

The Great Grid Upgrade

Grimsby to Walpole

Public consultation strategy

January 2024



nationalgrid

Contents

- 3 Introduction**
- 4 National Grid Electricity Transmission – what we do in the UK**
- 6 Grimsby to Walpole**
- 9 Project scope**
- 10 Purpose of the 2024 stage 1 consultation**
- 12 Consultation area and timing**
- 14 Materials**
- 16 Stakeholder briefings and meetings**
- 18 Public consultation**
- 20 Public information events and webinars
- 21 Providing feedback on our proposals
- 22 Advertising**
- 24 Accessibility, under-represented and local interest groups**

1. Introduction

The way we generate electricity in the UK is changing rapidly, and we are transitioning to cheaper, cleaner and more secure forms of renewable energy such as new offshore windfarms.

This document outlines how National Grid Electricity Transmission intends to carry out a pre-application non-statutory consultation in January 2024 on proposals to upgrade the network between new substations at Grimsby West in North East Lincolnshire and the Walpole/Wisbech area on the Cambridgeshire/Norfolk border. These proposals are part of **The Great Grid Upgrade¹**, the largest overhaul of the grid in generations.

The UK already has 13.6 gigawatts (GW) of connected offshore wind energy in operation. The Government's recent **British Energy Security Strategy²** 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 'Grimsby to Walpole' – will support the UK's net zero target by reinforcing the electricity network in the region to facilitate the connection of planned offshore wind, interconnectors and solar/battery storage, connecting on the East Coast, in addition to increasing power flows from Scotland and north east England.

A new 400,000 volt (kV) electricity transmission line is needed along with new 400 kV substations at Grimsby West in North East Lincolnshire, two new substations near the Lincolnshire coast in East Lindsey District, and two new substations at Weston Marsh in South Holland District, and in the Walpole area close to the Norfolk/Cambridgeshire/Lincolnshire border.

Representatives of Lincolnshire County Council, North East Lincolnshire Council, East Lindsey District Council, West Lindsey District Council, Boston Borough Council, South Holland District Council, Cambridgeshire County Council, Fenland District Council, Norfolk County Council and King's Lynn & West Norfolk District Council have been consulted about our proposed approach to consultation.

A Statement of Community Consultation (SoCC) will be prepared ahead of statutory consultation, which is proposed to take place in 2025. 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).

¹ National Grid – nationalgrid.com/the-great-grid-upgrade?gadsource=1&gclid=EAlalQobChMI8tqQnPedgwMVwUpHAR33BQZREAAYASAAEgLUfD_BwE

² Government UK 2023 - British Energy Security Strategy: <https://assets.publishing.service.gov.uk/media/626112c0e90e07168e3fdb3/british-energy-security-strategy-web-accessible.pdf>

2. National Grid Electricity Transmission – what we do in the UK

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

The Electricity System Operator (ESO), operates the transmission network across Great Britain, which includes the networks in Scotland that are owned by Scottish Power Transmission and Scottish and Southern Electricity Networks. ESO manage the network, ensuring the right amount of energy gets to 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. The authorities in the South East Lincolnshire Partnership will be familiar with their work to develop the Viking Link Interconnector.

In South East Lincolnshire, along with the Midlands, South Wales and the South West, another National Grid Group company, National Grid Electricity Distribution, is the local distribution network operator, connecting 8 million customers and delivering electricity to 18 million people.

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](#)³ set a target to quadruple offshore wind capacity in the UK over the next 10 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](#)⁴ saw the UK make new commitments to develop cleaner, more secure and affordable energy, including increasing the target for offshore wind to 50 GW by 2030. Its aim is to accelerate the deployment of a range of energy sources, which could see up to 95 per cent of our electricity being low carbon by 2030.



[In Powering Up Britain](#)⁵ 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 National Grid Electricity Transmission, 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. 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 Grimsby to Walpole project 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](#)⁶.

³ Energy White Paper: Powering our Net Zero Future, HM Government, December 2020, assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/945899/201216_BEIS_EWP_Command_Paper_Accessible.pdf

⁴ British Energy Security Strategy, HM Government, April 2022, assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1069969/british-energy-security-strategy-web-accessible.pdf

⁵ Powering up Britain, Department for Energy Security and Net Zero, March 2023, assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1147340/powering-up-britain-joint-overview.pdf

⁶ National Grid's commitments when undertaking work in the UK: Our stakeholder, community and amenity policy, December 2016, nationalgrid.com/electricity-transmission/sites/et/files/documents/8589938109-National%20Grid_s%20commitments%20when%20undertaking%20works%20in%20the%20UK,%20December%202016.pdf

3. Grimsby to Walpole

Lincolnshire is an important and developing region 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 from Scotland and the North, connecting coal-fired generation in the Aire and Trent valleys with the main centres of population.

Gas-fired power stations and some offshore wind generation is currently connected in North Lincolnshire and North East Lincolnshire. Two 400 kV overhead electricity lines carry power west from there, to Keadby on the River Trent.

In the south of the county, gas-fired generation is connected at Spalding, and Triton Knoll offshore wind farm and Viking Link interconnector with Denmark are connected at Bicker Fen. Large parts of south and east Lincolnshire are otherwise currently connected only by lower voltage electricity distribution network lines and substations (132 kV and below).

Forecast growth in offshore wind and interconnectors in Scotland and north east England, over the next decade and beyond is going to increase current north to south power flows. That will put additional pressure on the existing electricity transmission network. This will drive the need for boundary reinforcement between different parts of the network.

While the existing network 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. The proposed new Grimsby to Walpole line is therefore needed to help increase the capability of the electricity transmission network to carry clean, green energy.

The new line is also needed to connect proposed offshore wind, interconnectors, high voltage direct current (HVDC) links and other customer connections that are set to come ashore along the Lincolnshire coast or be located in the wider Lincolnshire area, supporting the Government's ambitions for offshore wind and net zero targets. Should all of these be built, this would amount to just over 7.6 GW of new generation and interconnector capacity that is contracted to connect to the proposed new line by the early 2030s.



4. Project scope

The Grimsby to Walpole network upgrade is a proposed new 400 kV electricity transmission reinforcement.

Proposed new overhead line

At this early stage of consultation, we anticipate it is likely to comprise approximately 140 km of new 400 kV overhead line, from the south west of Grimsby in North East Lincolnshire to the Walpole area, on the Norfolk/ Cambridgeshire/ Lincolnshire border.

We are aiming to bring the new overhead line into operation as close as possible to 2030.

New pylons and conductors (electrical wires) would be located along the overhead line route. 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). 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.

Proposed new substations

To connect the proposed overhead line to the existing network and to connect proposed new sources of electricity, new 400 kV substations are also required:

- a proposed substation at Grimsby West and a proposed new substation in the Walpole area, which will facilitate connections to existing transmission network in North East Lincolnshire and in the Norfolk/ Cambridgeshire/ Lincolnshire border area
- two Lincolnshire Connection substations in East Lindsey District, to connect proposed offshore wind, interconnectors, HVDC links and other customers that are contracted to connect on the Lincolnshire coast
- one at Weston Marsh in South Holland District, to connect proposed offshore wind and solar/ battery storage as well as providing further system reinforcement opportunities for Grimsby to Walpole.

5. Purpose of the 2024 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 an emerging preferred route corridor in which the overhead line could be located and siting areas within which the proposed new substations could be located. The route corridor and siting areas will be shown as a 'graduated swathe' within the wider corridor, which will indicate those areas where at this stage we think infrastructure is more likely to be located, subject to consultation feedback received.

The aims of our stage 1 non-statutory consultation between January and March 2024 are to:

- introduce and provide an overview of the project to the public and wider consultees
- explain why we need to build the reinforcement and the work undertaken to date
- set out options that have been considered, how the decision was made on the emerging preferred corridor and graduated swathe being proposed
- present and explain our emerging preferred corridor and graduated swathe
- present and explain our potential siting areas for the new substations
- ensure all stakeholders have the opportunity to provide feedback on our work to date
- gather feedback on our proposals
- outline next steps, our programme and how we intend to further develop our proposals.



6. Consultation area and timing

Our first stage of public consultation is a non-statutory stage. It will be held over an eight-week period, between 18 January and 13 March 2024.

Consultation zones

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

Primary Consultation Zone

The PCZ will include communities and stakeholders whose properties' postcodes (residential and businesses) lie within 1 km of the edge of the preferred route corridor. Where appropriate, the PCZ has been extended to include whole streets rather than the 1 km boundary dissecting hamlets or neighbourhoods.

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.

At the start of 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 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

The SCZ will extend to 5 km from the edge of the preferred route 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, including parish council/community notice boards and magazines
- 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 consultation and engagement events 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.

We will also place paper copies of some documents at suitable, publicly accessible locations along the route of the new connection. Documents that will be made available during the consultation include:

- Project Background Document: to provide an overview of the project
- Corridor Preliminary Routeing and Siting Study (CPRSS): detailed report on how the emerging preferred corridor and potential substation siting areas were identified and the graduated swathe has been developed
- Strategic Options Report (SOR), Grimsby to Walpole and North Humber to High Marnham, May 2023: 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
- Addendum to Strategic Options Report, January 2024 (SOR Addendum): providing detail about further considerations in respect of Grimsby to Walpole following the May 2023 Strategic Options Report
- Consultation newsletter: high-level description of proposals and invitation to consultation events
- Maps and plans of the project
- Feedback form: including an online version to provide feedback, a downloadable PDF copy and FREEPOST envelopes at public information events.

We will also place paper copies of some documents at suitable, publicly accessible locations along the emerging preferred corridor. These locations in North East Lincolnshire, East Lindsey, Boston, South Holland, Fenland and King's Lynn & West Norfolk council areas, are as follows:

Public information point	Opening times
Grimsby Central Library Town Hall Square, Grimsby DN31 1HG	Monday – Closed Tuesday–Friday – 8:30am–5pm Saturday – 9am–1pm Sunday – Closed
Waltham Library High Street, Waltham, Grimsby DN37 0LL	Monday – Closed Tuesday–Friday – 8:30am–12:30pm and 1:30pm–5:30pm Saturday – 9am–1pm Sunday – Closed
Louth Library Northgate, Louth LN11 0LY	Monday, Wednesday and Friday – 9am–5pm Tuesday – 9am–6pm Thursday – 9am–2pm Saturday – 9am–4pm Sunday – Closed
Alford Library and Focal Point 6 Market Place, Alford LN13 9AF	Monday, Wednesday, Thursday – Closed Tuesday and Saturday – 10am–1pm Friday – 10am–1pm and 2pm–5pm Sunday – Closed
Burgh le Marsh Library and Community Hub Tinkers Green, Jacksons Lane, Burgh le Marsh, Skegness PE24 5LA	Monday, Wednesday and Friday – Closed Tuesday – 2pm–4:30pm Thursday and Saturday – 10am–1pm Sunday – Closed



Skegness Library 23 Roman Bank, Skegness PE25 2SA	Monday, Tuesday, Wednesday and Friday – 9am–5pm Thursday – 9am–6pm Saturday – 9am–1pm Sunday – Closed
Boston Library County Hall (Bank Street entrance), Boston PE21 6DY	Monday, Tuesday, Wednesday and Friday – 9am–5pm Thursday – 9am–6pm Saturday – 9am–4pm Sunday – Closed
Spalding Library Victoria Street, Spalding PE11 1EA	Monday, Tuesday, Wednesday and Friday – 9am–5pm Thursday – 9am–6pm Saturday – 9am–1pm Sunday – Closed
Holbeach Community Library Co-Op Store, 5 Fleet Street, Holbeach, Spalding PE12 7AX	Monday–Friday – 9am–5pm Saturday – 9am–noon Sunday – Closed
Long Sutton Library Trafalgar Square, Long Sutton, Spalding PE12 9HB	Monday and Thursday – 2pm–6pm Tuesday and Friday – 10am–5pm Wednesday – Closed Saturday – 10am–1pm Sunday – Closed
Wisbech Library Ely Place, Wisbech PE13 1EU	Monday – 9:30am–1pm Tuesday – 9:30am–7pm Wednesday, Thursday and Friday – 9:30am–5pm Saturday – 9:30am–4pm Sunday – Closed
King's Lynn Library London Road, King's Lynn PE30 5EZ	Monday–Saturday – 8am–10pm Sunday – 10am–4pm

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 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 SCZ
- Parish councils which fall within the SCZ (grouped in sections of the map):
 - Map area 1 - Grimsby West to Alvingham and Keddington
 - Map area 2 - Alvingham and Keddington to Burgh le Marsh
 - Map area 3 - Burgh le Marsh to the River Welland
 - Map area 4 - River Welland to Walpole.

The project team will endeavour to meet with stakeholders who request a meeting. 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 in close proximity 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 under-represented groups is outlined in Section 11.

Project website

The Grimsby to Walpole 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 information points (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.
Feedback form	To gather comments and feedback from the public consultation.



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.
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 provides a visual representation of the proposals presented at the non-statutory consultation. The map shows the emerging preferred corridor, the graduated swathe that sits within the corridor and potential locations for the proposed new substations.

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 give 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 such as poor/dangerous weather given the time of year, we will publicise the cancellation and hold an online webinar in place of the event.

Online webinars will be organised to enable the project team to present the same information as 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 may be 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 project website.

The schedule of events and webinars is shown on page 11 and 12.

Date	Time	Location
Wednesday 31 January 2024	2-7pm	Tydd St Giles Community Centre Broad Drove East, Wisbech PE13 5LN
Friday 2 February 2024	2-7pm	Moulton Seas End Village Hall 21 Seas End Road, Moulton Seas End, Spalding PE12 6LE
Wednesday 7 February 2024	2-7pm	Burgh Le Marsh Village Hall Jacksons Lane, Burgh le Marsh, Skegness PE24 5LA
Saturday 10 February 2024	11am – 5pm	Alford Corn Exchange 9 Market Place, Alford LN13 9EB
Tuesday 13 February 2024	2-7pm	North Thoresby Village Hall The Square, North Thoresby, Grimsby DN36 5QL
Friday 16 February 2024	2-7pm	Eastville, Midville and New Leake Village Hall Station Road, Boston PE22 8LS
Tuesday 20 February 2024	2-7pm	Walpole Community Centre Summer Close, Wisbech PE14 7JW
Thursday 22 February 2024	2-7pm	The Pavilion London Road, Louth LN11 9QP
Saturday 24 February 2024	11am – 5pm	Oaklands Hall Hotel, Barton Street, Laceby, Grimsby DN37 7LF
Tuesday 27 February 2024	2-7pm	Hubberts Bridge Community Centre Langrick Road, Boston PE20 3SG
Thursday 29 February 2024	2-7pm	Alvingham Village Hall 352 Yarburgh Road, Alvingham, Louth LN11 0QG



Webinar session	Date	Start time
Introduction to Grimsby to Walpole project proposals – general overview	Tuesday 23 January 2024	2pm
Our proposals in Sections 1 (Grimsby West to Barnoldby le Beck) and 2 (Barnoldby le Beck to North Thoresby)	Thursday 25 January 2024	10am
Our proposals in Sections 3 (North Thoresby to Alvingham and Keddington) and 4 (Alvingham and Keddington to Tothill)	Monday 29 January 2024	7pm
Our proposals in Sections 5 (Tothill to Cumberworth) and 6 (Cumberworth to Burgh le Marsh)	Monday 5 February 2024	2pm
Our proposals at the Lincolnshire Connection Substations	Thursday 15 February 2024	10am
Our proposals in Sections 7 (Burgh le Marsh to Midville) and 8 (Midville to River Witham)	Saturday 2 March 2024	10am
Our proposals in Sections 9 (River Witham to River Welland), 10 (River Welland to B1165) and 11 (B1165 to Walpole)	Tuesday 5 March 2024	7pm
Introduction to Grimsby to Walpole project proposals – general overview	Thursday 7 March 2024	2pm

Team call-back

Contact information has been published, including a freephone information line and an email address:

Call our community helpline: 0800 0129 153. Lines are open Monday to Friday, 9am to 5:30pm.

Email us: contact@g-w.nationalgrid.com

Write to us: FREEPOST G TO W
(Please write this in capitals, no stamp or further address details are required).

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 during the consultation period. This provides an alternative option for those who may have restricted 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 questionnaire 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 a feedback form online and send it back directly or download the PDF form and send it back via email or 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 questionnaire, and a freepost envelope, enabling them to send their feedback to the project team free of charge.

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

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 advertisements, are made aware of the project consultation.

Advertisements will be 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 consultation events and webinars.

Social media

We will advertise the consultation on Facebook and Instagram. Social media advertisement may draw in stakeholders who may not otherwise engage with the consultation, for example young people. We will also ask local authorities to use their own social media channels to advertise the consultation.



11. Accessibility, under-represented and local interest groups

We recognise that some people and groups may prefer non-digital methods of engagement.

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.

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 provide alternate formats for those who need them, as set out in under-represented 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.

Under-represented 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.

The contributions of under-represented groups are a valuable and essential part of our 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 non-technical plain English 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.

Under-represented 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 and disadvantaged individuals
- geographically isolated communities or individuals.

Wider interest groups will also be engaged to help reach under-represented 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/Lincolnshire region.

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 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 under-represented groups and ways to overcome them	Feedback is received from under-represented groups 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.

Under-represented interest groups contact database

We have created a database of identified relevant contacts at under-represented community groups and other interest groups and organisations.

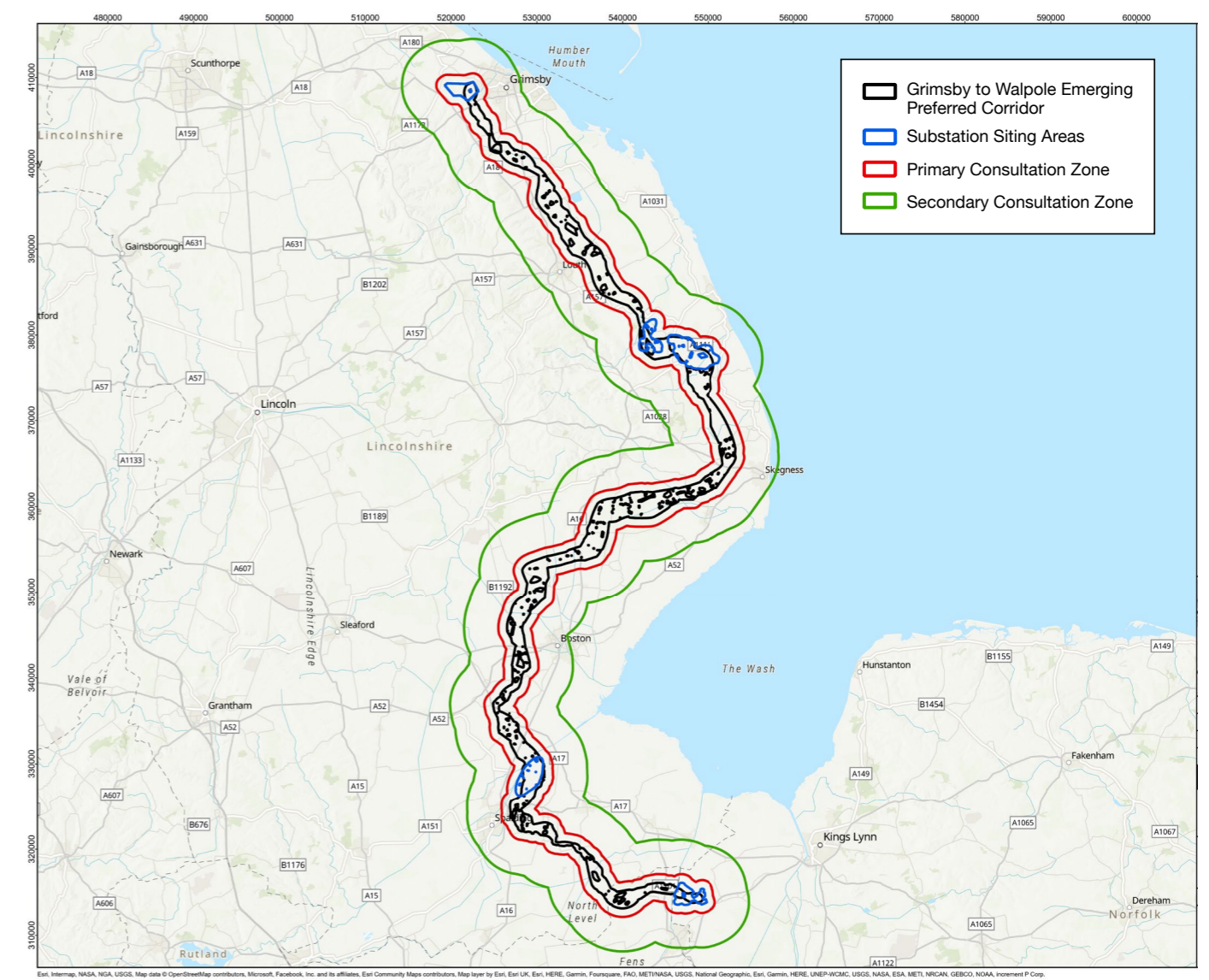
We will use this contact database to ensure these groups and organisations are kept up to date with the development of the scheme through regular mailing, telephone, digital and face-to-face contact.

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.



Appendix A – Primary Consultation Zone and Secondary Consultation Zone



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