



EDF - Onshore wind farms

Task/problem

To support proposals for the development of new onshore wind farms with pre-publicity and public consultation activities to help inform local communities and gauge local public opinion.

Solutions / what we did

To ensure that key stakeholders and local communities were provided with a full opportunity to contribute to the development of various proposed wind farms, a series of fundamental principles and core values were used to:

- Maximize local engagement in the consultation process
- Maintain full transparency of the detail of the proposals
- Encourage full and meaningful feedback
- Thoroughly analyse and respond to the feedback generated

To meet these objectives a range of activities were undertaken as part of a proactive and planned information and consultation programme. These included:

- Media relations - online and offline news announcements, monitoring and responding to local media issues
- Direct stakeholder engagement – written correspondence and briefing session with key individuals and groups
- Advertising – to promote key events
- Local community newsletter – including plans, Q&As and details of consultation events
- Websites – setting up site specific websites with the opportunity to provide feedback and updating corporate site with individual project details

- Telephone information service – setting up and managing a Freephone hotline
- Public exhibitions – identifying venues and providing event management services
- Public Consultation Report – formal analysis of feedback and communication of results/response



Results

A formal information and consultation programme has helped EDF Energy Renewables to go beyond its obligations to comply with local authority planning advice and Statements of Community Involvement (SCIs).

In all cases the campaigns ensure and improve local understanding of intended schemes and generate useful information that have both helped to shape development proposals and contribute to successful planning applications.

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