

# East Anglia Green Energy Enablement (GREEN)

Public consultation strategy

April 2022



nationalgrid



# This document outlines how National Grid Electricity Transmission (National Grid) intends to carry out pre-application non-statutory consultation in spring 2022 on proposals to provide additional network capability in East Anglia.

National Grid needs to build a new 400kV electricity transmission line between existing substations in Norwich to Bramford in the north and from Bramford to Tilbury in the south and a new substation to connect new offshore wind close to the coast.

We have consulted with representatives of local authorities that fall within our primary consultation zone, and Breckland Council, on this approach to non-statutory consultation. These comprise: Norfolk County Council, Suffolk County Council, Essex County Council, South Norfolk Council, Babergh District Council, Mid-Suffolk District Council, Colchester Borough Council, Tendring District Council, Braintree District Council, Chelmsford City Council, Basildon Borough Council, Brentwood Borough Council, Thurrock Council and Breckland Council.

Other local authorities neighbouring the route corridor in the Secondary Consultation Zone (defined in section below) have also been consulted, including Norwich City Council, Ipswich Borough Council, Maldon District Council, Uttlesford District Council and Epping Forest District Council.

A Statement of Community Consultation (SoCC) will be prepared ahead of Statutory Consultation, which is proposed to take place in 2023. 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.

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# 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 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 East Anglia GREEN Reinforcement.

National Grid ESO is the Electricity System Operator (ESO) operates the transmission network in England and Wales and operates the transmission networks in Scotland, owned by ScottishPower Transmission and Scottish and Southern Electricity Networks. 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 reduces effects 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.





# East Anglia GREEN Reinforcement

## 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.

To help deliver this network capability, we need to build a new 400 kV electricity transmission line between existing substations in Norwich to Bramford in the north and from Bramford to Tilbury in the south and a new substation to connect new offshore wind close to the coast.

### Purpose of the 2022 non-statutory consultation

We want to introduce the project to communities and ensure that all stakeholders have the opportunity to provide feedback on our proposals. We will present our Preferred Option Corridor to show the area where we may route the new line and a preferred site for a new substation to connect offshore wind farms near the coast.

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 reinforcement
- set out options that have been considered and how the decision was made on the Preferred Option Corridor and graduated swathe being proposed
- present and explain our Preferred Option Corridor with graduated swathe
- present and explain our preferred substation site
- ensure all stakeholders have the opportunity to provide feedback on our work to date
- outline next steps and programme and how we will further develop our proposals.





# Consultation timing

**The non-statutory consultation will be held over an 8-week period, between 00:00 on Thursday 21 April and 23:59 on Thursday 16 June 2022.**

## Consultation area

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) see Appendix A

The PCZ will include **stakeholders whose properties postcodes lie within 1km of the edge of the preferred Option Corridor**. Where appropriate, the PCZ has been extended to include whole streets and postcodes rather than the 1km boundary dissecting hamlets or neighbourhoods. All relevant stakeholders within this area will be consulted including contacting each residential and business address directly.

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

On the launch of the consultation, we will mail a newsletter to all properties within the PCZ. The newsletter will include:

- an introduction to the project and overview of the proposals
- details of the project website, digital consultation and how stakeholders can discuss the proposals with the project team through local public information events, live chats, location-based webinars, and telephone surgeries
- information on how people can provide feedback online or request printed materials including feedback forms and maps.

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) see Appendix A

The Secondary Consultation Zone will extend to 4km from the edge of the Preferred Option Corridor. The SCZ will include stakeholders who are less likely to be directly affected by the project but may have impacts such as construction traffic and long-distance views. Anyone in the SCZ can register to receive all project information and be engaged with the project as they wish.

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 in local and regional newspapers providing information about the consultation, and the engagement events and information on how to get involved in prominent community locations
- 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
- publishing full details of consultation and engagement events on the project website
- providing contact details for queries or to request paper copies of project documents.





# Materials

## All project documents will be made available on the consultation website as below:

- Project Background Document: to provide an overview of the project
- Corridor Preliminary Routeing and Substation Siting report: detailed report on how Preferred Option Corridor was selected
- summary newsletter to: high level description of proposals and invite to consultation events
- maps of the proposals
- feedback form.

We will also place paper copies of some documents at suitable, publicly accessible locations along the Preferred Option Corridor of the new connection. These will be available to stakeholders who are not able to access the project website and will include:

A list of where these documents are located is shown in appendix C and will be available on the website.



# Stakeholder briefings and meetings

## We propose to hold meetings, either digitally or in-person, with stakeholders to provide information on the project and respond to questions. We will follow any current government guidance when setting up in-person events and meetings.

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 that fall within the PZC
- parish councils where all or part of the parish fall inside the PCZ.

These stakeholders will be sent 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.

We will engage 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.



# Public consultation

**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 is widely accepted for consultations on infrastructure proposals.**

We remain committed to engaging with all stakeholders and we want to ensure that all our engagement and consultation is inclusive and that it will 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). HTR groups are defined as being inaccessible to 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 have set out more details in Engaging with the Unconnected on how we will make our consultation fully accessible to those who do not have digital access.



## Project website

A project website allows easy access and downloadable project information and documents and links to other resources that will also be available to view at public information events. It includes:

Function	Rationale
Document library with access to the information	The document 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.
Consultation pages to display all relevant information and material being presented for consultation	Project information will be laid out in a simple, visual and interactive format, with pointers and instructions throughout to aid easy navigation.
Find out more pages	Details of dates and timings of public information events, webinars and 'ask the experts' sessions during the consultation period.
FAQs	This will help visitors to find answers to frequently asked questions.
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	Enabling members of the public to stay updated on the project and provides an easily accessible place for all recent updates to be hosted.
Project contact details	We will publish telephone, email and freepost details for the public to get in contact and request further details or ask questions.
Team call-back requests	Members of the public will be able to request a call-back to discuss the project over the phone.
Feedback form	The online form will enable members of the public to provide their feedback easily and submit to the project team.
GDPR (Legal statement)	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.



### Interactive map

An interactive map references of the entire route and supporting points of interest. There will be pointers to further information, which may contain images, text or signpost to a different page that expands on the subject.

### Public information events webinars

A hybrid programme of public events and webinars will provide stakeholders opportunities to find out more about the proposals and to provide feedback.

Public events will be organised to be accessible to as many stakeholders as possible and held at suitable community hubs along the proposed route. In person events will the opportunity to speak to technical experts within the team. If events need to be cancelled for any reason, we will hold an online event at the published time.

Online webinars will be organised to enable the project team to present the same information as that at the public events to a large number of interested stakeholders. At least one webinar will be recorded and available on the project website for playback by those who cannot attend the webinar sessions.

The sessions will also include time for questions and answers. Different webinars have been organised to focus on specific geographical areas and the programme will be widely advertised.

### Team call-back

Contact information has been published, 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 may have less access to other engagement channels or 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. Paper copies of the feedback form will be available at information points along the route (see appendix C) and at public events. Visitors to our project website will be able to fill out a feedback form online and send it back directly or download and print and return via our freepost address.

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

We will review all returned feedback forms. Comments will be inputted into a specialist stakeholder management system and considered as the project is developed further.

# 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 be quarter page prints, published in the run up to the start of public consultation, and during the consultation period, to inform stakeholders of deadlines for feedback and public information event and webinar dates.

### Social media

We will use social media to advertise the consultation. We will target advertisements the postcodes within the PCZ. Social media advertisement may draw in stakeholders who wouldn't otherwise engage with the consultation, for example young people. We will also ask local authorities, and other identified groups, to use their own social media channels to advertise the consultation.

Social media advertisement will include the use of Twitter and Facebook.





# Accessibility and hard to reach strategy

**We want to ensure that all our engagement and consultation is inclusive and that it will 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). HTR groups are defined as being inaccessible to most traditional and conventional methods of consultation for any reason.**

While the coronavirus pandemic had presented us with a situation where digital consultation was a necessity, we recognise that some people and groups 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 newsletter with 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 a Hard to Reach (HTR) strategy described further below
- 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.

HTR groups include the following:

- ethnic minority groups and people for whom English is a second language
- the Traveller community
- the elderly
- people with visual and hearing 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.

We will discuss how best to engage with HTR stakeholders with local authorities. Our strategy for engaging with HTR groups and interest groups will be developed before the start of the non-statutory consultation. It will include the use of the communication tools set out in the table below.

Interest groups will 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
- educational establishments like universities, colleges and schools along the route.

## Consultation and engagement channels

Leading up to and during the consultation period we will carry out the following:

Activity	Objective(s)	Result
Direct engagement with representative groups and organisations	To build up links to groups and organisations we identify as representing HTR sections and interest groups in local communities. These could include community groups, youth groups, business groups, activity centres, ethnic minority 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.
Engagement with Ambassadors/ champions (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 HTR audiences and ways to overcome them.	Feedback is received from HTR representatives and individuals.
Online events and webinars, dates and times will be advertised through the following channels:  <ul style="list-style-type: none"> <li>• printed materials</li> <li>• press releases</li> <li>• e-letters/e-shot</li> <li>• paid advertising</li> <li>• social media advertising</li> </ul>	To engage with a wide range of 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.

## HTR and interest groups contact database

We have created a database of identified relevant contacts at HTR and seldom heard community groups and other interest 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.

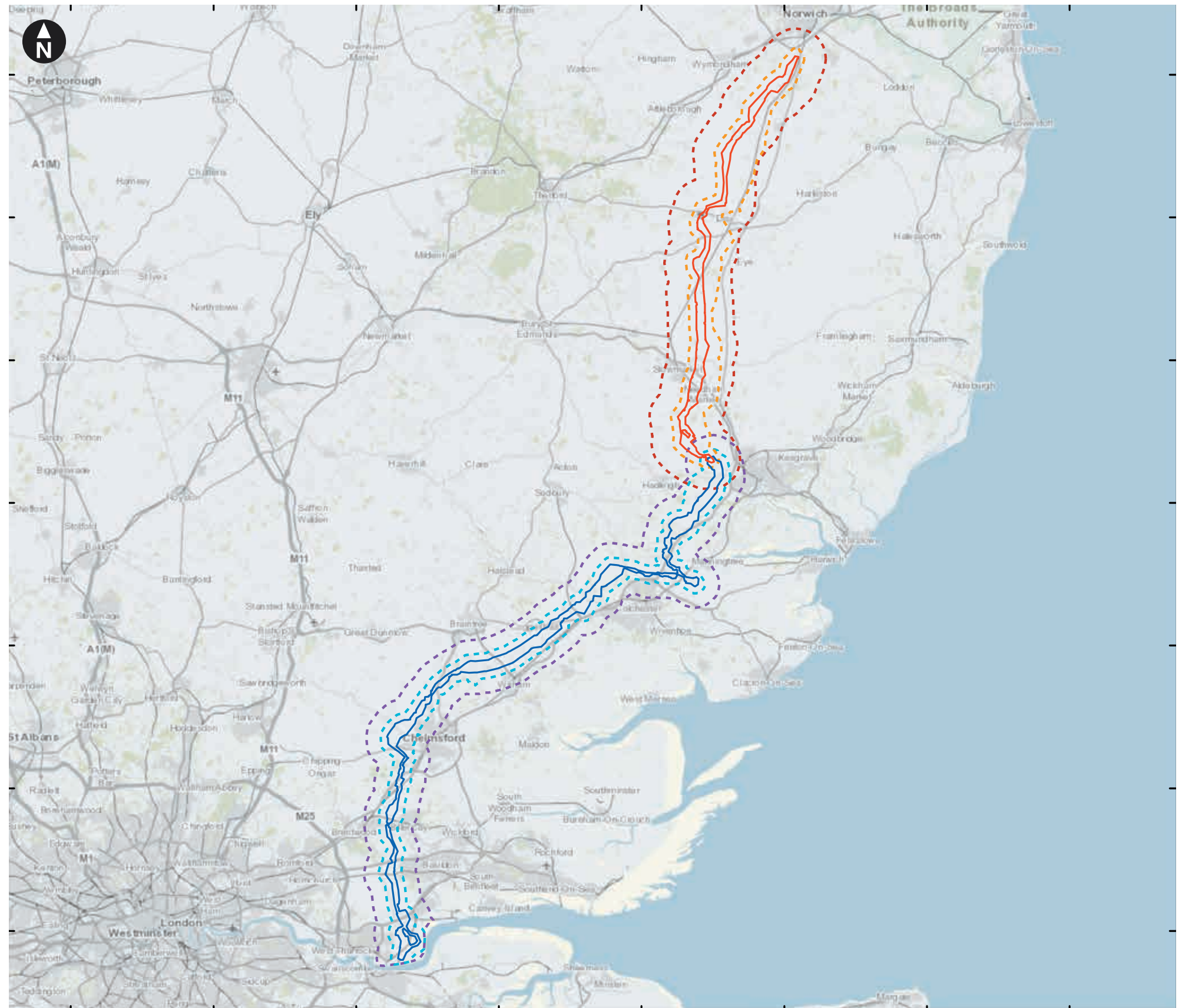
Depending on the reception of our early communications with these interest groups, we will adjust our approach to engagement accordingly.



# Appendices

## Appendix A - Consultation zones




Key	
	NEA preferred corridor
	NEA primary consultation zone
	NEA secondary consultation zone
	SEA preferred corridor
	SEA primary consultation zone
	SEA secondary consultation zone

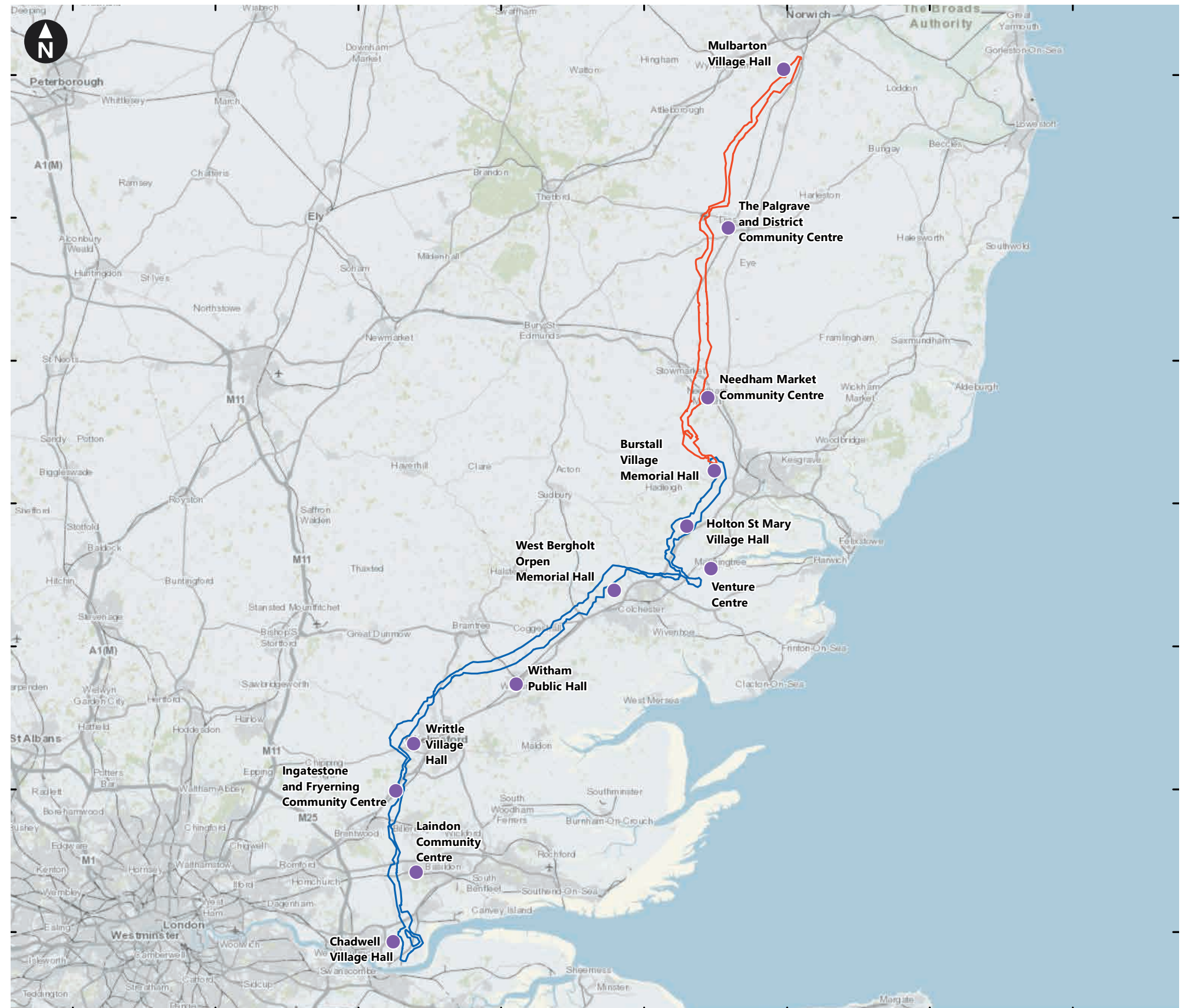




# Appendices

## Appendix B – Public Information Events locations




Key	
	NEA preferred corridor
	SEA preferred corridor
	Event

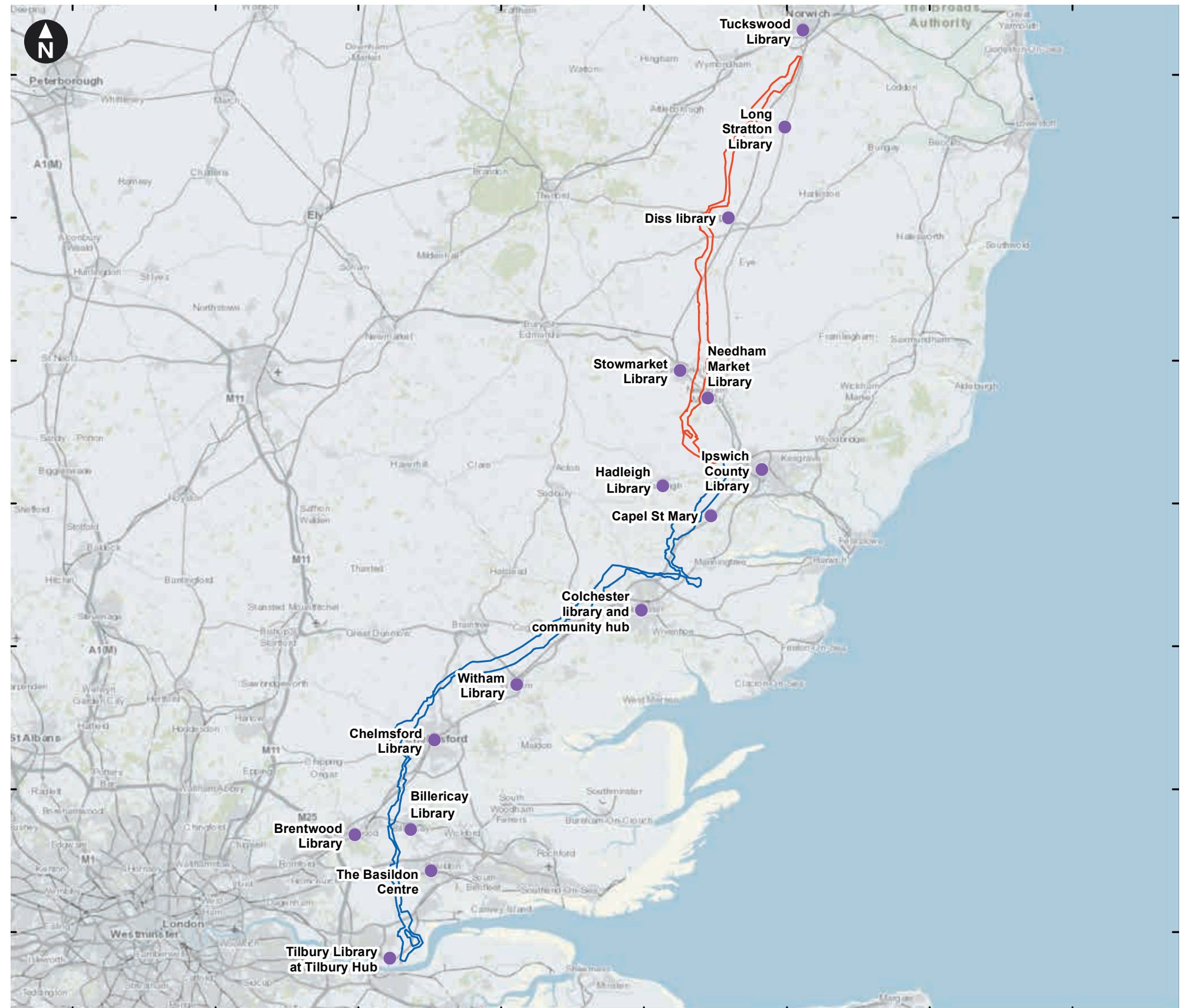




# Appendices

## Appendix C – Information points locations

Key	
	NEA preferred corridor
	SEA preferred corridor
	Event





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United Kingdom

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

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