

Streamlining our Stakeholder Engagement

SSEN Transmission

Presented by Shaun Hodge, Product Owner



Delivering cleaner homegrown energy as the UK's clean energy champion

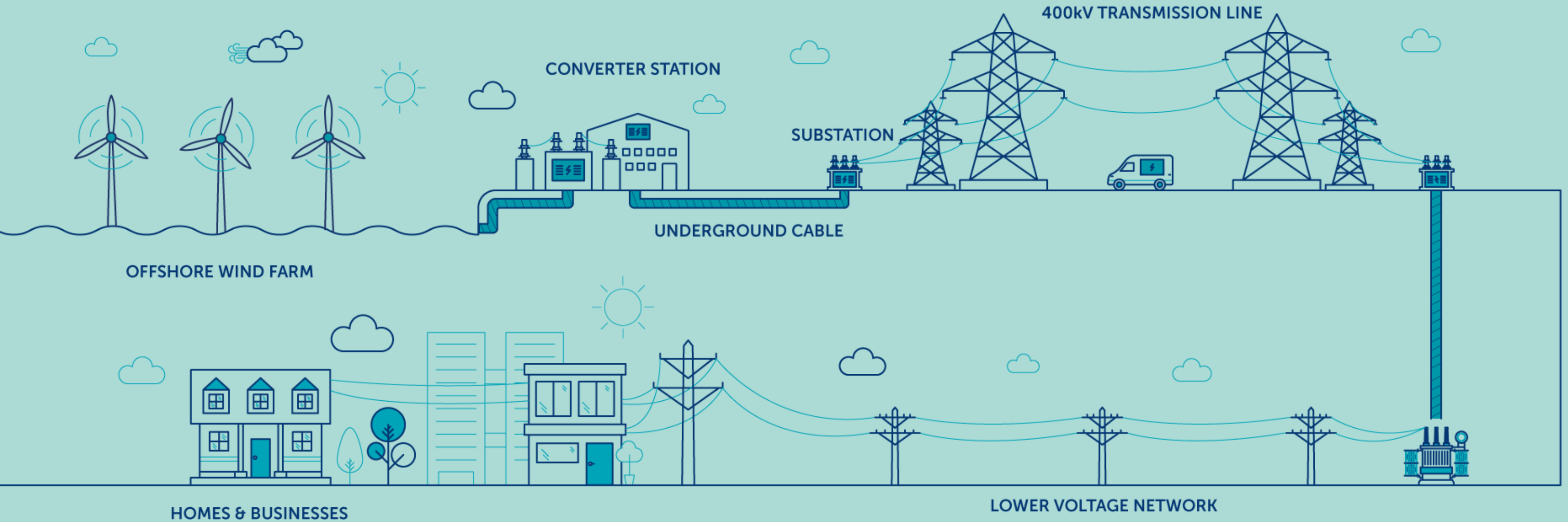


About SSEN Transmission

We are responsible for maintaining and investing in the high voltage electricity transmission network in the north of Scotland.

Our network consists of underground and subsea cables, overhead lines, and electricity substations.

It extends over a quarter of the UK's land mass, crossing some of its most challenging terrain.



Our first priority is to provide a safe and reliable supply of electricity and we do this by taking the electricity from generators and transporting it at high voltages over long distances through our transmission network for onward distribution to homes and businesses.

Our business strategy

Delivering a Network for Net Zero

SCOTWIND & PATHWAY TO 2030

In-flight Investments

- 1. Argyll 275kV strategy
- 2. Fort Augustus to Skye 132kV upgrade
- 3. Orkney 220kV AC subsea link




Pathway to 2030 Investments

- 1a. Beaulieu to Loch Buidhe 400kV reinforcement (BLN4)
- 1b. Loch Buidhe to Spittal 400kV reinforcement (SLU4)
- 2a. Beaulieu to Blackhillock 400kV double circuit (BBNC)
- 2b. Blackhillock and Peterhead 400kV double circuit (BPNC)
- 3. Beaulieu to Denny 275kV circuit to 400kV (BDUP)
- 4. East Coast Onshore 400kV Phase 2 reinforcement (TKUP)
- 5. Spittal to Peterhead 2GW HVDC subsea link (PSDC)
- 6. Peterhead to Drax 2GW HVDC subsea link (E4D3)
- 7. Peterhead to South Humber 2GW HVDC subsea link (E4L5)
- 8. Arnish to Beaulieu 1.8GW HVDC link
- 9. Aquila Pathfinder

Public Consultation to Inform Project Development


All new reinforcements remain subject to detailed consultation and environmental assessments to help inform route and technology options

More detail on these projects, including how to sign up for updates, will be made available on SSEN Transmission's website, www.ssen-transmission.co.uk

-  New Infrastructure (Routes shown here are for illustrative purposes)
-  Upgrade/Replacement of Existing Infrastructure
-  Existing Network



SSEN Transmission: Accelerated Strategic Transmission Investment (ASTI) programme



Scottish & Southern
Electricity Networks

TRANSMISSION

Beaulay - Blackhillock - New Deer - Peterhead 400kV Reinforcement

Kintore - Tealing 400kV Projects


Spittal - Loch Buidhe - Beaulay 400kV Reinforcement

Beaulay - Denny 275kV to 400kV Reinforcement

Netherton Hub

Statutory Pre-application
Consultation (PAC) Event

Public Engagement Event



Pathway to 2030
Community Consultation

May - June 2024

| Number/Area | Date | Time | Location | PAC Substation |
|------------------|-------------------|---------------|------------------------------------|----------------|
| 1. Maud | Mon 20 May | 3 - 7pm | Maud Village Hall | |
| 2. Cuminstown | Tue 21 May | 2 - 7pm | Cuminstown Community Hall | Greens |
| 3. Longside | Wed 22 May | 2 - 7pm | Longside Parish Church Hall | Netherton |
| 4. New Deer | Thu 23 May | 2 - 7pm | New Deer Public Hall | Greens |
| 5. Turriff | Mon 27 May | 3 - 7pm | Baden Powell Centre | |
| 6. Cairnie | Tue 28 May | 2 - 7pm | Cairnie Memorial Hall | Coachford |
| 7. Huntly | Wed 29 May | 2 - 7pm | Stewarts Hall | Coachford |
| 8. Keith | Thu 30 May | 2 - 7pm | Longmore Hall | Coachford |
| 9. Halkirk | Mon 3 Jun | 2 - 7pm | Ross Institute | Banniskirk |
| 10. Errol | Mon 3 Jun | 2 - 7pm | Errol Village Hall | |
| 11. Newburgh | Tue 4 Jun | 2 - 7pm | Tayside Institute Community Centre | |
| 12. Spittal | Tue 4 Jun | 10am - 12pm | Spittal Village Hall | |
| 13. Helmsdale | Tue 4 Jun | 3 - 7pm | Helmsdale Community Centre | |
| 14. Fornderry | Tue 4 Jun | 3 - 7pm | Fornderry Hall | |
| 15. Tealing | Wed 5 & Thu 6 Jun | 2 - 7pm | Tealing Village Hall | Tealing |
| 16. Dallas | Wed 5 Jun | 3 - 7pm | Dallas Houldsworth Institute | |
| 17. Dunbeath | Wed 5 Jun | 3 - 7pm | Dunbeath Community Centre | |
| 18. Alyth | Thu 6 Jun | 2 - 7pm | Alyth Town Hall | |
| 19. Inchberry | Thu 6 Jun | 3 - 7pm | Inchberry Hall | |
| 20. Rogart | Thu 6 Jun | 11am - 2pm | Rogart Village Hall | |
| 21. Brora | Thu 6 Jun | 4 - 7pm | Brora Scout and Guide Hall | |
| 22. Bonar Bridge | Mon 10 Jun | 3.30 - 8.30pm | Bonar Bridge Community Hall | Carnaig |
| 23. Auchenblae | Mon 10 Jun | 2 - 7pm | Auchenblae Village Hall | |
| 24. Ardross | Tue 11 Jun | 3 - 7pm | Ardross Community Hall | |
| 25. Drumlithie | Tue 11 Jun | 2 - 7pm | Drumlithie Village Hall | Hurlie |
| 26. Contin | Wed 12 Jun | 10am - 1pm | Contin Village Hall | |
| 27. Marybank | Wed 12 Jun | 3 - 7pm | Fairburn Memorial Hall | |
| 28. Braco | Wed 12 Jun | 3.30 - 7.30pm | Braco Village Hall | Cambushinnie |
| 29. Stonehaven | Thu 13 Jun | 2 - 7pm | Stonehaven Town Hall | |
| 30. Garve | Thu 13 Jun | 10am to 1pm | Garve Village Hall | |
| 31. Strathpeffer | Thu 13 Jun | 3-7pm | Strathpeffer Pavilion | |
| 32. Cannich | Tue 18 Jun | 2 - 7pm | Cannich Hall | Bingally |
| 33. Culloden | Tue 18 Jun | 10am - 1pm | Culloden Visitor Centre | |
| 34. Inverness | Tue 18 Jun | 3 - 7pm | Kingsmill Hotel | |
| 35. Beaulay | Wed 19 Jun | 2 - 7pm | Phipps Hall | Fanellan |
| 36. Kiltarlity | Thu 20 Jun | 2 - 7pm | Kiltarlity Village Hall | Fanellan |

For more information visit the project webpages: www.ssen-transmission.co.uk/projects/2030-projects

'Monster pylons' through idyllic rural village plan sparks fury from locals



Campaigners take fight against SSEN £20bn pylon plan to Holyrood

Campaigners say SSEN are 'treating people terribly', but the company said it is working with communities to shape plans.

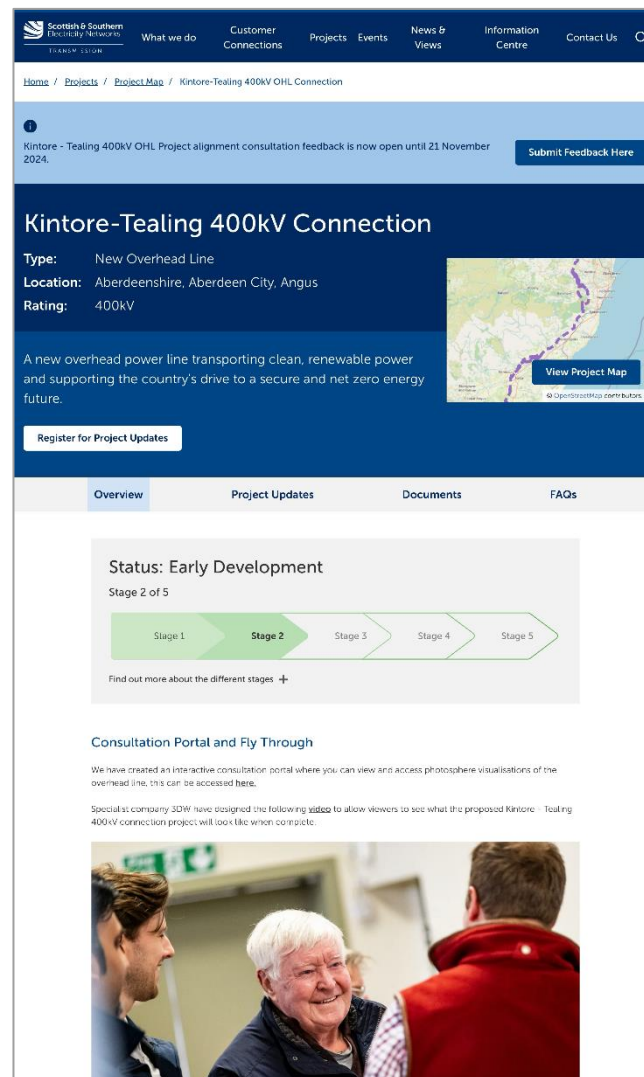


Visit: ssn-transmission.co.uk/2030 for more information

Streamlining our Stakeholder Engagement

A Winning Trio

A Winning Trio: Website, Tractivity and AI



Tractivity®



Investing in our Transmission website

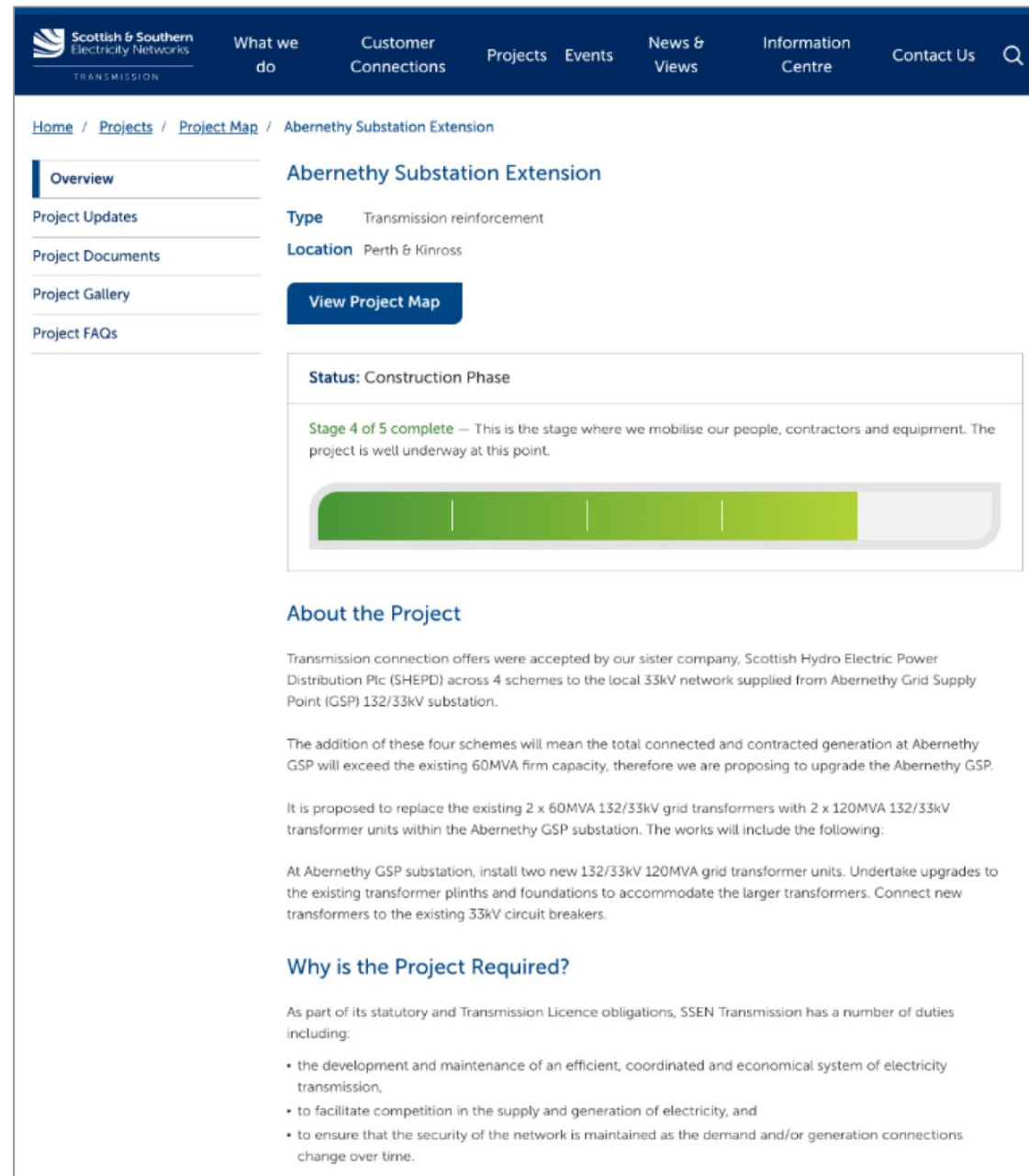
Tailoring Tractivity to Transmission's needs

Leveraging AI to analyse feedback and sentiment

Streamlining our Stakeholder Engagement

Reimagining our project webpages

Informative but ineffective



Some of our challenges to overcome:

- Our pages were not the most visually engaging
- We didn't explain the project or benefits succinctly
- We didn't provide information about each project phase
- We didn't explain what our engagement activities looked like throughout or set out clearly where stakeholders could influence
- Wasted page space
- Misunderstood project maps
- Navigation not user-friendly for wider stakeholder population

Reimagined and refined

In our ongoing commitment to enhancing our stakeholders' website experience, our engagement and the information we provide about our critically important infrastructure projects, we implemented around **40 technical improvements**, in stages.

Feature

- ✓ Horizontal navigation bar
- ✓ Project banner
- ✓ Project tabs
- ✓ Map Styling
- ✓ Map User Guide
- ✓ Project Status Bar
- ✓ Project Status Descriptions
- ✓ Document Accordion
- ✓ A-Z Project Search
- ✓ Improved Project Search



[Home](#) / [Projects](#) / [Project Map](#) / Kintore-Tealing 400kV OHL Connection



Kintore - Tealing 400kV OHL Project alignment consultation feedback is now open until 21 November 2024.

[Submit Feedback Here](#)

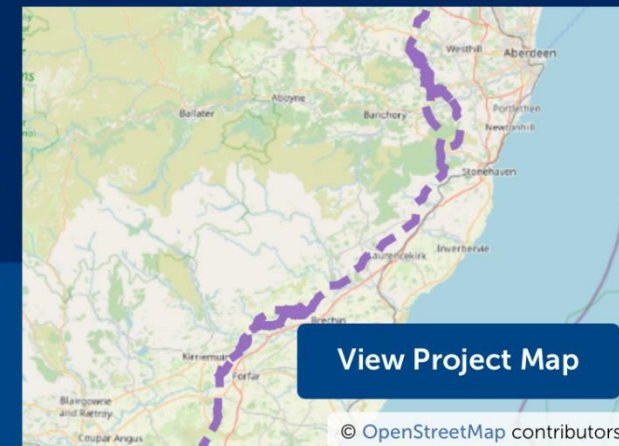
Kintore-Tealing 400kV Connection

Type: New Overhead Line

Location: Aberdeenshire, Aberdeen City, Angus

Rating: 400kV

A new overhead power line transporting clean, renewable power and supporting the country's drive to a secure and net zero energy future.



[View Project Map](#)

© OpenStreetMap contributors.

[Register for Project Updates](#)

Overview

Project Updates

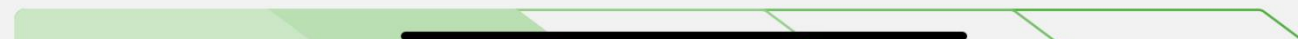
Documents

FAQs



Status: Early Development

Stage 2 of 5



Kintore-Tealing 400kV Connection

Type: New Overhead Line

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A new overhead power line transporting clean, renewable power and supporting the country's drive to a secure and net zero energy future.

View Project Map

Register for Project Updates

OverviewProject UpdatesDocumentsFAQs

Status: Early Development

Stage 2 of 5

Stage 1Stage 2Stage 3Stage 4Stage 5

Find out more about the different stages

Consultation Portal and Fly Through

We have created an interactive consultation portal where you can view and access photosphere visualisations of the overhead line, this can be accessed [here](#).

Specialist company 3DW have designed the following [video](#) to allow viewers to see what the proposed Kintore - Tealing 400kV connection project will look like when complete.

Status: Early Development

Stage 2 of 5

```
graph LR; S1[Stage 1] --> S2[Stage 2]; S2 --> S3[Stage 3]; S3 --> S4[Stage 4]; S4 --> S5[Stage 5];
```

Find out more about the different stages —

- ✔

Stage 1: Project Assessment: (Completed)
During the Project Assessment stage, we're committed to evaluating potential project strategies. At this stage, we provide information about the proposed project plans on our website for stakeholders to review and provide feedback on, as well as holding in-person events within the local community demonstrating our collaborative approach to the project's development.
- ...

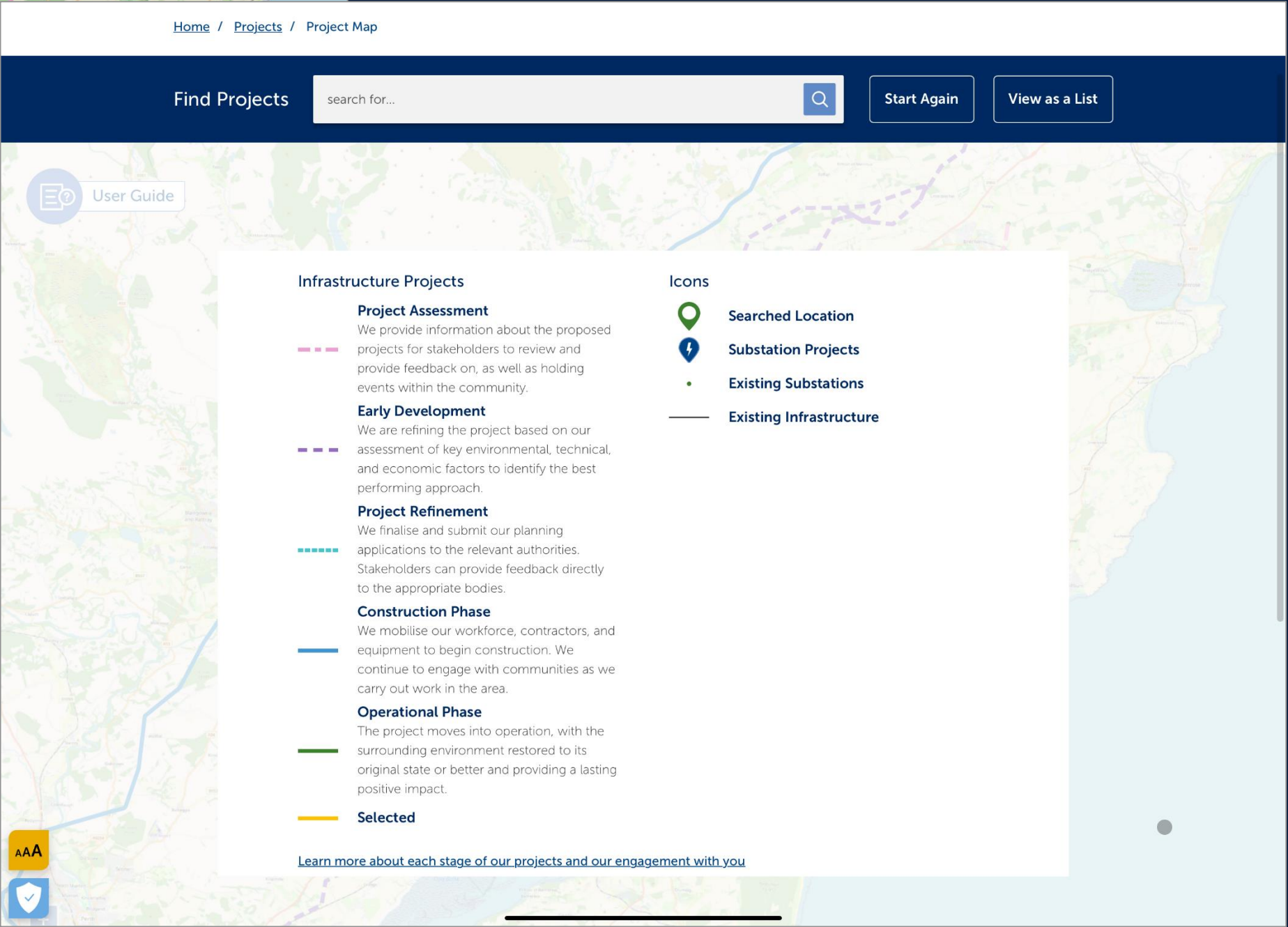
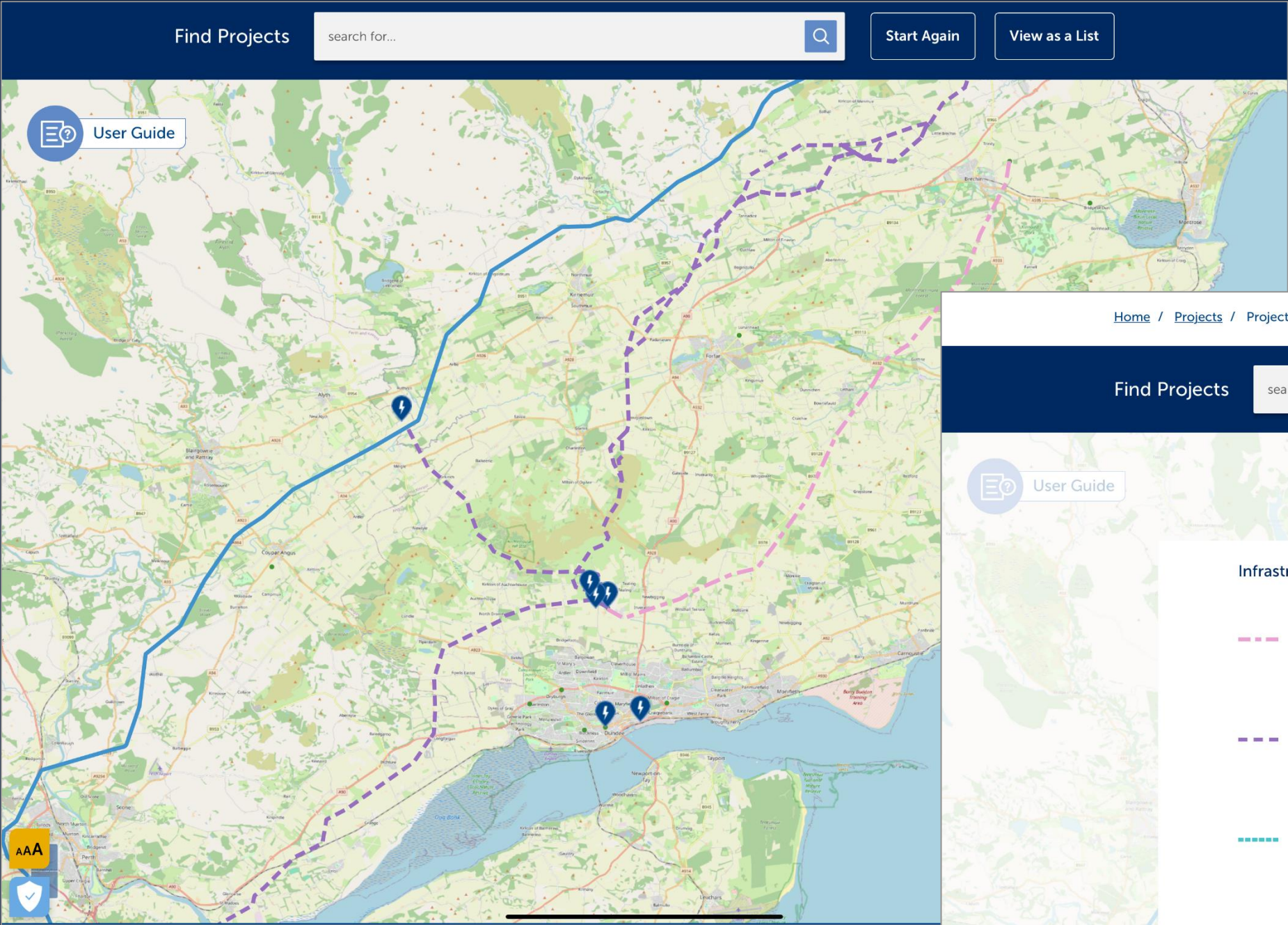
Stage 2: Early Development: (In progress)
During Early Development, we concentrate on refining the project details, based on our initial assessment of key environmental, technical, and economic factors to identify the best performing approach. We would like to gain further input from communities through accessible in-person and in some cases online consultations, which are crucial in refining our plans and strategies before advancing to the application stage.
- ✕

Stage 3: Project Refinement:
The Project Refinement stage is where we finalise project plans and submit the required planning applications to the relevant planning authorities. Communities and other key stakeholders can provide feedback directly to the appropriate body such as their local council and constituent representatives.
- ✕

Stage 4: Construction Phase:
Within the construction phase we mobilise our workforce, contractors, and necessary equipment to begin construction. We maintain open channels of communication, allowing communities and stakeholders to submit feedback on the construction activities to our dedicated Community Liaison Managers, ensuring ongoing engagement to any thoughts or concerns while we carry out work in the area.
- ✕

Stage 5: Operational Phase:
At this final stage, the project successfully moves into the operational phase, with the surrounding environment restored to its original state or better. Our Community Liaison Mangers continue to be available to address any questions or concerns, ensuring a lasting positive impact and strong community relations even after the construction activities conclude.

13



Featured updates

Featured updates for this project



[Consultation Portal and Fly Through](#)

01 OCTOBER 2024

We have created an interactive consultation portal where you can view and access photosphere visualisations of the overhead line.



[September October 2024 public consultation period is now open](#)

09 SEPTEMBER 2024

We are pleased to announce the commencement of the next period of public consultation. We will be sharing our potential alignment for the overhead line, with alternative alignment options in some locations, presented through maps and visualisations.

Project updates

All updates for this project

October 2024

September 2024

August 2024

May 2024

March 2024

February 2024



Streamlining our Stakeholder Engagement

Tractivity in Transmission

Tractivity in Transmission

What did we do?

- Set up new contract with Tractivity
- Recruited dedicated System Administrator, Tracey Balkwill
- Configured the system to suit our needs
- Migrated our stakeholders across
- Removed spreadsheets
- Enabled Single-Sign On (SSO)
- Role-based access
- Tested the system, passing cybersecurity and GDPR approval
- Embedded Tractivity-hosted web forms across our website
- Provided systems training to our people
- IT Change Manager to support new behaviours

What have the benefits been?

- ✓ Now empowered and independent from Distribution
- ✓ Efficient and user-friendly configuration that better suits Transmission
- ✓ Confidence in accurate data
- ✓ GDPR compliance and data well protected
- ✓ Swapped 360 administration hours for 0 hours by automating the process
- ✓ Freeing up our people to focus on engagement rather than administration
- ✓ Entering into engagements informed and prepared
- ✓ Coordinated our engagement between our teams
- ✓ No 'lag' in our stakeholder distribution lists
- ✓ Sending professional communications to the right people

Our Regional Community Benefit Fund is now accepting applications

We are delighted to announce that applications for our Regional Fund, a key part of SSEN Transmission's Community Benefit Fund, are now open! This is the first round of funding available, aimed at supporting projects that make a positive impact in our communities. Additionally, our local funds will be launching soon, providing even more opportunities for community support.

Learn more and apply using the information and links provided below to make a difference in your area.



Our Community Benefit Funds



NOW ACCEPTING APPLICATIONS

Regional Fund

Our Regional Fund aims to bring positive benefits and a long-lasting legacy to communities across the north of Scotland. We can fund strategic projects that benefit communities that lie wholly within our network area. You don't have to be a registered charity to apply, but your organisation must have a constitution and not be set up for individual profit.

[Learn more and apply](#)



APPLICATIONS OPENING SOON

Local Funds

Our local funds will launch soon and will be dedicated to communities situated close to our infrastructure. The focus for these funds will be developed through discussions with communities, ensuring that local priorities are supported. In the meantime, you can register for updates using the form below.

[Register for updates](#)



Director of Customers and Stakeholders,
~~Christianna Logan~~. said:

Register for Updates



Community Benefit Fund

Complete the short form below to register for updates via email and to be added to our stakeholder engagement database. It only takes two minutes and you'll also receive information about our events.

For information on how we collect and process your data, please see our [privacy notice](#). You can unsubscribe at any time from receiving emails by clicking on the link [unsubscribe](#) or by contacting us at stakeholder.admin@sse.com.

Contact Information

First Name (required)

Last Name (required)

Email (required)

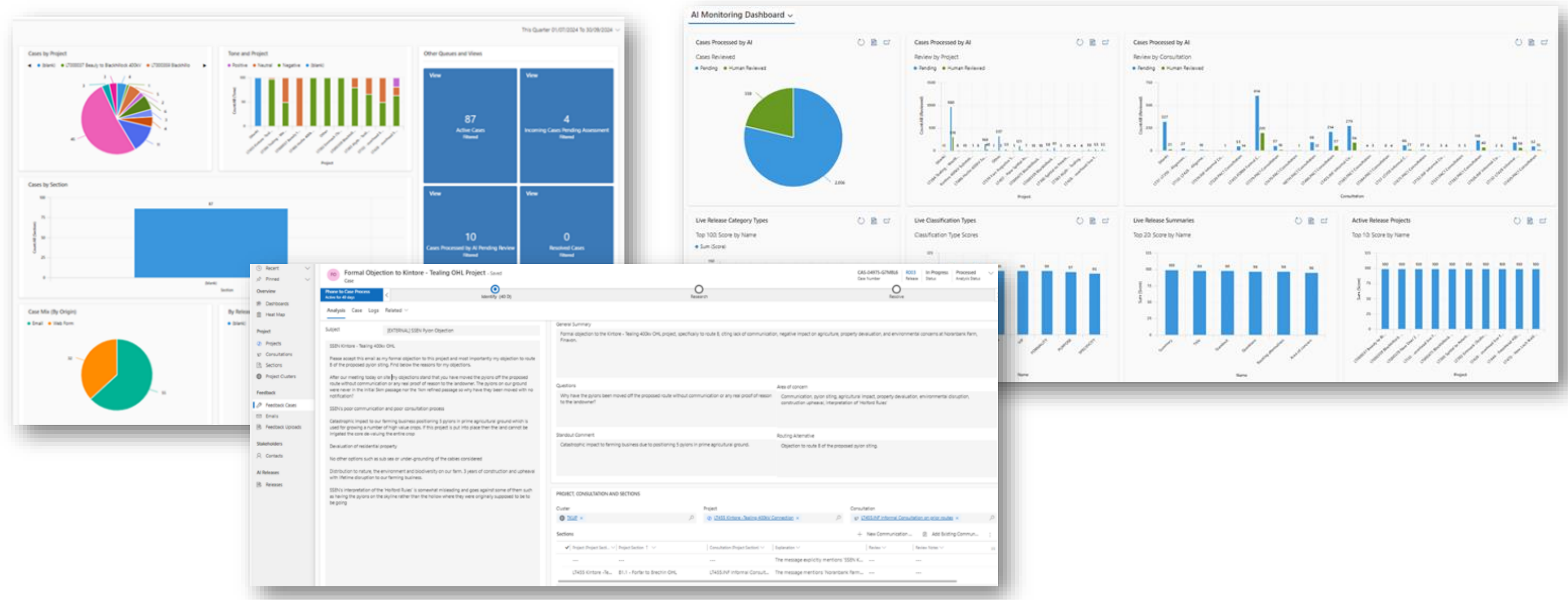
Before and After

| Issue/Challenge | GDPR Breach | Security Risk | Data Risk | Lead Time | Accuracy of Data | Impact |
|-------------------------------|-------------|---------------|-----------|-----------|------------------|--|
| Data Transfer Across Systems | ● | ● | ● | ● | ● | Not all users had access to bulk upload, so data was stored then transferred across spreadsheets via email. |
| Knowledge Transfer | ● | ● | ● | ● | ● | Due to complex processes and mismatching systems, training and experience was key to understand nuances and workarounds. |
| Manual Data Manipulation | ● | ● | ● | ● | ● | To match fields and ensure successful upload, there is a need to manually manipulate the data to fit the template for loading. |
| Information Validation | ● | ● | ● | ● | ● | Due to above issues, there is a need to perform regular data checks and information validation which increases lead time. |
| Timely Uploads of Data | ● | ● | ● | ● | ● | Process required 'point in time' data, as the website information is changing all the time, what was sent to Stakeholders could be out of date in minutes. |
| Data Maintenance and Security | ● | ● | ● | ● | ● | Stakeholder data was not secure and there were several breaches of GDPR due to data sharing and shared access to same data. |

| Mitigation | GDPR Breach | Security Risk | Data Risk | Lead Time | Accuracy of Data |
|--|-------------|---------------|-----------|-----------|------------------|
| Data is automatically moved from stakeholder to Tractivity with no manual intervention. | ● | ● | ● | ● | ● |
| Matching fields to align systems and no manual intervention required due to automation. | ● | ● | ● | ● | ● |
| Matching fields to align systems and no manual intervention required due to automation. | ● | ● | ● | ● | ● |
| Due to automation, removing data manipulation, and built in security, there is no need for human validation. | ● | ● | ● | ● | ● |
| With new form data goes directly to Tractivity (a safe location designed for storing this data) and is no longer held on the website at all. | ● | ● | ● | ● | ● |
| Secure links between webform and Tractivity with role-based admin. | ● | ● | ● | ● | ● |

Streamlining our Stakeholder Engagement **AI-powered Feedback and Sentiment Analysis Tool**

Our AI-Powered Feedback and Sentiment Analysis Tool, at a glance



Our Stakeholder Engagement Strategy

Our Values



Safety



Service



Efficiency



Sustainability



Excellence



Teamwork

Our Strategy

Deliver a Network for Net Zero

Strategic Themes

- Working with our Customers and Stakeholders
- Accelerating the pathway to net zero
- A business that is fair and sustainable

Customer & Stakeholder Strategic Priorities

- **We deliver our 2030 plans**
 - Deliver Customer and Stakeholder digital and data projects that enable the Pathway to 2030 growth
- **We deliver T2 to plan**
 - Support T2 regulatory submission engagement requirements
- **We have the right team doing the right thing**
 - Deliver comms and engagement that champions SSE's 'Doing the right thing' culture with internal and external stakeholders

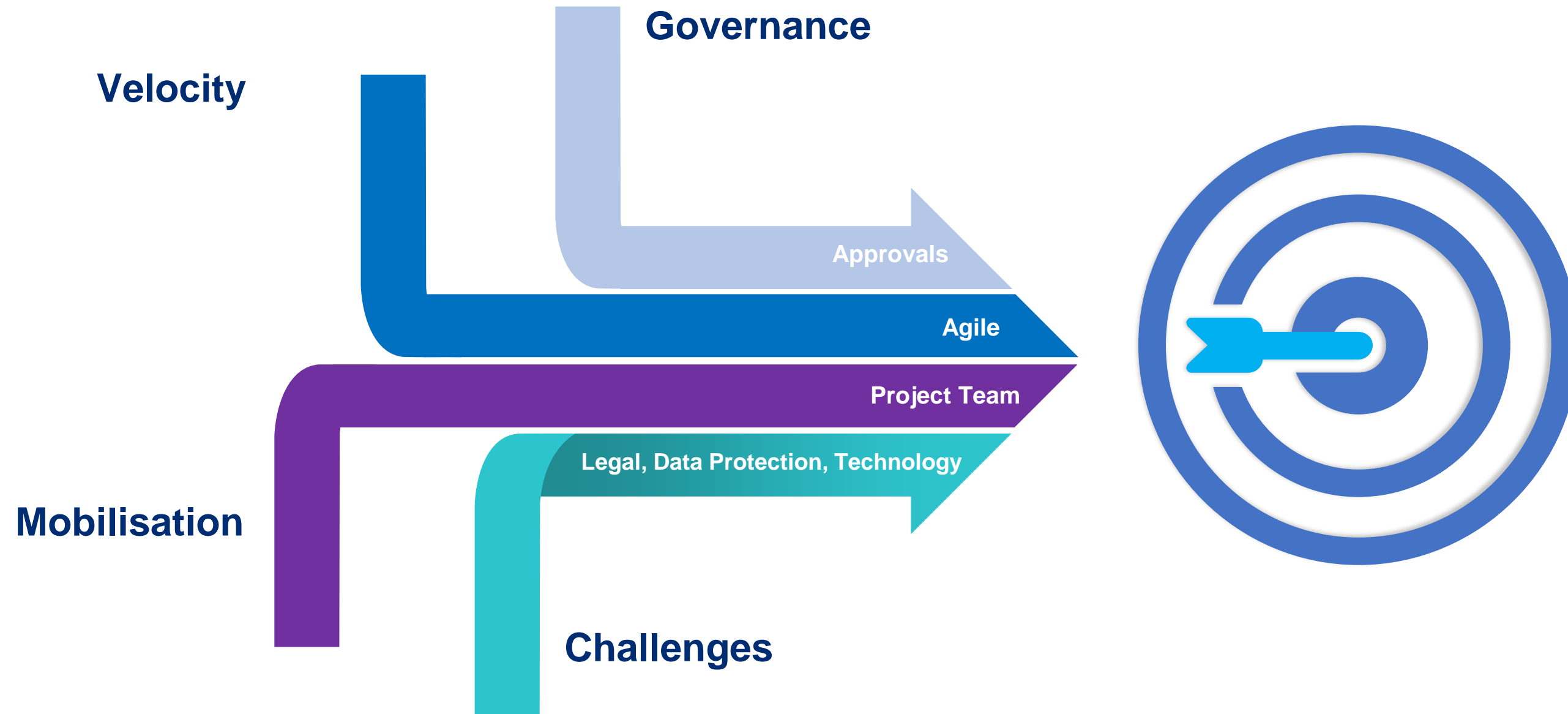
***AI Feedback and
Sentiment Analysis
Solution***



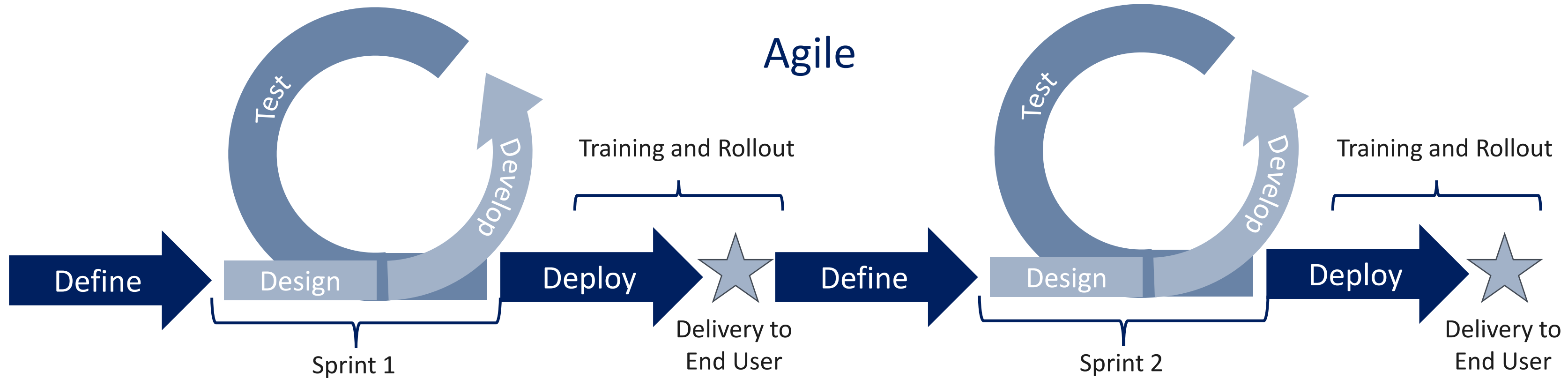
AI Feedback and Sentiment Analysis Tool

Planning and Implementation

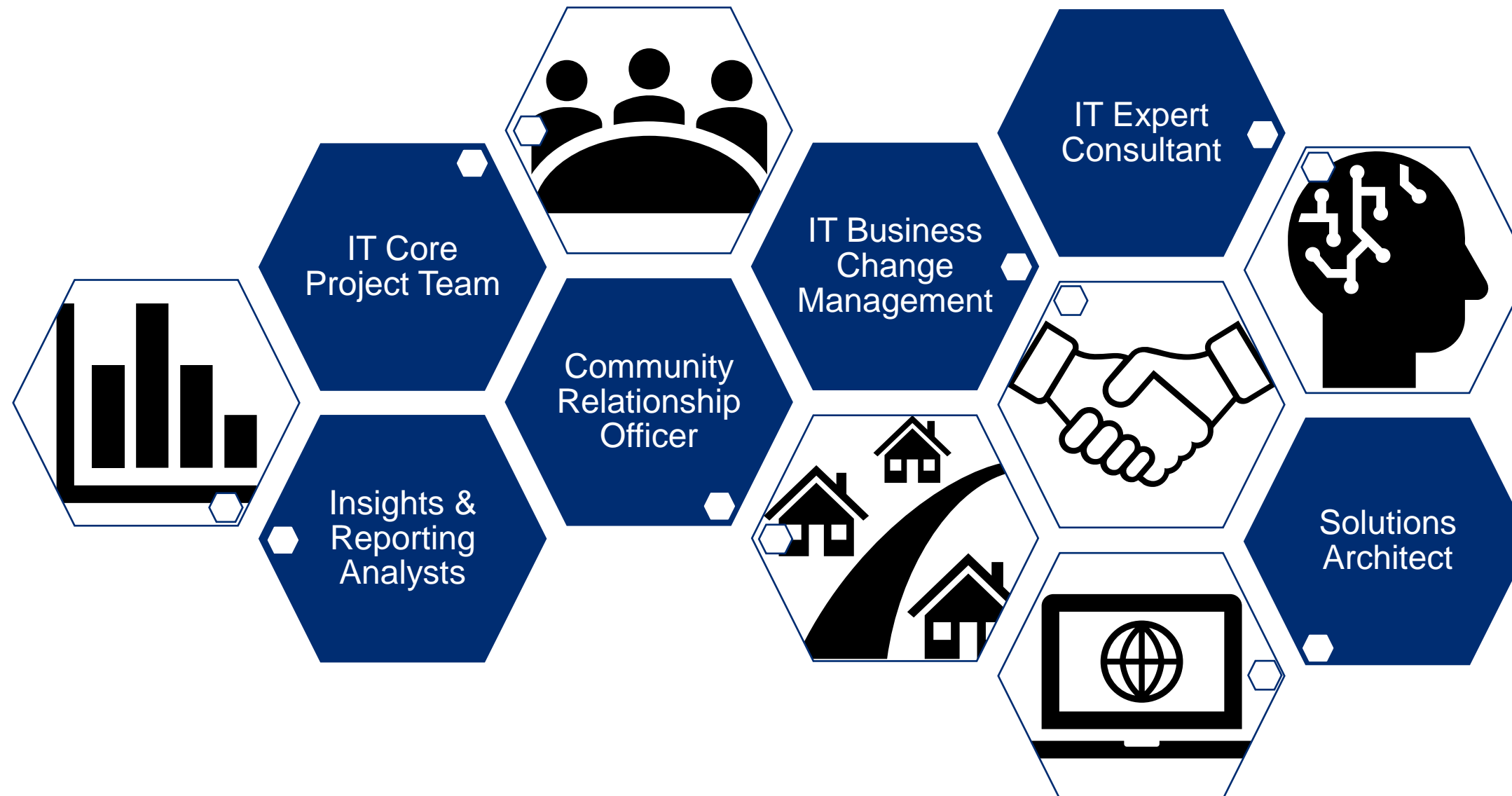
Initiating and Planning



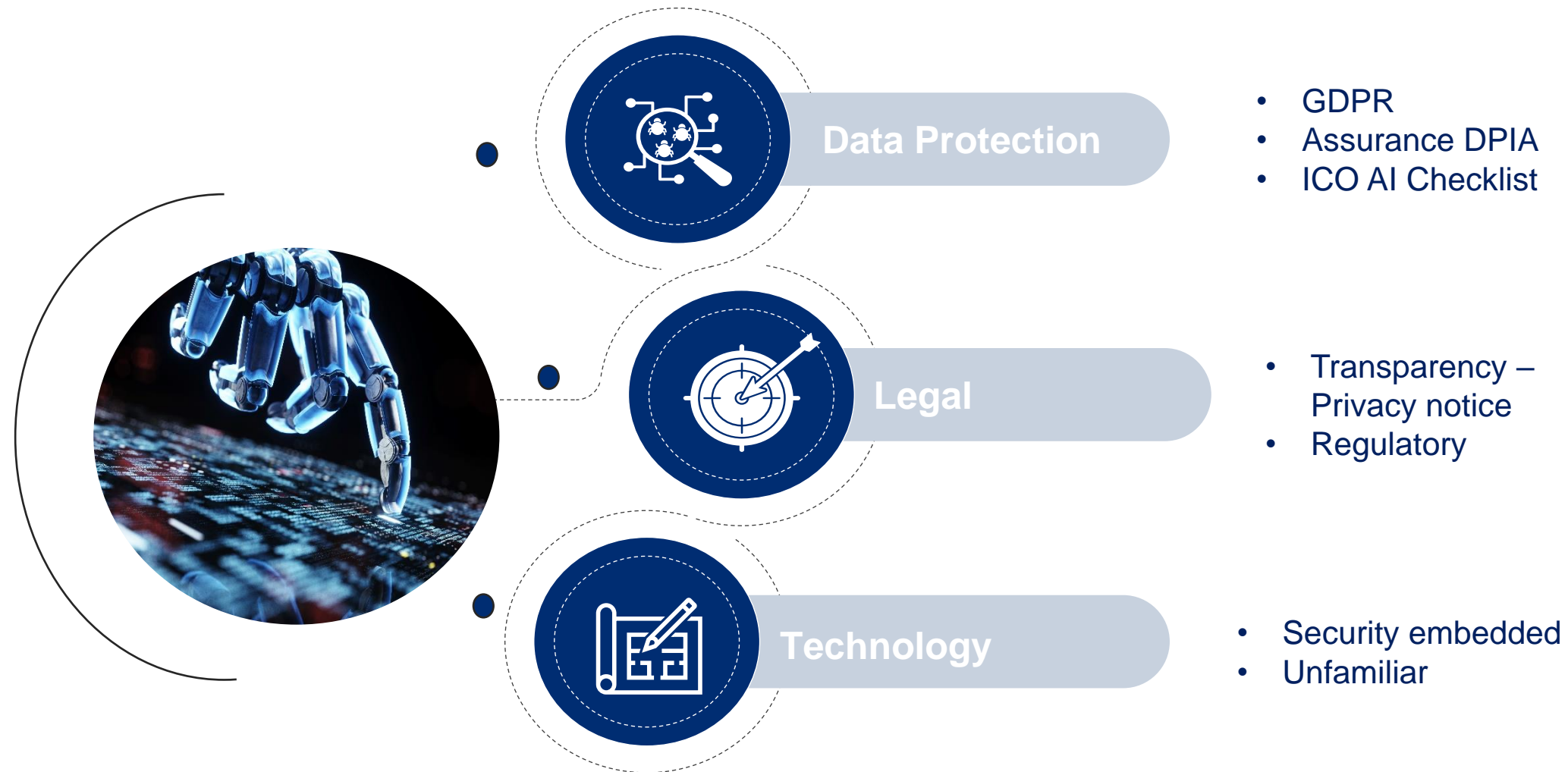
Our Approach



Mobilising our Core Team



Implementation Challenges



Innovation and Creativity

- First time AI support of consenting process of critical national infrastructure
- AI unlocking data providing quicker insights to data led decisions
- Leveraging AI and unlocking data to understand public and community concerns
- Sharing from our learned experience:
 - Microsoft Case Study
 - National Grid ESO
 - Utility Week Spotlight
 - Inspiring other SSE business units



Successful outcomes

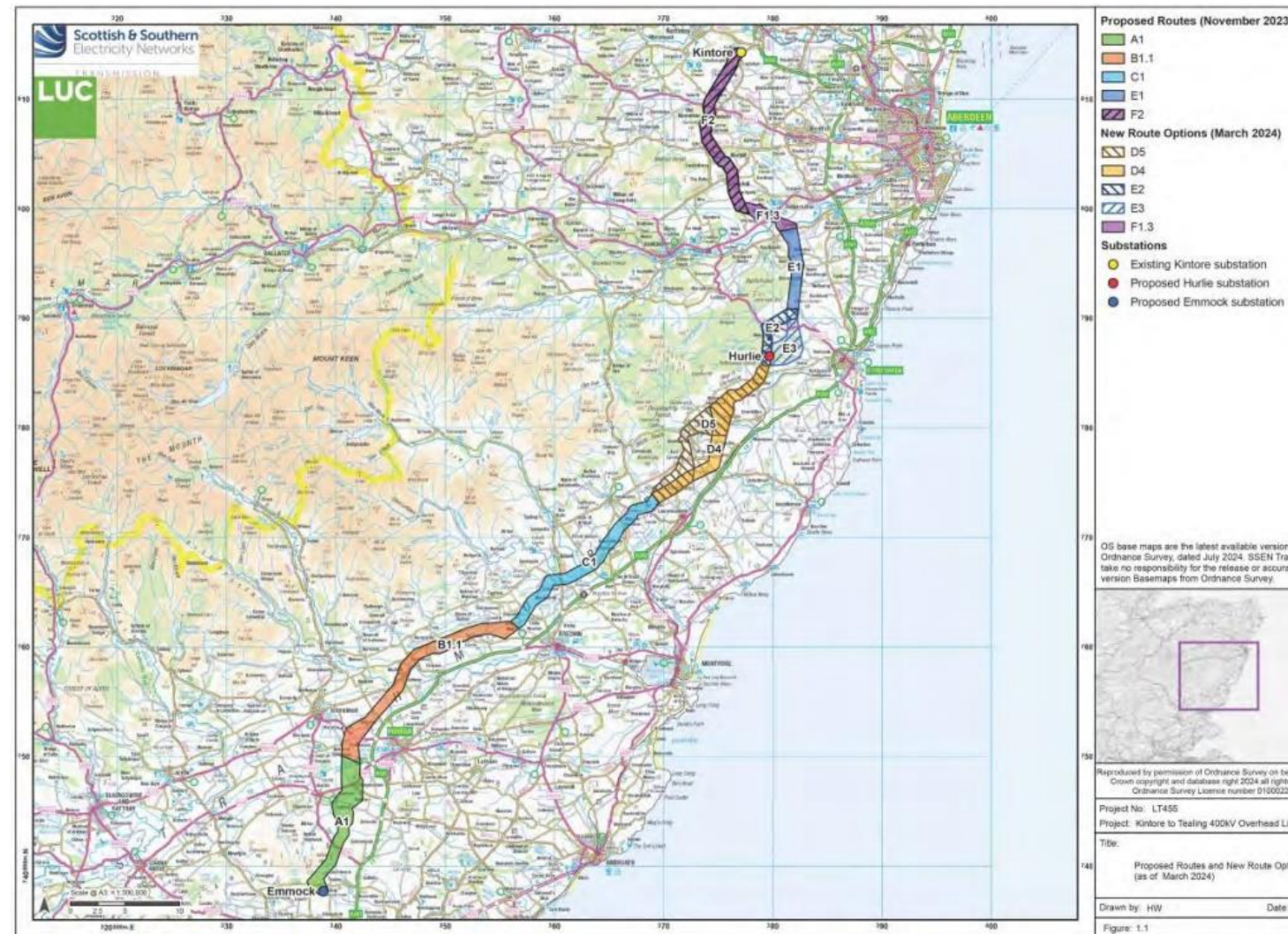
- Over 3,000 feedback and correspondence items analysed across ASTI overhead line and substation projects.
- Insights, data and reports informing real project decisions.
- 89% cost-saving, 84% lead-time reduction.
- Estimate that we'll swap 222 days of effort for 36 days.
- AI system will pay for itself making it a commercial success.
- Changes made to location and design of overhead line and substation projects.
- Feedback forms and free-format correspondence together in the same place for the first time.
- Variety of visualisations/infographics that provide visibility of wide range of data.
- AI-generated reports that detail stakeholders' concerns that allow our teams to take action.
- More efficient navigation and search.
- Powerful response to Ofgem consultation on wider use of AI.

Alex Stewart from our Community Engagement Team said:

"I found the experience fascinating and engaging. I feel it will make a significant improvement to our engagement, and to the business as a whole. It has both reduced my personal workload and provided faster insights for Community Liaison Managers (CLMs), Management and Project Teams to utilise"



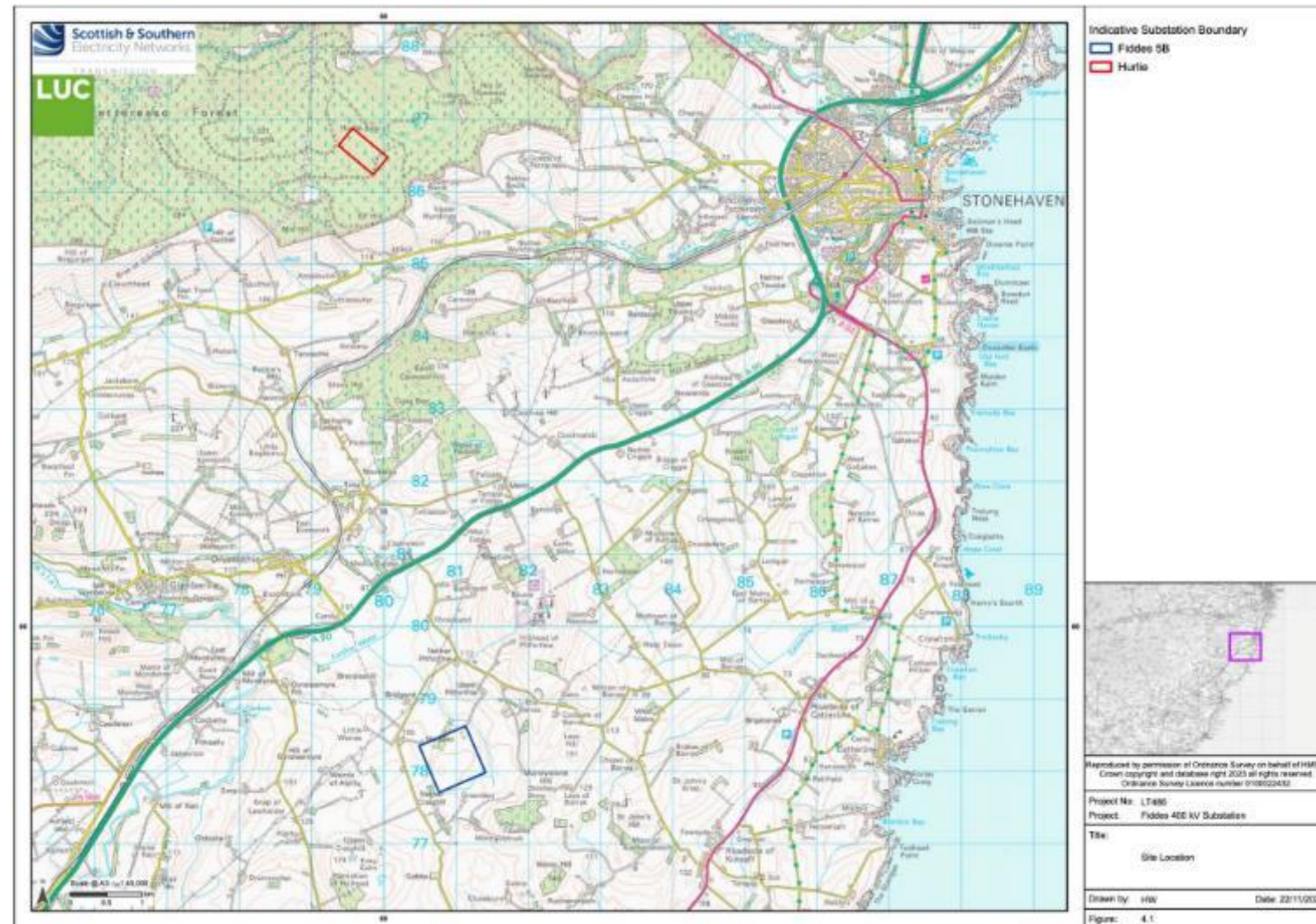
Changing the locations of our infrastructure based on community feedback – Kintore-Tealing Overhead Line



Addressing the feedback, the project team decided to make several changes, including:

- Rerouting to avoid high locations to reduce visual impact.
- Avoid felling of woodland and trees which provide screening.
- Changing location to increase distance between OHL and residential properties or sensitive receptors such as schools.
- Extensive Environmental Impact Assessment Reports (EIAR), to mitigate negative impact.

Changing the locations of our infrastructure based on community feedback – Hurlie Substation



Addressing the feedback, the project team decided to make several changes, including:

- Changing the preferred location and investigating other options not previously considered.
- Design changes to mitigate concerns related to landscape and visual impact.
- Future consultations and close collaboration with Statutory Stakeholders, including Nature Scot and Historic Environment Scotland.



Thank you

We'd be delighted to answer your questions.