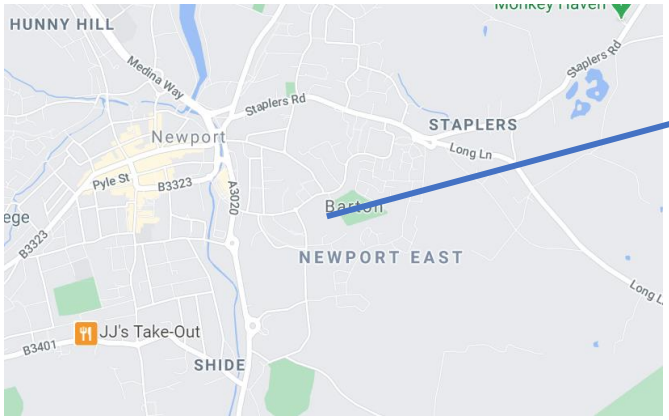
Your job is to successfully communicate with different groups of people that will be affected by the new power route. These groups are as follows:

- The residents in a neighbouring town that will be disrupted by the new supply because of the widespread development of the new infrastructure (digging, drilling, waste, traffic).
- A farmer who is refusing to sell a section of his land that is needed for part of the supply infrastructure.
- The route is going through an area of outstanding natural beauty that is home to a rare breed of bird. Local wildlife conservationists are currently planning a protest.

For each group, you will need to decide how you will communicate with them and what you will say, offer or do to get them on side with the development so the project can stay on track.

Use the information provided on each group below to plan and prepare your approach.

Local Residents



Location of local resident that will be most impacted by the new developments.

The residents of Newport East are likely to be subjected to noise and disruption as the new substation for the Queen Victoria Estate is built.
There have been no active protests or official objections from the locals but issues and concerns have been raised via social media. As a team, you want to ensure the people of Newport East know that you appreciate and understand any concerns they might have. You should also aim to give them some information on what they can expect and how SSE will support them while the work is taking place.

Consider the following:

How will you communicate with the local people.
Are there any more vulnerable groups of people that you should contact separately?
What will you say and what information will you include.
What messaging should you use to ensure the local residents are happy to support this project?
What else could you offer to stop any disruption during this project?

Local Farmer

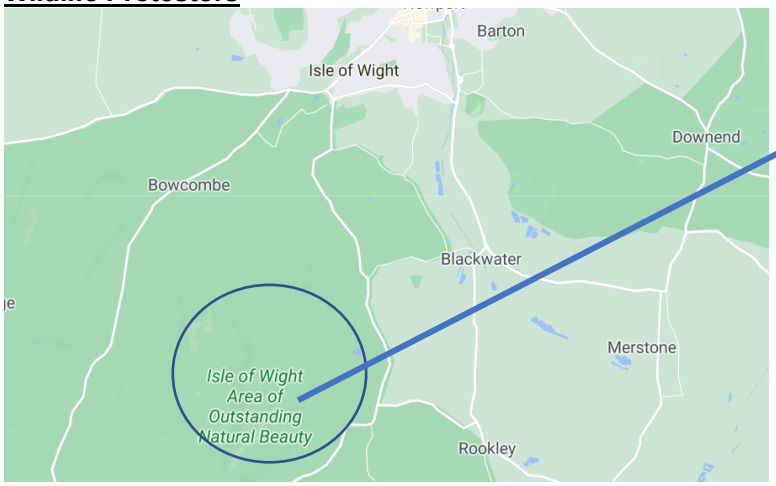
Location of Deer Farm

A local farmer has owned a successful deer farm for the last 25 years. The farm has gradually expanded over the past five years and is now one of the largest farms in the area. The route to connect power to the location of the new substation is planned to go through farmland. Electricity cables and poles need to be built on his land in order to continue following the route. The farmer is refusing and does not want any electricity poles/cables to be built on his ground. He is also refusing financial offers to sell the land so he can relocate the farm. What offers could you make to stop any disruption to the project?

Consider the following:

Can you think of any alternative ways power lines can be installed on the land?
What reassurances can you provide to the farmer?
Can you provide examples of ways in which you will help protect the land?

Wildlife Protestors



Location of new tower

A group of local campaigners are protesting about the environmental impact building electricity pylons will have on the local area of outstanding beauty. The group are planning a large protest that will involve a range of speakers and the construction of a camp to enable protesters to remain there overnight. It is key that a compromise is found and there is not an escalation that could lead to violence/arrests.

Consider the following:

What reassurances can you provide to ensure the environment is not impacted by the work?
What does SSE do to help protect the environment?

What arguments will you use to convince protesters that the work must happen?