# WELCOME



### EDF Energy's Nuclear Trust and Transparency Programme Bob Fenton, Head of Communications, EDF Energy Generation





## Why do it

• EDF Energy sustainability commitment No. 8 states:

"We will be open and transparent about our nuclear business and demonstrate we can be trusted to act to the highest professional standards in relation to nuclear security issues"

- Objective included in our 2013 business plan:
  - EDF Energy rated as an open and transparent communicator in the vicinity of our nuclear power stations (target = 52% by 2017)
- Delivered through five key work streams:
  - Re-launching our 'talk service' and ambassador programmes
  - Refocus our education programmes
  - Open reporting of performance information
  - Establishment and opening of visitor centres at each site
  - Restart of a formal site tour programme





### **Programme objectives**

- Improve public acceptance of nuclear power in our communities
- Create a brand identity for the project
- Open seven interactive new visitor centres
- Create seven branded tour routes at the power stations
- Actively engage community stakeholders, focusing on education establishments
- Develop simple content, which is accessible to all age groups from High School upwards.





### Talk service and ambassadors

- New 'Energy Future' website launched
- Agreement on company volunteering policy two days of volunteering for every member of staff – gives us 96,000 hours of volunteering
- Speaker training sessions arranged to improve quality and performance
- Mentoring programmes introduced
- Long-term relationships with key schools developed
- Support for community events, jobs and apprentice fairs and local business forums









### **Education initiatives**

- Title and education partner to Cheltenham Science Festival with over 50,000 visitors and 10,000 children (79 schools) through our education programme
- Major partners of the Edinburgh Science Festival with over
- Sponsor of 'Famelab Academy'
- 'Partnership with Lego Education to deliver interactive classroom activities that are linked to national curriculum
- STEM ambassador training programme for all graduates entering the business
- Free Christmas science shows for schools across the UK
- Professor Brian Cox lecture on 'engaging young minds'











### Performance reporting

- Event reporting protocol established for keeping the public informed
- Open reporting of operational data on EDF Energy website
- Wider publication of reports and regulatory notices on the web
- Live information on power station status on line
- Newsletters from all sites published every month – sent by email and published on the website
- Letters sent to stakeholders if an event or incident happens on a nuclear site







### The 7 new visitor centres

















### Visitor centre content

- Station facts and figures
- About EDF Energy
- Different methods of generation
- Why nuclear power is different
- Uranium and nuclear fuel
- How a nuclear reactor works
- How we maintain safety
- Radiation
- Nuclear waste and decommissioning
- Sustainability and biodiversity
- Careers in EDF Energy
- Customer focus





## Mobile visitor centre developed

- Portable structure to take into schools, colleges and community events
- 25sqm exhibition space
- Interactive and computer displays
- Used at a number of internal and external events
- Corporate stand at party political conferences
- Appeared at major UK science festivals
- Visited by over 50,000 people in 2013





## Centre performance

Visitor Centre numbers as at 31.12.2013			
Site	Date opened	Total # visitors	# Future Bookings
Dungeness	15.02.2013	4306	656
Hartlepool	5.11.2013	799	311
Heysham	11.06.2013	2731	896
Hinkley Point	04.12.2012	9852	1080
Hunterston	31.08 2012	3372	666
Sizewell	11.12.2012	2507	784
Torness	16.05.2012	2441	282
Year to date		26008	4675



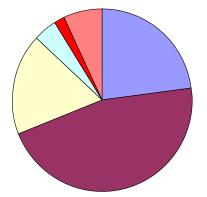


### Research

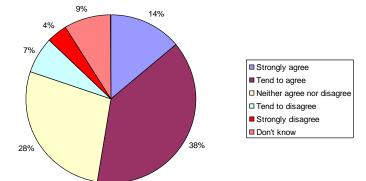
- Annual survey conducted around the seven nuclear sites
- First time that we have asked questions about the visitor centres •
- Total sample size was 4,007 adults
  Fieldwork was undertaken between 23 September 3 October 2013 (prior to Hartlepool centre opening)

Visitor centres are a great idea to help people understand more about nuclear energy

Opening up their nuclear power stations to the general public through visitor centres demonstrates EDF Energy's commitment to transparency



Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly disagree Don't know







## Year-on-year growth in favourability

- Independent annual survey conducted by ICM around the nuclear sites as part of our sustainability activities
- Results are based on interviews with 5,250 adults aged 18+, across 7 target sites (750 respondents each)
- Interviews were carried out by telephone, using random digit dialling, between 16th September – 5th November

<u>%</u>	Total
Favourability towards nuclear power stations	54 (+2)
Support for construction of new nuclear power stations	61 (+3)
Proportion who feel well informed about nuclear power	60 (+2)
Agree that nuclear energy is a necessary part of the energy balance	71 (+2)
Identify EDF as the operator of their local power station	25 (+4)
Interested in EDF's local nuclear operations	55 (+3)
Think EDF have been open/transparent in communicating with locals	38 (+4)
Trust EDF to maintain the highest possible safety and security standards	65 (+1)
Feel sufficiently informed about EDF's nuclear power operations	41 (+3)
Think EDF is interested in listening to the local people's views	41 (+1)
Total growth 2012 vs. 2011	+30
Total growth 2013 vs. 2012	+25





## Feedback from visitors (Sept – Dec 2013)

## Based on approx 600 visitors between October and December 2013, results showed:

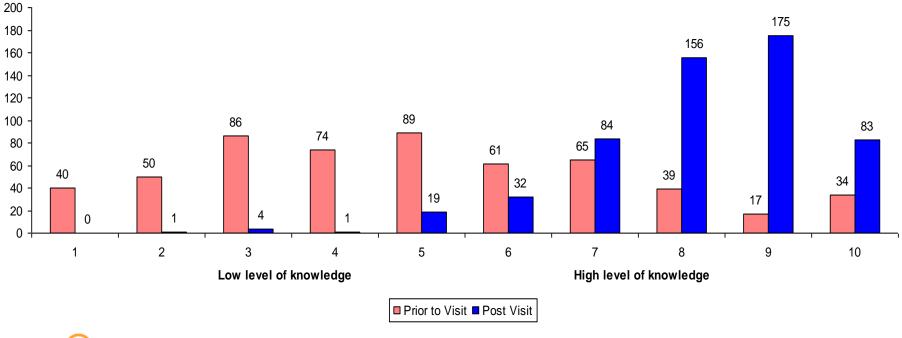
- 66% of visitors were male
- Age profile:
  - 24% aged 11 20
  - 24% aged 20 40
  - 24% aged 40 60
  - 28% aged over 60
- 31% of visits were education related, 17% were from local interest or community groups, 28% were family or friends of employees
- 45% of visitors came from within 20 miles of the site, 36% had travelled over 40 miles for their visit
- 92% of visitors toured the power stations
- 100% of visitors would recommend the visitor experience





### Feedback from visitors (Sept – Dec 2013)

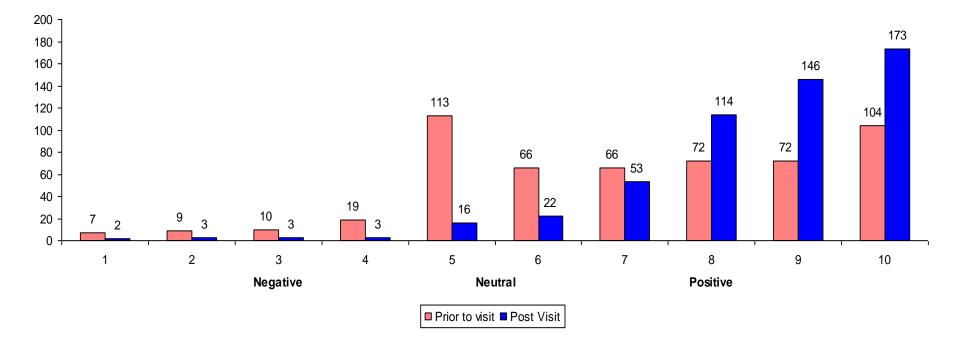
How much did you feel you knew about EDF energy and the power station?





## Feedback from visitors (Sept – Dec 2013)

How did you feel about nuclear power?







### "Quote"

- "The great thing about the visitor centre is that local people and local schools can come and visit and see that it is so much more than a big grey box on the coast and can see what goes on inside. It's great for East Lothian and beyond."
  - Ian Grey MSP, East Lothian
- "It's a fantastic opportunity for the students to get close to the power station and all it has to offer. It opens up opportunities right on the doorstep and the links to GCSEs are absolutely phenomenal so in terms of opportunity it's just fantastic."
  - Ben Attfield, Science Teacher, Bridgwater
- "We need to educate people and show how a career in science and engineering can be good, long term and well paid. This visitor centre does that."

### - Iain Wright MP, Hartlepool

• "It's hugely important. To be able to bring people here, where the information is not dumbed down but delivered in understandable bite-sized chunks is great, and the pupils really enjoyed their visit and the opportunity to learn what goes on at the site."

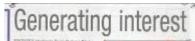
### David McPartlin, Headteacher, St Peter's School, Heysham

- "Look at it, it's fabulous there is a great team here and it's an opportunity to learn about nuclear power and see what goes on at the plant."
  - Ian Liddle Grainger MP, Bridgwater
- "The children and adults were absolutely buzzing with information and pure enjoyment from their visit. It was a truly memorable and informative experience."
  - Headteacher, River Primary School, Dover





### Media Coverage



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**Generating interest** 

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web: bridgwatermercury.co.uk Advertising: 01278-727950 SCHOOLS COLLEGES





**UK Nuclear** 



### A day trip to Sizewell B

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Picks of the day

## Media coverage

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### EDF opens first UK visitor centre

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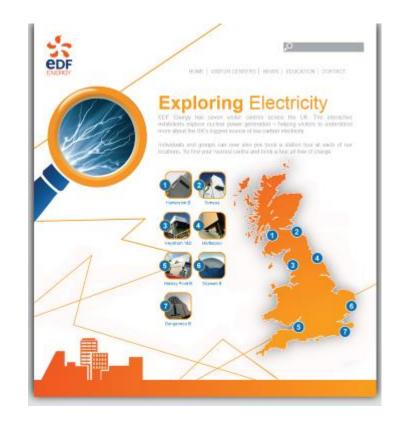
## Media coverage



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### Next steps

- On-line booking portal launched
- Social media accounts being set up
- More digital content with more games and quiz material
- Active marketing of centres
- Continue to develop educational material with 'The Pod' and Campus
- Better engagement with local education authorities
- New 'pop up' town centre opportunities being explored







### **Overall impact**

- Opened 7 visitor centres and site tour routes with over 30,000 visitors so far
- Business in the Community 'Big Tick' award for community impact 2013
- Our communities feel we are more open and transparent about our operations (55 point increase between 2011 and 2013)
- Engaged over 60,000 stakeholders directly through mobile visitor centre
- Positive visitor feedback changing peoples perceptions of nuclear in our communities











# THANK YOU

