

Impactful ideas

Innovation and communications
in major projects.

October 2024

Camargue



About us.

We are an **award-winning** integrated communications and stakeholder engagement consultancy.



Simon Gill
Associate Director



Roxy Blake
Account Director



Building big.

Critical to achieving **national ambitions**,
but **sensitive** to public perception
and **local** concerns.



Meaningful consultation.

Informing the **what**, not the **why**. But **how**?

Innovation.

A **new** idea, method, or device?
Maybe sometimes...

Getting it right.

Engaging at the **right time**, in the **right way**, with the **right message**, for the **right people**.



**So, what does success
look like?**



Challenge one.

Balancing national and local need;
delivering accessible and meaningful
consultation.

The challenge.

184km mixture of overhead and underground upgrades to electricity infrastructure with complex social, geographical and environmental challenges.

Vast amounts of information, a lot of it complex, and the need to present it meaningfully.

A surprise election...

The Great Grid Upgrade nationalgrid

Our proposals

April 2024

Project under consideration
2020 proposed route alignment (underground)
2020 proposed route alignment (overhead)
2020 proposed route alignment (underground)
2020 proposed route alignment (overhead)

The Great Grid Upgrade nationalgrid

Norwich to Tilbury

Community newsletter

April 2024

Have your say on proposals for Norwich to Tilbury

New clean energy sources – particularly offshore wind – will soon be connecting into the East Anglian electricity network.

Ensuring this energy can reach homes, businesses and public services means we need to improve the infrastructure, which transports electricity from where it is generated to where it is needed.

National Grid needs to upgrade the high voltage power network in England to connect these new sources of offshore energy to the energy network. Norwich to Tilbury would add much-needed capacity, upgrading the electricity transmission network in East Anglia.

We are now consulting on these proposals, which include a new 400 kilovolt (kV) electricity transmission line, improvement work at existing substations (in Norfolk, Suffolk and Essex) and a new substation on the Tendring Peninsula in Essex.

Our plans are part of the biggest overhaul of our energy network in a generation, the Great Grid

transition towards net zero and more sources of low carbon power are developed.

The Great Grid Upgrade will connect clean energy that's produced right here in the UK, increasing the self-sufficiency of our energy supplies.

After more than two years of development and listening to public feedback following two non-statutory public consultations in 2022 and 2023, we're now holding a statutory consultation.

Statutory consultation will run from Wednesday 10 April to Tuesday 16 June.

This consultation is an opportunity to see how the design of the Project has progressed and how previous feedback has been considered as we have developed our plans. It is your opportunity to have your say on our updated proposals.

What is Norwich to Tilbury?

Norwich to Tilbury is a proposal for the development of new high voltage electricity infrastructure in East Anglia, including new overhead lines and underground cables, substation improvements and a new substation.

We need to develop the Project because the existing transmission network in East Anglia doesn't have sufficient capacity to manage the expected increase in offshore wind needing to connect in the coming years and beyond.

By developing the Project, we would be able to connect new sources of low carbon energy to homes and businesses across Britain and help reduce our reliance on fossil fuels. In doing so, it would play a key role in addressing the climate emergency and help achieve the UK's targets for net zero.

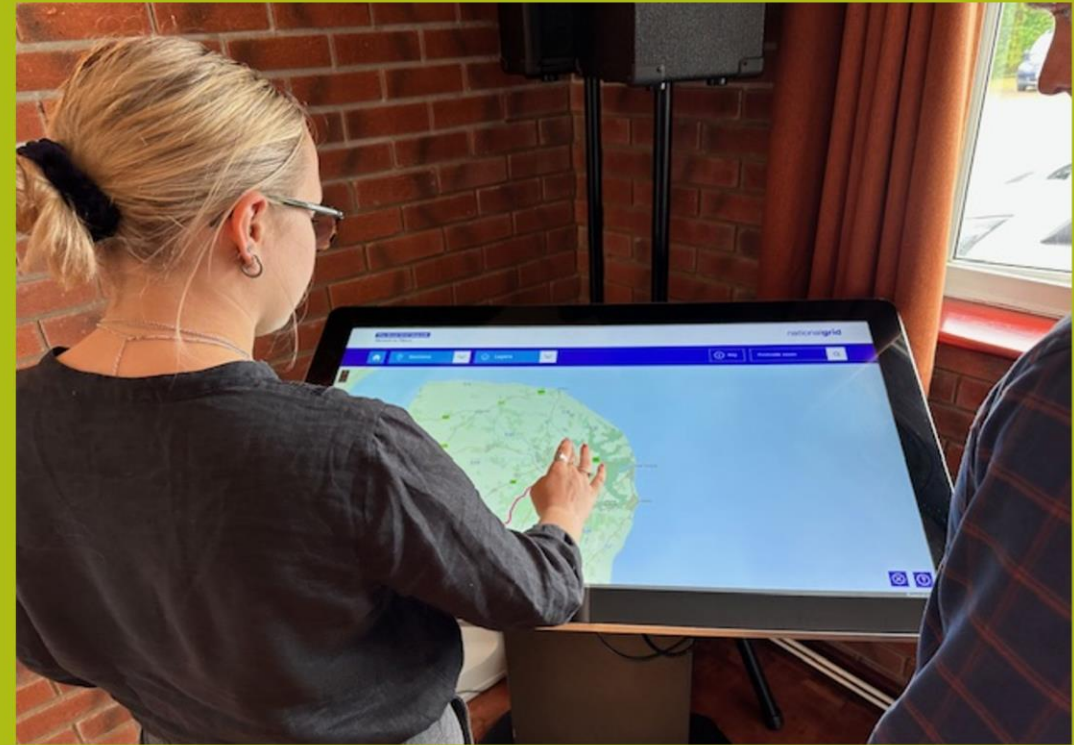
Waveney Valley

In response to feedback from the 2023 consultation, we've updated our proposals for the Waveney Valley. The alternative would include the installation of a new substation and the installation of a new overhead line and underground cables. The updated proposals are shown on the map below.

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The solution.

- A blended engagement approach to make proposals accessible to everyone.
- Bringing proposals to life in a multitude of ways to encourage focused feedback.
- Responsive teams – enabling people to hear back from us quickly.



The outcome.

- Strong engagement across all channels, good attendance at events...
- ... resulting in good levels of feedback.
- Puts us in a strong position to move forwards towards submission.

Project timeline



The background of the slide is a whiteboard with various hand-drawn sketches. On the left, there are several rectangular boxes, some with 'X' marks inside, and some with horizontal lines below them. In the center, there's a box with a shaded bottom section. To the right, a hand is holding a black marker, and there's a dashed line with the number '#2' written below it. The overall image has a purple overlay and some geometric patterns like circles and zig-zags.

Challenge two.

Articulating complex, major ideas clearly through early, effective storytelling.

The challenge.

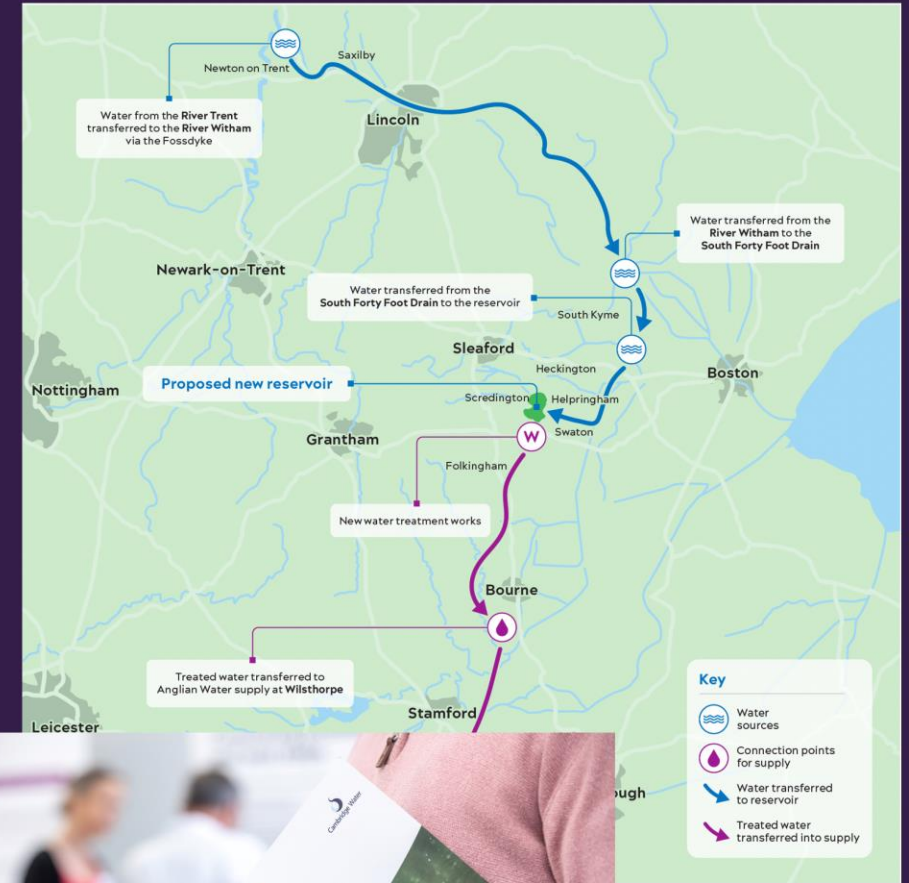
Two new reservoirs – strategic regional assets and major investments in England's water resources infrastructure.

When focus becomes centred on hyper local issues and impacts, it's harder for messages relating to the strategic need and benefits of a major infrastructure project to be heard.



The solution.


- Build awareness and understanding of need case and benefits through early storytelling.
- Articulate complex engineering solutions in an accessible way.
- Promote the valuable role of feedback through continued dialogue.



The outcome.

- Establish positive platform for future relationships and consultation.
- Making people feel heard and valued by showing how feedback can be influential.
- Supporting consenting pathway while protecting corporate reputation.





Innovation shouldn't be the **aim**
of successful consultation – it
should be the **result** of it.

Thank you
Any questions?

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