

The Great Grid Upgrade

North Humber to High Marnham

North Humber to High Marnham

Public consultation strategy

June 2023



nationalgrid

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1. Introduction

The way we generate electricity in the UK is changing rapidly, and we are transitioning to cheaper, greener and more secure sources of energy like new offshore windfarms.

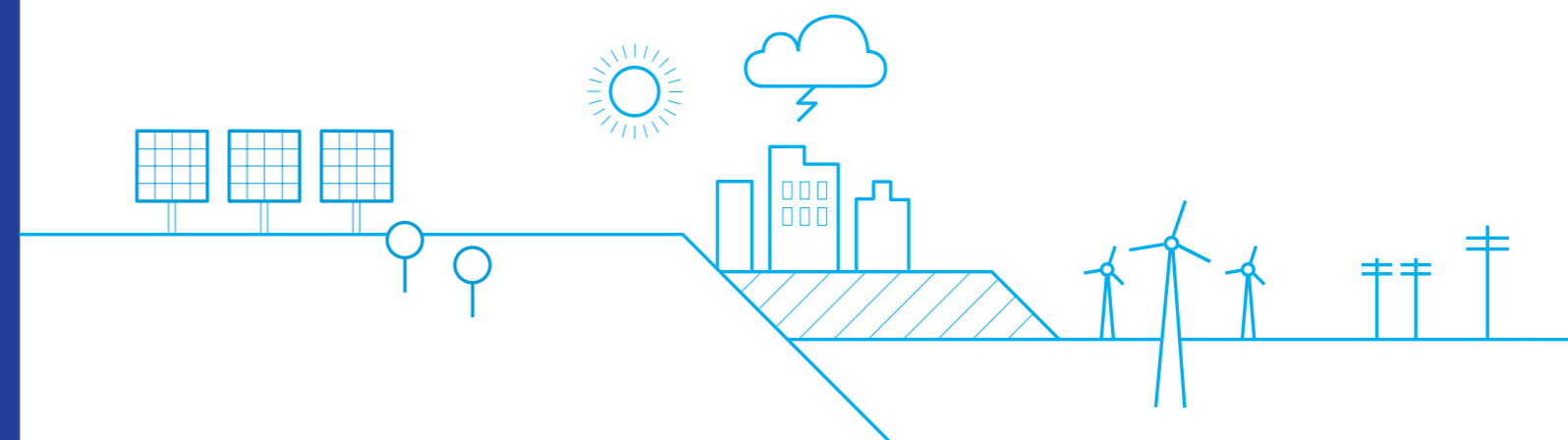
We are presenting some plans in your local area to help that transition and make sure the grid is ready. These proposals are part of The Great Grid Upgrade, the largest overhaul of the grid in generations. This document outlines how National Grid Electricity Transmission plc (NGET) intends to carry out pre-application stage 1 (non-statutory) consultation from June to July 2023 on proposals to upgrade the electricity transmission network between a new substation at Creyke Beck, in the north Humber region, and a new substation at High Marnham in Nottinghamshire.

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 'North Humber to High Marnham' – 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, allowing clean green energy to be carried on the network.

Representatives of Nottinghamshire County Council, North Lincolnshire Council, East Riding of Yorkshire Council and Bassetlaw District Council have been consulted about the proposed approach to consultation.

A Statement of Community Consultation (SoCC) will be prepared ahead of stage 2 (statutory) consultation, which is proposed to take place in 2024. The content of the SoCC will build on this Strategy 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 Section 47 of the Planning Act 2008 (as amended).



2. 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 (NGET) owns, builds and maintains the transmission network in England and Wales. It is NGET that is developing the proposals for the North Humber to High Marnham upgrade.

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 is needed. It is entirely separate from National Grid Electricity Transmission.

National Grid Ventures sits outside the above businesses, investing in technologies and partnerships that help accelerate our move to a clean energy future. That includes interconnectors - connecting the UK with countries across the North Sea, allowing 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 can become the world's first clean economy, with net zero carbon emissions by 2050.

But we cannot stand still. A healthier, greener future for Britain requires significant upgrades to our energy infrastructure to reliably meet increased demand. At NGET 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. National Grid only develops new infrastructure where the existing transmission system cannot be further upgraded, system changes cannot be satisfied by other means or where customer connections are required. The North Humber to High Marnham upgrade meets all those requirements for new infrastructure to be developed.

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**.



3. North Humber to High Marnham

The Humber Estuary and Lincolnshire are important and developing regions for renewable and low carbon energy.

Like much of the high voltage electricity transmission network across the country, the network between the North and the Midlands was largely built in the 1960s, carrying electricity down from Scotland and the North, connecting coal fired generation in the Aire and Trent valleys with the main centres of population.

The existing network serving the North Humber region (the 'Creyke Beck area') can export just under 7 GW of electricity whilst remaining compliant with the Security and Quality of Supply Standards that the network is operated to. Whilst this has been sufficient until today, it is not sufficient to meet the power carrying capability that is required by the end of this decade and beyond.

There are a number of new sources of clean green energy contracted to connect in the Creyke Beck area in the next decade. Should all of these built, this would amount to just over 13 GW of generation capacity by the early 2030s.

To help deliver this network capability, we need to build a new 400 kV electricity transmission line between a new substation at Creyke Beck, in the North Humber region, and a new substation at High Marnham in Nottinghamshire.



4. Project Scope

The non-statutory consultation will be held over an 8-week period, between 00:00 on Thursday 1 June and 23:59 on Thursday 27 July 2022.

Proposed new overhead line

The North Humber to High Marnham reinforcement would involve the construction and operation of approximately 90 km of new 400 kV overhead electricity transmission line. It currently has an anticipated earliest in-service date of 2031.

New pylons and conductors (electrical wires) would be located along the overhead line route. At this early stage of consultation, we have not decided on exactly what type of pylon we will use. This will be considered in more detail as we develop our proposals further.

As a starting position, we are considering the use of traditional 400 kV lattice steel pylons. These are typically around 50 metres in height, with approximately three per kilometre on a straight section of the route, slightly more on occasions. In some locations, specific constraints such as navigable river crossings, can require considerably taller pylons to ensure safe electrical clearance from the electrical conductors (wires).

Proposed new substations

Two new 400 kV substations need to be in place before North Humber to High Marnham is delivered to ensure that the transmission system continues to meet the relevant technical standards and ensure that customers can connect to our network. They are therefore being developed as separate planning applications.

- one substation, to be located in the vicinity of the existing Creyke Beck substation north of Hull, needs to be in place to connect a proposed new interconnector with Norway and another interconnector with Iceland. It is also needed to connect a proposed offshore wind farm.
- one substation, located at High Marnham in Nottinghamshire, is needed as part of a separate proposal to upgrade an existing 275 kV overhead line between Brinsworth and Chesterfield to High Marnham.

We have included initial search areas for these substations as part of this consultation, as the location of the new overhead line for North Humber to High Marnham will influence the locations of the substation and vice versa. Consultation on the new substation near Creyke Beck is likely to take place in summer 2023. Consultation about the new substation near High Marnham is likely to take place early in 2024. We will include more detailed information about the proposed substations in our next stage of public consultation in 2024.



5. Purpose of the 2023 stage 1 consultation

We want to introduce the project to communities and ensure that all stakeholders can provide feedback on our proposals from an early stage.

At this early stage, we will be presenting a preliminary route and potential location for the new infrastructure in the form of a 'graduated swathe' within a wider corridor. This represents our current thinking about where we may route the new transmission line and site the new substations that are needed.

The aims of our stage 1 consultation in June and July 2023 are 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 we made the decision on the emerging preferred corridor and graduated swathe being proposed
- present and explain our emerging preferred corridor with graduated swathe
- present and explain the indicative zones for the siting of the two substations
- 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.



6. Consultation timing

The non-statutory consultation will be held over an 8-week period, between Thursday 1 June Thursday 27 July 2023.

Consultation Zones

We have defined a Primary Consultation Zone (PCZ) and a Secondary Consultation Zone (SCZ), to inform our engagement activities. They are shown in Appendix A.

Primary Consultation Zone (PCZ)

The Primary Consultation Zone will include communities and stakeholders whose properties postcodes lie within 1km of the edge of the emerging preferred corridor. Where appropriate, the PCZ has been extended to include whole streets 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 will seek to actively engage them.

Before we start our consultation, we will send 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 non-statutory consultation, its purpose and how to get involved, including face-to-face engagement (local information events) and online engagement (webinars)
- information on how people can provide feedback online (or in hard copy) or request printed materials including feedback forms and maps
- information on how to contact the project team and ask questions.

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 extend to 5km from the edge of the emerging preferred 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 will have the same opportunities to engage with us and provide feedback during the consultation, including receiving hard copy materials on request.

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 with information about the consultation, engagement events and where to find out more information
- requesting placement of advertisements in prominent locations in the local community
- providing project documents in deposit locations ("public information points") around the area for stakeholders to examine and take away
- 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 local information events and webinars on the project website, and asking wider consultees to publish information on websites, where possible
- providing contact details for queries or to request paper copies of project documents.

7. Materials

All project documents will be made available on the consultation website, including:

- Project Background Document: to provide an overview of the project
- Corridor Preliminary Routeing and Siting Study: detailed report on how the emerging preferred corridor was identified and the graduated swathe has been developed
- Strategic Options Report: providing detail on the options considered for the delivery of reinforcements on the East Coast, including North Humber to High Marnham and Grimsby to Walpole

- Consultation newsletter: high level description of proposals and invite to consultation events
- Maps and plans of the project
- Feedback form: Including an online version to provide feedback and downloadable PDF copy.

We will also place paper copies of some documents at suitable, publicly accessible locations along the emerging preferred corridor of the new reinforcement. These locations in East Riding of Yorkshire, North Lincolnshire and Bassetlaw, are as follows:



Public information point	Opening times
East Riding of Yorkshire	
Beverley Library, Champney Road, Beverley HU17 8HE	9:30am to 5pm (Monday, Wednesday and Friday), 9:30am to 8pm (Tuesday and Thursday), 9:00am to 4pm (Saturday)
South Cave Library, 97 Church Street, South Cave HU15 2EP	2pm to 5pm (Tuesday), 2pm to 7pm (Thursday) and 10am to 12pm (Saturday)
Goole Library, Carlisle Street, Goole DN14 5DS	9:30am to 7pm (Monday and Wednesday), 9:30am to 5pm (Tuesday, Thursday and Friday), and 9am to 4pm (Saturday)
Cottingham Library and Customer Service Centre, Market Green, Cottingham HU16 5QG	9:30am to 4:30pm (Monday and Tuesday), 9:30am to 6:30pm (Thursday), 9:30am to 1pm (Friday), and 9:30am to 12:30pm (Saturday)
North Lincolnshire	
Crowle Library, Crowle Community Hub, The Market Hall, Market Place, Crowle, North Lincolnshire DN17 4LA	9:00am to 12:30pm and 1pm to 5pm (Monday to Friday), and 9am to 12pm (Saturday)
Epworth Library, Chapel Street, Epworth, Doncaster DN9 1HQ	1pm to 5pm (Monday), 9am to 12:30pm and 1pm to 5pm (Wednesday), 9am to 2pm (Friday) and 9am to 12pm (Saturday)
Haxey Library, The Memorial Hall, Haxey, Doncaster DN9 2HH	14:00 to 17:00 (Monday), 9:00 to 12:00 (Tuesday and Friday), and 10:00 to 13:00 (Saturday)
Bassetlaw	
Misterton Library, High Street, Misterton, Doncaster, South Yorkshire DN10 4BU	2pm to 5pm (Tuesday and Thursday) and 9:30am to 12:30pm (Saturday)
Retford Library, Churchgate, Retford DN22 6PE	9am to 6pm (Monday to Friday) and 9:30am to 3:30pm (Saturday)
Bassetlaw District Council (Retford office), 17B The Square, Retford DN22 6DB	9am to 5pm (Monday to Friday)

We recommend check with the venue ahead of visiting to ensure that they are open.

8. Stakeholder briefings and meetings

We propose holding meetings with stakeholders, either online or in-person, to provide information about the project and respond to questions.

Before the start of the non-statutory 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 PCZ
- parish councils where all or part of the parish fall inside the PCZ.

We will also be working with the following 'host' local authorities (where the project is situated) to ensure their Members and elected representatives are briefed following the results of the local elections taking place on Thursday 4 May 2023 and ahead of the non-statutory consultation on Thursday 1 June 2023:

- East Riding of Yorkshire Council – local elections taking place;
- Bassetlaw District Council – local elections taking place;
- North Lincolnshire Council – local elections taking place; and
- Nottinghamshire County Council – no local elections taking place.

All stakeholders will be able to request meetings with the project team. These groups 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.

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.

9. Public consultation

We are using a blend of in-person and online 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 are committed to engaging with all stakeholders and we want to ensure that our consultation is

inclusive and will reach those who otherwise may not engage with us or do not have access to the most traditional and conventional methods of consultation. Our approach to engaging with seldom heard (SH) groups is outlined in section 12.

Project website

The North Humber to High Marnham project website will include all relevant information for the non-statutory consultation, including the aforementioned documents and materials used as part of the local information events. The website will include:

Function	Description
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.
Consultation pages to display all relevant information and material being presented for consultation	Project documents 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 consultation events, webinars and other '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	This section will enable 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. A hard copy form can also be downloaded from the website and returned by email or printed and sent back via Freepost.

Interactive map

An interactive map provides a visual representation of the proposals presented at non-statutory consultation. The map shows the emerging preferred corridor and graduated swathe that sits within it.

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 and webinars

We have arranged a mix of face-to-face public events and online webinars to provide stakeholders opportunities to find out more about the proposals and to provide feedback.

Public information events have been organised to be accessible to as many stakeholders as possible and held at suitable community hubs along the proposed route. In person events will provide an opportunity to view the latest project information and speak to technical experts within the team.

If events need to be cancelled for any reason, we will publicise the cancellation and hold an online webinar in place of the event.

Online webinars have been organised to enable the project team to present the same information as that at the public events to a large number of interested stakeholders. The webinar presentation will be recorded and made 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 arranged to focus on specific geographical areas and the programme will be widely advertised. Details of how to sign up for the webinars will be widely publicised and will be available on the website.

The schedule of events and webinars is shown on page 17 and 18:

Date and time	Venue	Date and time	Venue
Tuesday 6 June 2023, 12pm – 7pm	Dunham on Trent Centre, Low Street, Dunham, Newark, Nottinghamshire NG22 0FJ	Monday 26 June 2023, 1pm – 7pm	Gringley on the Hill Community Centre, West Wells Lane, Gringley on the Hill, Doncaster DN10 4QY
Saturday 10 June 2023, 10am – 4pm	North and South Wheatley Village Hall, Sturton Rd, South Wheatley, Retford, Nottinghamshire DN22 9DL	Thursday 29 June 2023, 10am – 4pm	Gilberdyke War Memorial Hall, 11 Clementhorpe Road, Gilberdyke, East Yorkshire HU15 2UB
Tuesday 13 June 2023, 10am – 4pm	Crowle Community Hall, Woodland Ave, Crowle, Scunthorpe, North Lincolnshire DN17 4LL	Tuesday 4 July 2023, 12pm – 6pm	Garthorpe Village Hall, Shore Road, Garthorpe, Scunthorpe, North Lincolnshire DN17 4AF
Monday 19 June 2023, 12pm – 7pm	Haxey Memorial Hall, 3 High Street, Haxey, Doncaster DN9 2HH	Saturday 8 July 2023, 11:30am – 5pm	Cottingham Civic Hall, 1 Market Green, Cottingham HU16 5QG
Friday 23 June 2023, 12pm – 6:30pm	All Saints Community Centre, Church Hill, South Cave, Brough HU15 2EU		

Webinar session	Date	Start time
Introduction to North Humber to High Marnham project proposals – general overview	Monday 5 June 2023	2pm
Our proposals in Sections 1 (Creyke Beck to Skidby), 2 (Skidby to A63 dual carriageway) and 3 (A63 dual carriageway to River Ouse crossing)	Thursday 8 June 2023	10am
Our proposals in Sections 1 (Creyke Beck to Skidby), 2 (Skidby to A63 dual carriageway) and 3 (A63 dual carriageway to River Ouse crossing)	Thursday 15 June 2023	7pm
Our proposals in Sections 4 (River Ouse crossing), 5 (River Ouse crossing to Luddington), 6 (Luddington to M180 motorway) and 7 (M180 motorway to Graizelound)	Monday 10 July 2023	2pm
Our proposals in Sections 4 (River Ouse crossing), 5 (River Ouse crossing to Luddington), 6 (Luddington to M180 motorway) and 7 (M180 motorway to Graizelound)	Thursday 13 July 2023	2pm
Our proposals in Sections 8 (Graizelound to Chesterfield Canal), 9 (Chesterfield Canal to A620), 10 (A620 to Fledborough) and 11 (Fledborough to High Marnham)	Saturday 15 July 2023	10am
Our proposals in Sections 8 (Graizelound to Chesterfield Canal), 9 (Chesterfield Canal to A620), 10 (A620 to Fledborough) and 11 (Fledborough to High Marnham)	Tuesday 18 July 2023	7pm
Introduction to North Humber to High Marnham project proposals – general overview	Wednesday 19 July 2023	2pm

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 and at public information events (as previously listed). Visitors to our project website will be able to fill out and submit a feedback form online or download the PDF form and send it back directly via email or the 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, 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 call comments will be considered as the project is developed further. They will be directly addressed and responded to in the Consultation Report, which will be submitted as part of the final Development Consent Order (DCO) application.

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 restricted access to other engagement channels or are less comfortable with online technology.



10. 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 websites which will receive targeted virtual advertisement, are made aware of the project consultation.

Advertisements will generally be half page prints, published at 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 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.

11. Accessibility, seldom heard and interest group strategy

We recognise that some people and groups may not be comfortable with the digital methods used for the consultation.

We want to ensure that our consultation and engagement is inclusive and that we engage equally with all stakeholders, irrespective of access to and familiarity with digital communications, and that our engagement and consultation is inclusive.

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

- directly mail a newsletter with project information to all stakeholders within the PCZ; and emerging preferred corridor; 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 seldom heard (SH) strategy described further below
- make paper copies of the information available at local information points, 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
- make information available in alternative languages and formats (e.g. large-print, braille), on request
- advertise the consultation and project contact details through a variety of traditional and social media methods
- 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.

Seldom Heard Strategy

The key objective of the Non-Statutory Consultation Strategy is to undertake a meaningful, purposeful, and informative consultation, with a wide range of stakeholders.

Seldom heard groups can often be overlooked but are essential for demonstrating 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 for the project
- ensure the proposals are presented in a simplistic and non-technical way, including a clear understanding of the consultation process
- ensure the wider benefits and improvements from the project are communicated, and how these are relevant for under-represented groups
- receive feedback from SH groups that could help shape the project's future development in ways that might otherwise be overlooked
- SH groups are defined as being inaccessible to most traditional and conventional methods for any reason. They could 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 have discussed how best to engage with SH stakeholders with local authorities and will continue to welcome suggestions for further groups to engage. Methods for engagement with SH and local interest groups have been designed to help engage with these groups, including the communication tools set out in the table below.

- wider interest groups will also be engaged to help reach SH audiences. These interest groups 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, including universities, colleges and schools in the local area and wider regions.

Consultation and engagement channels

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

SH and interest groups contact database

We have created a database of identified relevant contacts at 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.

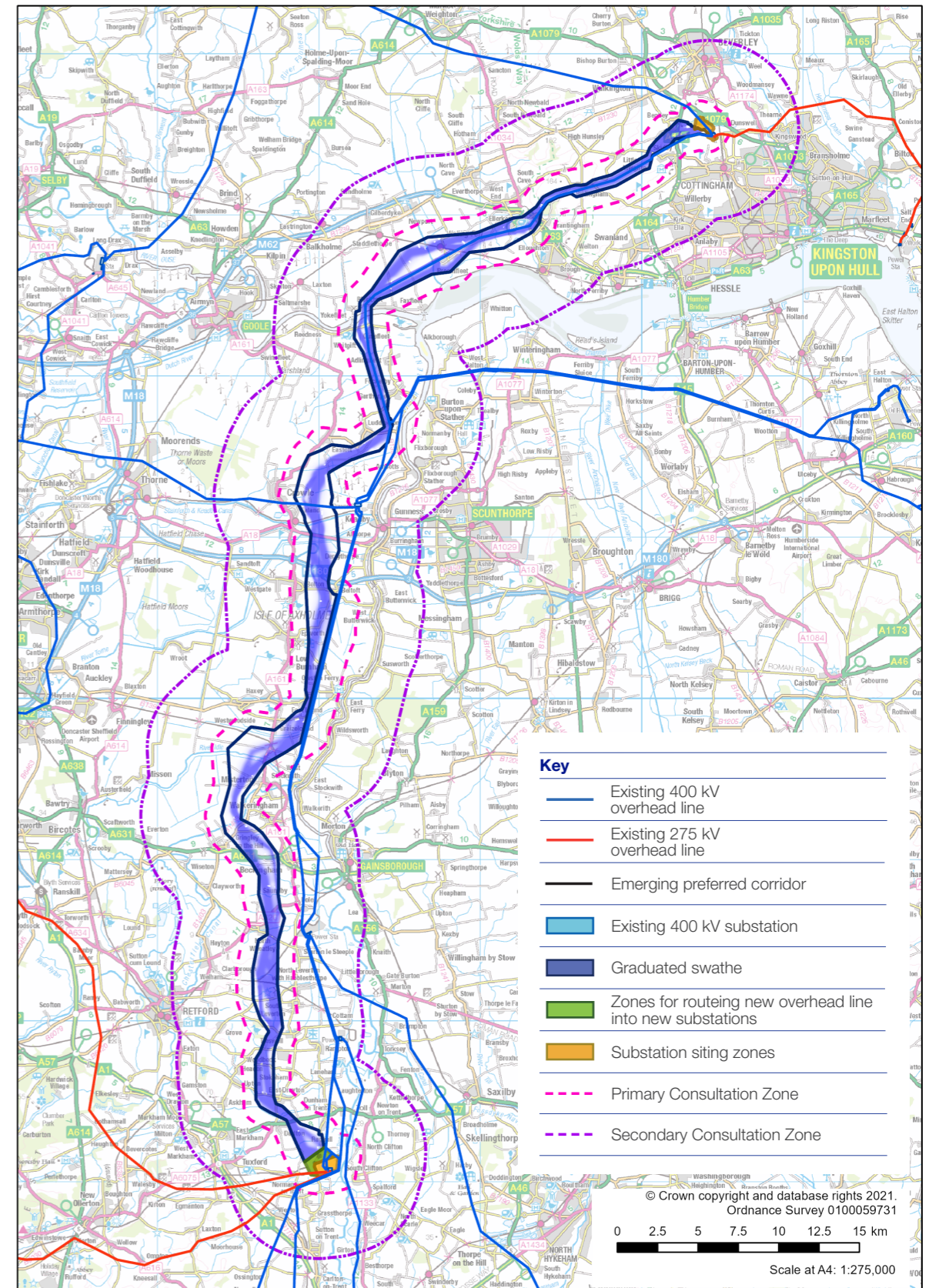
We will also monitor the success of our communications tools to test the suitability of our approach to engagement.

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

Activity	Objective(s)	Result
Direct engagement with representative groups and organisations	To build up links to groups and organisations we identify as representing SH 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 SH audiences and ways to overcome them.	Feedback is received from SH representatives and individuals.
Online events and webinars, dates and times will be advertised through the following channels: <ul style="list-style-type: none"> • printed materials • press releases • e-letters/e-shot • paid advertising • social media advertising. 	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.



Appendix A – Consultation zones



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

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