to make way for a new 400 kV connection
- a grid supply point substation at Butler's Wood, west of Wickham St Paul, to maintain supplies to the local UKPN distribution network.

We published consultation feedback reports between 2009-2013 to record how feedback helped shape the development of the proposals.

Purpose of the 2021 Non-Statutory consultation

We have mapped out a Primary Consultation Zone (PCZ) and a Secondary Consultation Zone (SCZ), to inform our engagement activities. They are shown in the appendices.

Primary Consultation Zone (PCZ)

The Primary Consultation Zone will include stakeholders whose properties lie within 1 km of the proposals. Where appropriate, the PCZ has been extended to include whole streets rather than the 1 km boundary dissecting hamlets or neighbourhoods.

As the PCZ will include stakeholders who will be most directly impacted by the proposals, we want to ensure they are kept fully informed about the project and we will actively seek to engage them.

Before we start our consultation, we will mail information packs to all properties within the PCZ.

The pack will include:

- summary newsletter
- project website details and information on how to access the consultation portal
- information about consultation event dates, inviting stakeholders to live chat sessions and video webinars; also to telephone surgeries and call back calls
- feedback form with details of how to provide your feedback
- postage-paid envelopes.

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

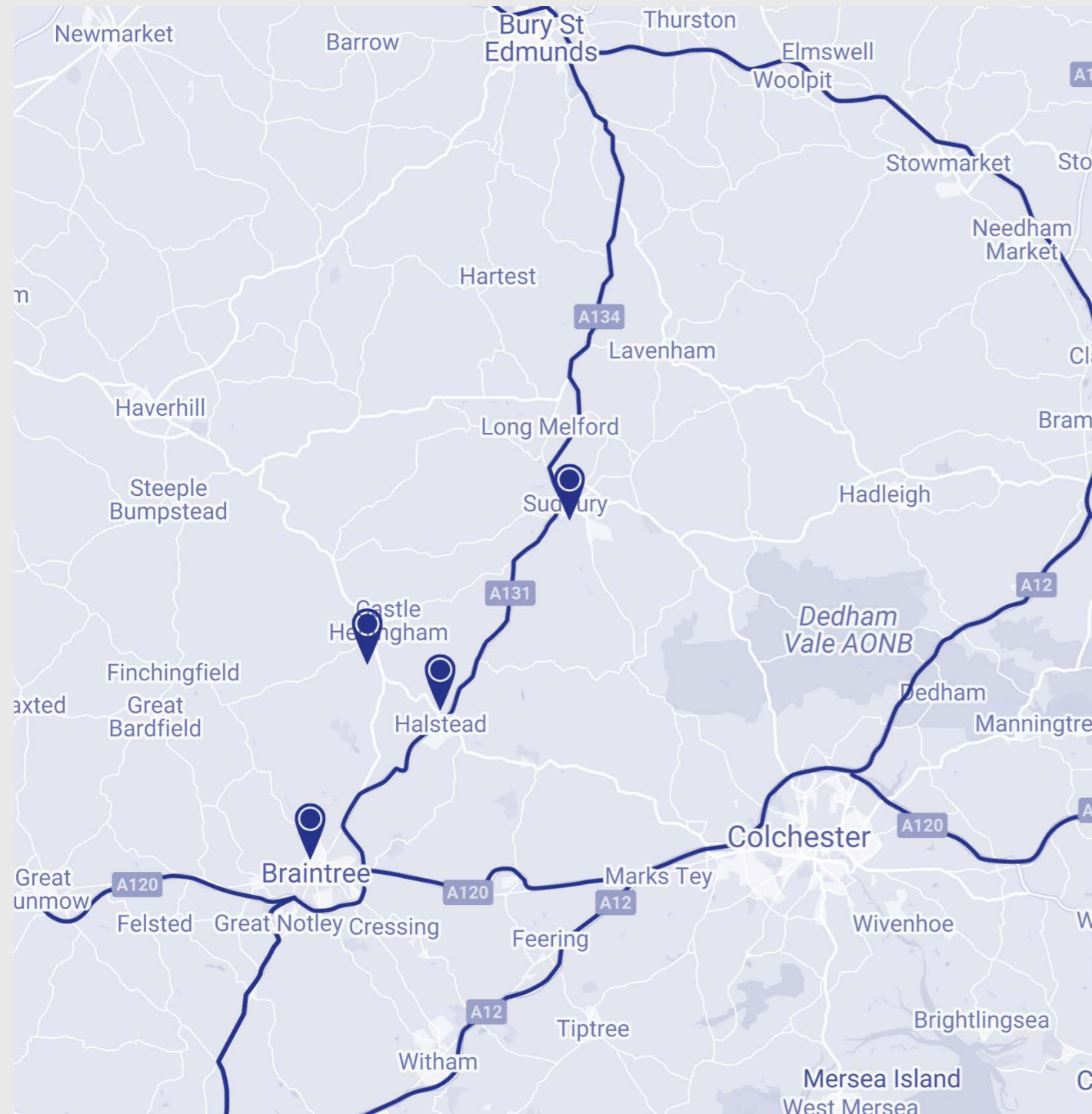
Secondary Consultation Zone (SCZ)

The Secondary Consultation Zone will include stakeholders whose properties are within 5 km of the transmission network proposals. The SCZ will include those who may be impacted by the project and construction.

We will seek to raise awareness of the project and public consultation with stakeholders within the SCZ through the broad dissemination of information.

This will include:

- placing advertisements for the digital consultation and engagement events and information on how to get involved in prominent community locations
- placing advertisements in local and regional newspapers
- providing project documents in deposit locations around the area for stakeholders to examine
- placing advertisements on social media to target different demographics and to include those who might not otherwise engage with the consultation
- providing contact details for queries or to request paper copies of project documents.



Documentation on deposit

Project documents will be made available on the consultation website. We will also place paper copies of documents at suitable, publicly accessible locations along the route of the new connection.

These will be available to stakeholders who are not able to access the project website and will include:

-  Project Background document
-  Project Development Options Report
-  Summary newsletter
-  Feedback form
-  Postage paid envelopes

Potential locations

Subject to their agreement, we will set up deposit locations at the following locations from 13th April:

- Braintree Library
- Halstead Library
- Sible Hedingham Library
- Sudbury Library

Due to the ongoing pandemic deposit locations are subject to change dependent on government guidance.

Any changes will be noted on the project website www.nationalgrid.com/bramford-twinstead



Stakeholder briefings and meetings

In line with current government guidance, we are proposing to hold digital meetings with stakeholders to provide information on the project and respond to questions.

Whilst we are proposing to use a blend of digital and traditional tools, we will not be holding face-to-face meetings during this consultation due to ongoing uncertainty about the easing of lockdown restrictions.

Before the start of public consultation, we will offer briefing meetings with the following stakeholders:

- members of Parliament where all or part of their constituencies lie within the SCZ
- elected representatives of District and County Councils
- parish Councils where all or part of the parish fall inside the PCZ.

We will meet with other organisations on request. These may include:

- third party groups such as Local Enterprise partnerships and Business Groups
- community groups or residents' associations with a close geographical relationship to the project
- parish councils which fall outside of the PCZ
- interest groups with a close relationship to the project.

We will undertake a comprehensive stakeholder mapping exercise to identify stakeholders. We will send them digital copies of project information (paper copies will be provided upon request, or where digital receivership is not possible) and details on how to respond to the consultation and engage with the project team. We will keep them updated at key project milestones.



It is possible to ensure a robust consultation which is accessible for all members of society, irrespective of access to the internet

Public consultation

As a result of the coronavirus pandemic, digital methods for consultation have been utilised and developed which allow for the continuation of public consultation, in line with government advice surrounding social distancing and face-to-face meetings.

Digital consultation not only protects the health and wellbeing of both members of the public and the project team, but, paired with more traditional methods of communication, such as mailing of physical documents, it is possible to ensure a robust consultation which is accessible for all members of society, irrespective of access to the internet.

As such, we are proposing to use 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 on the project and gather feedback on our proposals. This approach has been shown to have a strong record of success and is becoming widely accepted for consultations on infrastructure proposals.

Recent figures from the Office for National Statistics show that as of 2019, virtually all adults aged 16 to 44 in the UK were recent internet users (99 per cent), compared with 47 per cent of adults aged 75+. Looking specifically at Suffolk, the study found that just 8.3 per cent of people had not used the internet for three months or had never used it at all.

We remain committed to engaging with all stakeholders and we recognise that some people may not have access to or use of the internet. We have set out more details in Engaging with the Unconnected (page 15) on how we will make our consultation fully accessible to those who do not have digital access.

Recent experience suggests that a hybrid solution, one that adopts the use of digital solutions, originally imposed by the Covid restrictions, coupled with more traditional communication channels would be the optimum consultation solution, whether Covid restrictions are in place or not.



We will not be holding face-to-face meetings during this consultation due to ongoing uncertainty about the easing of lockdown restrictions

Public consultation

Project website

We will set up the project website so that people can easily access and download project information and documents, and find links to other resources that would have been available to view at a traditional public consultation event.

It will include:

Function	Rationale
Document library with access to the information	The library will be the 'go to' deposit location for all project information. It will ensure that all project information is available in one, easy to access location. We will encourage third parties hosting deposit locations (such as local authorities, libraries, etc) to provide links to this page.
Online public consultation to display all relevant consultation material	Project documents will be laid out in a simple, visual and interactive format, with pointers and instructions throughout to aid easy navigation.
Document archive	Providing the key reports from the 2009-2013 consultation.
Live chat function	During the consultation period, we will include a live chat function on the project website. We will publish a schedule of times when members of the project team will be available online to respond to questions from stakeholders.
Team call-back requests	Members of the public will be able to request a call back to discuss the project over the phone.
Searchable FAQs	This will help visitors to find answers to frequently asked questions. If someone asks a question which has not been answered, it will be automatically emailed to the team. This will ensure that all questions are answered.
Project videos, infographics and animations	A way of explaining the plans in a way that is accessible and understandable to the general public, ensuring greater levels of inclusion.
Project update section	We will publish telephone, email and freepost details for the public to get in contact and request further details or ask questions.
Feedback form	The online form will enable members of the public to provide their feedback easily and send it back directly to the project team
GDPR (Legal statement)	We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com .

Public consultation

Interactive map

We will use an interactive map with different icons referencing points of interest. Each marker will open further information, which can contain images, text, videos or signpost to a different page that expands on the subject.

Online consultation portal

We will publish an interactive Project Background document which will set out information on our proposals and what we are consulting upon. The information will also be published in a downloadable format within the project library and paper copies will be available on request.

Live chat sessions

We will hold live chat sessions during the consultation period where members of the public and other interested stakeholders will be able to log in at pre-advertised times and use message boxes to converse with the project team in real time.

The live chat sessions aim to replicate the opportunity visitors have to speak to members of the project team at a traditional exhibition event.

Webinars

We will arrange a programme of webinars to enable the project team to present the proposals to a large number of interested stakeholders in a controlled format, with time for questions and answers at the end of the session.

Webinars will focus on geographical areas and the programme will be widely advertised.

Telephone surgeries

Members of the public who are uncomfortable with online technology or without access to the internet will be able to book a team call back appointment to discuss their questions with the project team. Ahead of these appointments, hard copies of all relevant information will be posted out upon request, and members of the public will also be asked if they have any specific areas of interest, so that the project can ensure the relevant technical expert is available.

Team call back

We will publish contact information, including a freephone information line and an email address. Stakeholders will be able to request a telephone call from a member of the project team if they would prefer to ask questions over the phone. This provides an alternative option for those who are less comfortable with online technology.

Providing feedback on our proposals

We want to make providing feedback on our proposals as easy as possible for all stakeholders.

Visitors to our project website and online consultation portal will be able to fill out a feedback form online and send it back directly.

Members of the public will also be able to telephone our freephone contact number and request a paper copy of the feedback form, and a freepost envelope, enabling them to send their feedback to the project team free of charge.

We will review all returned feedback forms, and comments will be inputted into a specialist stakeholder management system, for reporting at a later date.

Advertising

We will use advertising to raise awareness of the public consultation on the project proposals.

Print media

To raise general awareness of the project within the area and to advertise the consultation programme, we will place advertisements in key local and regional publications. These advertisements will help ensure that stakeholders without access to the internet, or who do not frequently use sites which will receive targeted virtual advertisement, are made aware of the project consultation.

Advertisements will generally be half page prints, published in the run up to the start of public consultation, and during the consultation period, to remind stakeholders of deadlines for feedback and other important dates, such as webinar and live chat dates.

Social media

We will use social media to advertise the consultation. We will target advertisement to specific demographics based on age, location, and other factors. Social media advertisement may draw in stakeholders who wouldn't otherwise engage with the consultation, for example young people. We will also tailor our advertising by location, specifically to provide location-based information relevant to the target audience.

Social media advertisement options include:

- Facebook
- Instagram
- Spotify



Hard to Reach Strategy

While the coronavirus pandemic has presented us with a situation where digital consultation is a necessity, we recognise that some people may not have access to, or use of, the internet.

We want to engage equally with all stakeholders, irrespective of access to digital communications.

To ensure our consultation is accessible to all, we will:



directly mail a consultation pack and project information to all stakeholders within the PCZ; and provide details of how to access paper copies of other project documents and provide feedback by post.



make important information available in both digital and non-digital formats and we will provide alternate formats for those who need them, as set out in our Hard to Reach strategy.



make paper copies of the information available at deposit locations, along with contact details for the project team who will be able to 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 social media.



advertise the availability of telephone call backs for stakeholders with further questions or who would like to discuss the project further with the project team.

We want to ensure that all our engagement and consultation is inclusive, and we want to reach those who otherwise may not engage with us. We are developing a strategy on how to engage groups that are defined as hard to reach (HTR) and Hard to Hear (HTH). Hard to Reach groups are defined as being inaccessible to most traditional and conventional methods of consultation for any reason.

Hard to Reach groups could consist of the following:

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

Our strategy for engaging with Hard to Reach groups will be developed over the course of the initial consultation exercise and will include the use of the communication tools set out below.

Hard to Reach Strategy

Communication Tools

Communication tool	Objective(s)	Result
Direct engagement with representative groups and organisations	To build up links to groups and organisations we identify as representing Hard to Reach sections of the local communities. These could include youth groups, activity centres, ethnic minority groups, religious groups etc.	National Grid can make use of existing communications channels that these community groups have in place to communicate with a wider audience of harder to reach groups and individuals.
Consultation website <ul style="list-style-type: none"> • audio description • sign-language/subtitled videos • Hard to Reach representative contact details/email address • font size adjuster • google translate service • all materials available online & offline, large print version of website available 	To support easy access to information for anyone with either visual or hearing impairments.	To enable participation in the consultation process.
Ambassadors/champions To support engagement (for example, parish councils which have their own communications channels)	To facilitate wider consultation beyond traditional channels. To assist the project team in identifying likely issues and concerns from Hard to Reach audiences and ways to overcome them. To provide evidence of consultation with Hard to Reach representatives.	Feedback is received from Hard to Reach representatives and individuals.
Specific awareness events/webinar: <ul style="list-style-type: none"> • printed materials • press releases • e-letters/eshot • multilingual media • paid advertising • social media campaigns 	To engage with Hard to Reach audiences and spread awareness of 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.

Hard to Reach Contact database

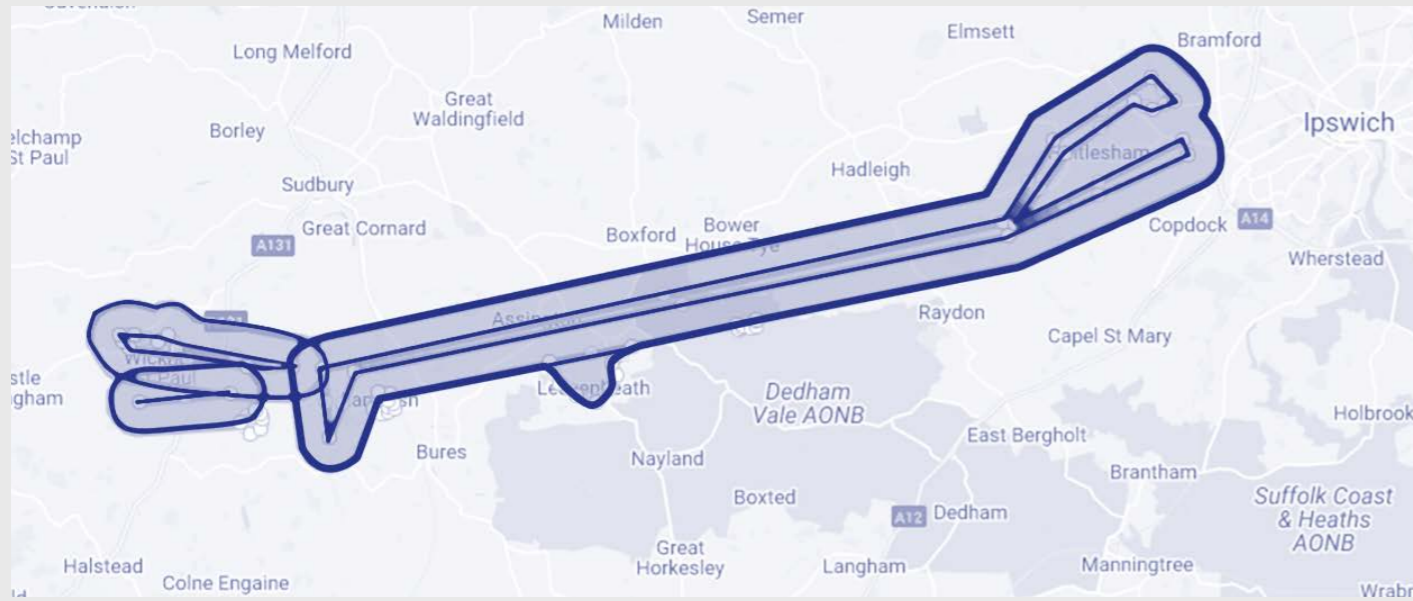
We will set up a database of identified relevant contacts at Hard to Reach and seldom heard community groups and organisations.

We will use this contact database to ensure these groups and organisations are kept up to date with the development of the scheme through regular mailing, telephone, digital and face to face contact. We will also monitor the success of our communications tools to test the suitability of our approach to engagement.



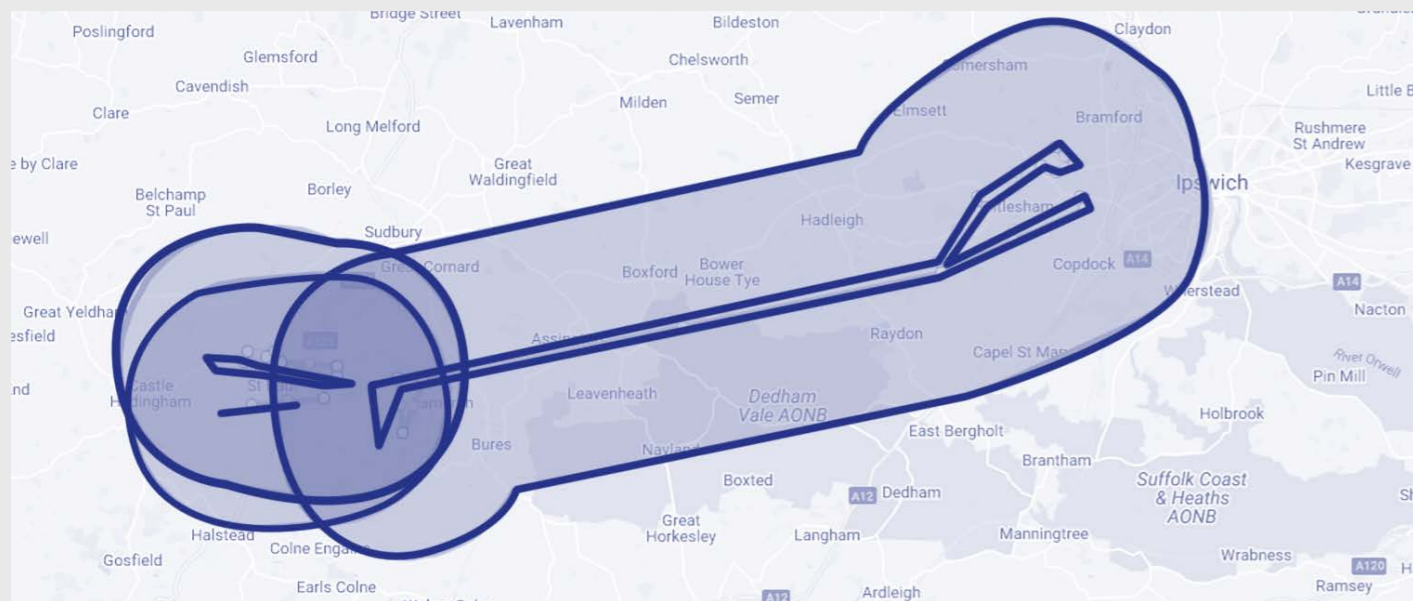
Appendices

Appendix A - Primary Consultation Zone



2,409 addresses.

Appendix B - Secondary Consultation Zone



47,606 addresses.



National Grid plc
National Grid House
Warwick Technology Park
Gallows Hill
Warwick CV34 6DA
United Kingdom

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