

# 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

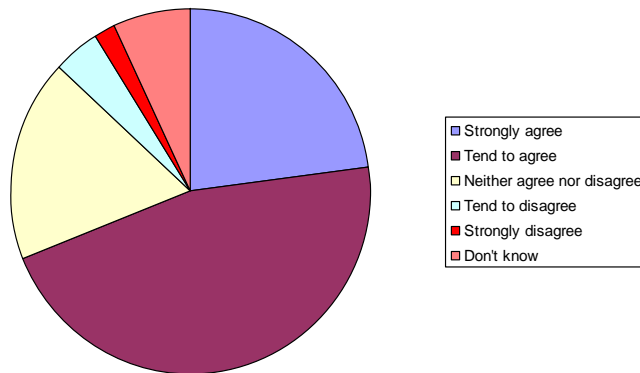
<b>Visitor Centre numbers as at 31.12.2013</b>			
<b>Site</b>	<b>Date opened</b>	<b>Total # visitors</b>	<b># Future Bookings</b>
Dungeness	15.02.2013	4306	656
Hartlepool	5.11.2013	799	311
Heysham	11.06.2013	2731	896
Hinkley Point	04.12.2012	9852	1080
Hunterston	31.08 2012	3372	666
Sizewell	11.12.2012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



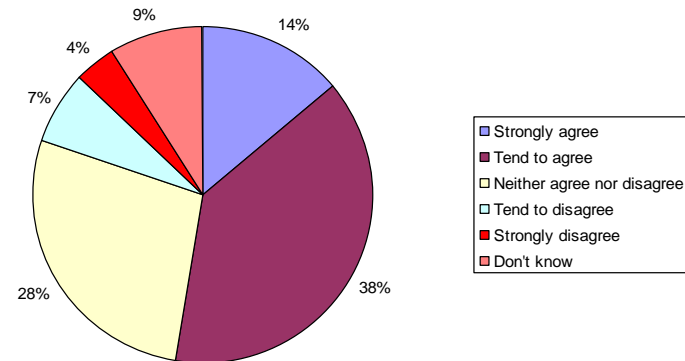
# Research

- 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



# 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)
<b>Total growth 2012 vs. 2011</b>	<b>+30</b>
<b>Total growth 2013 vs. 2012</b>	<b>+25</b>



# Feedback from visitors (Sept – Dec 2013)

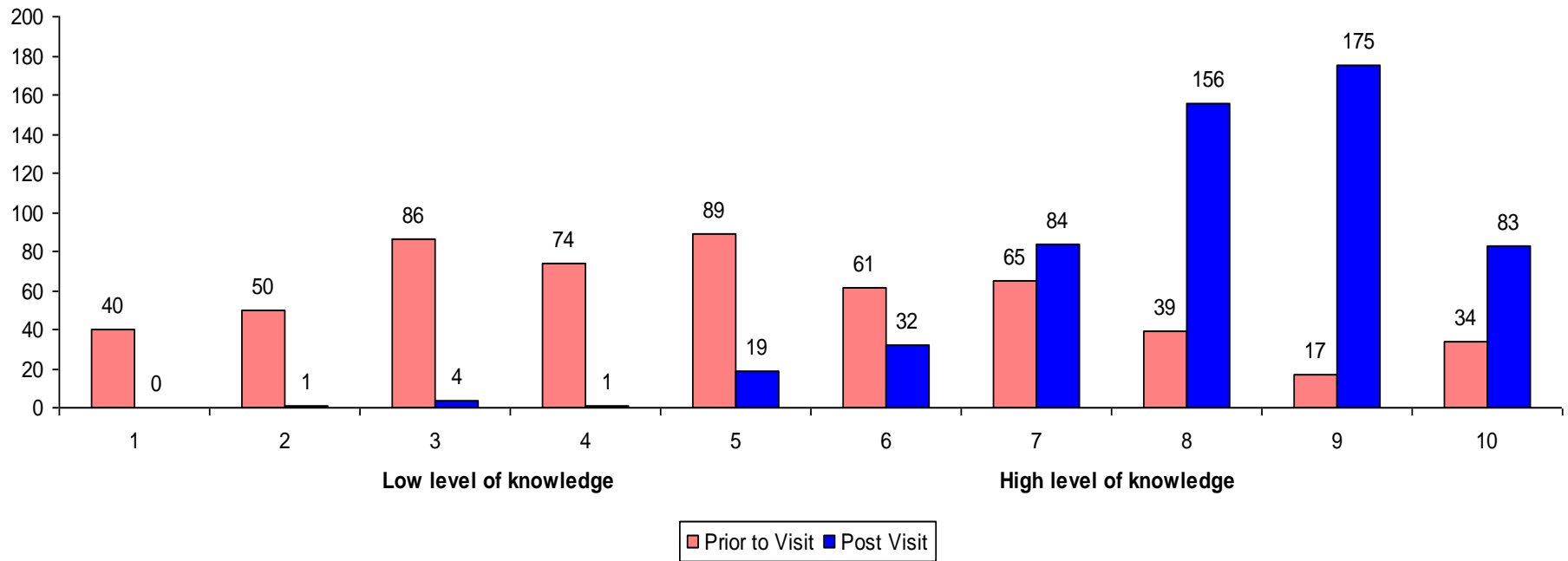
**Based on approx 600 visitors between October and December 2013, results showed:**

- 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)

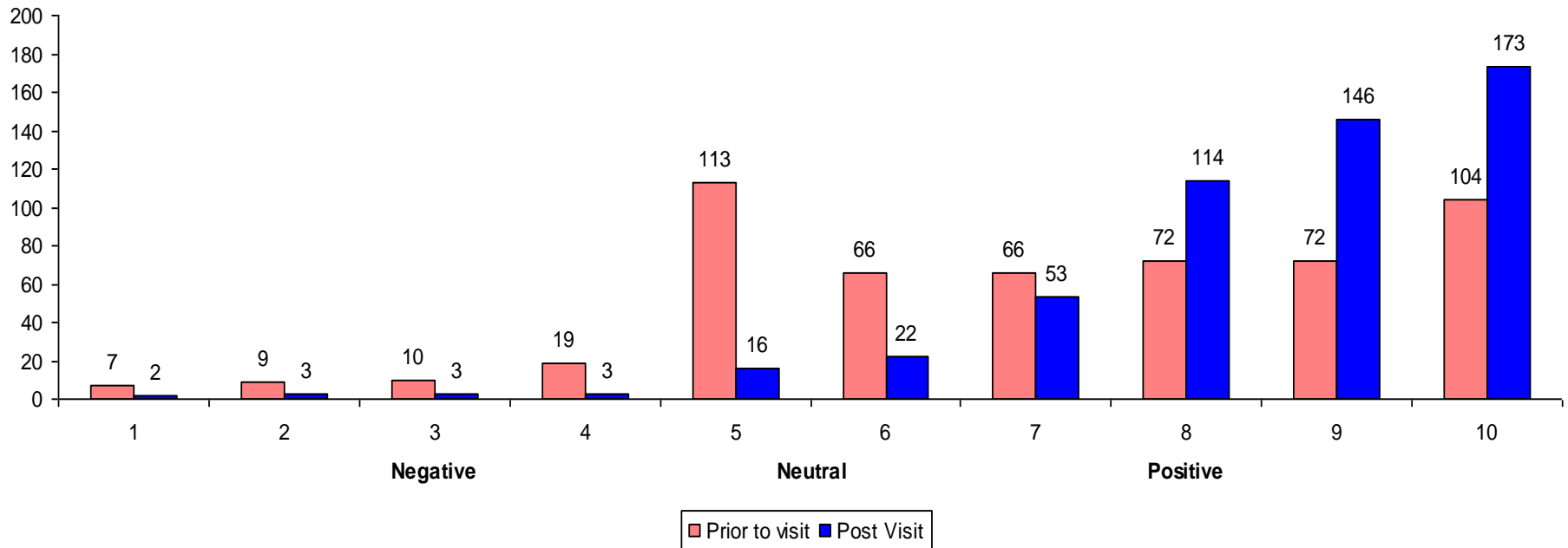
How much did you feel you knew about EDF energy and the power station?





# 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 Atfield, 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



**EDF opens first UK visitor centre**

EDF Energy's first UK visitor centre is set to open at Heysham Power Station, Lancashire, in the first of a new generation of visitor centres at the electricity giant's plants.



Introducing new generation at Heysham A (top), EDF Energy

At the end of the 20th, the UK's first nuclear reactor produced a wealth of visitor facilities, but the needs of a new generation of nuclear power plants are different. EDF Energy's first UK visitor centre at Heysham Power Station, Lancashire, is the first of a new generation of visitor centres at the electricity giant's plants. The Heysham visitor centre will be open to the public in the first of a new generation of visitor centres at the electricity giant's plants.

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According to EDF Energy chief executive, the company has long recognized the importance of openness and transparency in its nuclear power plants. The Heysham visitor centre will be open to the public in the first of a new generation of visitor centres at the electricity giant's plants.

EDF Energy is planning to build new reactors at Sizewell B and Hinkley C in England. The company is committed to openness and transparency in its nuclear power plants. The Heysham visitor centre will be open to the public in the first of a new generation of visitor centres at the electricity giant's plants.

However, Hinkley C is not the only new nuclear power plant in the UK. The company is committed to openness and transparency in its nuclear power plants. The Heysham visitor centre will be open to the public in the first of a new generation of visitor centres at the electricity giant's plants.

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**Nuclear power station re-opens to public after 12 years**

A former power station at Heysham, Lancashire, is set to be re-opened to the public after 12 years. The Heysham visitor centre will be open to the public in the first of a new generation of visitor centres at the electricity giant's plants.



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**Sizewell: Visitor Centre Re-Opens**

People will be able to have a look around parts of the Sizewell nuclear power station for the first time since 2011.

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**Visitor centre to open at Heysham Power Station**

A new visitor centre will be opened at Heysham Power Station on Thursday.

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# Media coverage

**FEATURE**

WEDNESDAY 23 JANUARY 2014 | EAST ANGLIAN DAILY TIMES



James Marston and Dr Deborah Stowe, Sizewell B Nuclear Power Station, Suffolk

## Preparing for a new age of nuclear power in Suffolk

**By James Marston**

Suffolk has long lived with nuclear power. And, as the nuclear debate hits the headlines again, the county is next on the list. **JAMES MARSTON visits Sizewell B**

It is a warm day in Suffolk, and the sun is shining brightly. The air is filled with the sound of birds chirping and the rustle of leaves. In the distance, the white and blue buildings of the Sizewell B nuclear power station stand prominently against the sky. A sign above the entrance reads 'Welcome to Sizewell B Nuclear Power Station'.

James Marston, a local journalist, is standing next to Dr Deborah Stowe, a senior manager at EDF Energy. They are both dressed in business attire. Marston is wearing a dark suit and a blue tie, while Stowe is wearing a grey blazer over a black top. They are both smiling at the camera.

Marston is holding a microphone and appears to be conducting an interview. Stowe is gesturing towards the station as they talk. The background shows a well-maintained parking lot and some greenery.

The article discusses the current state of the Sizewell B nuclear power station and the challenges it faces. It mentions the need for investment in the station's infrastructure and the importance of maintaining a high level of safety. Marston asks Stowe about the station's future and the role of EDF Energy in its operation.

Stowe responds by explaining the station's commitment to safety and the importance of regular maintenance. She also discusses the station's contribution to the local economy and the energy needs of the region. Marston concludes the interview by thanking Stowe for her time and insights.

**FEATURE**

WEDNESDAY 23 JANUARY 2014 | EAST ANGLIAN DAILY TIMES

twitter @edfenergy



Edward C. Gurney

EDF Energy

Openness and transparency is a key way of how we do business. The visitax centre and tours give people a way of learning about nuclear power

EDF Energy is proud to be a leading provider of nuclear power in the UK. Our Sizewell B nuclear power station is one of the most advanced in the world. We are committed to safety and transparency in everything we do. Our visitax centre and tours provide a unique opportunity for the public to learn about nuclear power and see the station's operations up close. We believe that openness and transparency are essential for building trust and confidence in our industry.

The visitax centre is a state-of-the-art facility that provides an interactive and engaging learning experience. It features a variety of exhibits, including a large circular display board that shows the station's internal systems and processes. Visitors can also see the station's control room and learn about the role of the operators. The tours are led by experienced staff who provide detailed information about the station's history and current operations.

EDF Energy is committed to providing the highest quality of service to our customers. We are constantly investing in our facilities and equipment to ensure that we can meet the growing demand for nuclear power. Our visitax centre and tours are a key part of our commitment to transparency and openness. We welcome all visitors and encourage them to share their feedback and suggestions with us.



# 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





# PiME

2012  
COMMUNICATING NUCLEAR



THANK YOU

