

# consense news

Communication in planning

Effectively engaging communities and stakeholders in your proposals

Spring 2009

## In this issue

Consense launches community website for Sky

Latest update - facts and figures

Working across the UK

County-wide renewable energy consultation launched

Consense launches online consultations for ScottishPower Renewables

Online consultation master system launched for Volkswind

Consense launches online Support Letter Tool

2Cs to redesign BiogenGreenfinch website

A division of  
**2Cs**

[www.consense.co.uk](http://www.consense.co.uk)

# Consense launches community website for Sky

**Consense has launched a website for Sky to inform local residents about their new broadcast facility currently being developed in West London. The building will house their Broadcast Operations, Sky Sports and Broadcast Technology departments, and will include a number of environmentally friendly features.**

Visitors to the website can register to receive email updates and submit any questions, comments or ideas they may have. The site also includes three films (all filmed and edited by Consense), an interactive master plan, and time-lapse movies showing month by month progress on the construction site.

and to send responses to users' questions or comments. The administration area can also be used to create instant reports on website activity.

[www.skybuildingabetterfuture.com](http://www.skybuildingabetterfuture.com)

The website is supported by Consense's Open Debate system, which records visitor feedback into a special administration area and Sky can log in to the system at any time to see who has registered



  
**opendebate™**  
online community consultation

## Latest update...

- We are running consultation on 40 proposed windfarms across the UK – in order to secure consent for a total of 1175MW of renewable energy
- 74% of our online consultations are currently running with 50% or more of participants stating they are in favour of our clients' proposals
- This year, we will be exhibiting at Energy and Environment 2009, BWEA Offshore Wind 09, All Energy 09, the EEEGR Summer Conference and BWEA31
- We are running a county-wide consultation on the use of renewable energy in new communities across Cambridgeshire.

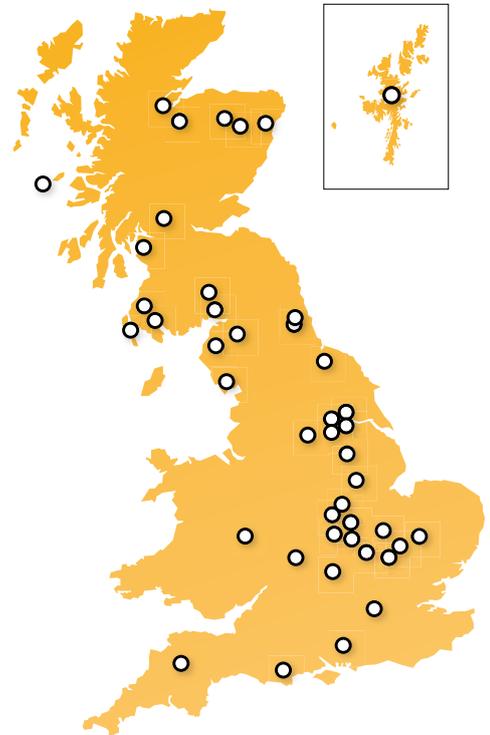


# Working across the UK...

**Consense is currently involved in community and stakeholder consultation for over forty windfarms and property developments.**

For more details on any of our projects, please call 01473 627100.

The Shetland Islands



Approximate locations shown.

## County-wide renewable energy consultation launched for 73,000 new homes

**Consense has launched an online consultation inviting people who live and work in Cambridgeshire to comment on the use of renewable energy in the new communities planned for the area.**

73,300 new homes are scheduled to be built in Cambridgeshire between 2001 and 2021, and renewable energy technologies – small and large scale – are due to play an important part in making the county more sustainable and low carbon.

The online consultation, run by Renewables East on behalf of Cambridgeshire Horizons, enables visitors to read about the sustainability targets for the region, learn about a variety of renewable and low carbon technologies and complete a consultation questionnaire giving their opinion on the future role of renewables.

It also features an Interactive Energy Plan (see below), demonstrating how various renewable technologies - including wind power, biomass CCHP and solar PV - could be deployed in a hypothetical community. An Interactive House shows how various low carbon design features,

such as passive solar and air tightness; plus a range of renewable technologies can be used for individual households.

Alex Plant, Chief Executive of Cambridgeshire Horizons, says "The website is an extremely useful educational tool, with clear descriptions of different types of renewable energy sources, and background information about why sustainability and our local response to the issues of climate change are so important to the future of Cambridgeshire – and beyond".

The consultation will run for eight weeks and the feedback received will help Cambridgeshire Horizons to understand the local community's perception of renewable energy as the county continues to grow.

[www.cambridgeshireenergysurvey.co.uk](http://www.cambridgeshireenergysurvey.co.uk)



*The interactive town and home show that living with renewable energy doesn't have to mean a completely different landscape for communities and that the controls within your home would look almost identical to those you would find in most new homes today.*

Alex Plant, Chief Executive of Cambridgeshire Horizons

# Consense launches online consultations for ScottishPower Renewables

Consense has been appointed by ScottishPower Renewables, part of Iberdrola Renewables - the world's biggest producer of renewable energy.

Consense has developed an Open Debate master system which will be used to run online consultations for a number of proposed wind farms. It enables ScottishPower Renewables to manage the content and report on feedback in-house.

Now live for their Queniborough and Lenchwick windfarms, ScottishPower Renewables is intending to use the system for a number of projects that are going into planning over the coming months.

The master system enables ScottishPower Renewables to log into a single admin area to manage the content on all of their live online consultations, reducing on-going management costs and making updates a simple, convenient process. ScottishPower can also use the admin area to not only report on feedback from individual projects, but also to compare the

results of their consultation questionnaires across projects to determine if feedback differs according to location.

Derek Christie, Marketing and Communications Executive at ScottishPower Renewables says "We are keen to open up community engagement to more local people, not just those who come along to our consultation events. The Consense system should be ideal for capturing a broader range of opinion and the admin tool will make it easy for us to manage the feedback we receive".

Queniborough is a five turbine, up to 10MW scheme near Syston in Leicestershire; and Lenchwick is a 10 turbine, up to 20MW scheme near Evesham.

[www.queniborough-windfarm.com](http://www.queniborough-windfarm.com)  
[www.lenchwickwindfarm.com](http://www.lenchwickwindfarm.com)

## Online consultation master system created for Volkswind

Consense has developed an Open Debate master system for the UK division of German wind energy developer, Volkswind.

Already live for their Watford Lodge, Mercury and Spaldington Common windfarms, Volkswind plan to use the online consultation system for a number of projects that are going into planning over the coming months.

The master system means that Volkswind can log into a single admin area to manage the content on all of their live online consultations in-house, reducing on-going management costs and making updates a simple, convenient process. Volkswind can also use the admin area to not only report on feedback from individual projects, but also to compare the results of their consultation questionnaires across projects to examine if feedback differs according to location.

Watford Lodge is a five turbine, 12.5MW scheme near the village of Watford in Northamptonshire; Mercury is a two turbine, five MW scheme near East Meon in Petersfield; and Spaldington Common is a seven turbine, 17.5MW project to the east of the village of Spaldington, East Yorkshire.

Each online consultation has an interactive map to demonstrate the proposed layout and existing and predicted views from a number of nearby locations.

[www.watfordlodgewindfarm.co.uk](http://www.watfordlodgewindfarm.co.uk)  
[www.mercurywindfarm.co.uk](http://www.mercurywindfarm.co.uk)  
[www.spaldingtoncommonwindfarm.co.uk](http://www.spaldingtoncommonwindfarm.co.uk)

*"As a relative newcomer to the UK renewables sector, we are keen to communicate as openly as possible with our local communities. The online consultations are just the start of our engagement exercises and we're very pleased with the efficiency of Consense's system."*

Sarah West, Operations Manager, Volkswind UK



## 2Cs creates resource efficiency DVD and website

2Cs Communications, the parent company of Consense, has been appointed by Renewables East to create a DVD and web portal that will promote business resource efficiency in the East of England.

2Cs is working with Renewables East to identify companies who are achieving real cost savings by improving their management of resources such as energy, water, materials and people.

The DVD will feature the companies as film case studies, and the web portal will present information on how other companies can follow suit.

The DVD and web portal will form the basis of a resource efficiency campaign which will run until 2011. Over that time it will help literally thousands of companies reduce their costs and environmental impact.

2Cs has so far profiled Adnams who are a champion for resource efficiency within the region, reducing their energy and water costs dramatically. At the same time as establishing a real 'can do' attitude amongst their staff and a companywide appreciation of their environmental impact, Adnams have created a real pride in their brand and the values it represents.



A young boy enjoying a carousel powered by chip fat at Old MacDonald's Farm

2Cs has also profiled Old MacDonald's Farm, a leading tourist attraction in Essex where resource management initiatives have saved them money. Initiatives have included driving their fairground rides using chip fat from their restaurant, plus overall reductions in energy and water use. The 2Cs film crew had a great time on this shoot - particularly when an aggressive goat decided to play a lead role in the filming!

For more information, contact Bob Woolliams on 01473 622263.

Consense has developed online systems that make consultation more accessible, interactive and auditable.



Designed to engage the community and stakeholders in windfarm planning.



Consulting the community and stakeholders on multi-use and housing developments.

# Consense launches online Support Letter Tool

**Consense's wind energy clients can now offer those in favour of their projects a simple-to-use tool to generate a letter of support online.**

The tool enables visitors to an online consultation to generate a comprehensive letter of support - or a simple template - which can be edited by the supporter then posted or emailed to the planning officer.

It works by asking the supporter to select up to eight positive statements that they agree with about the wind farm and wind energy in general, which then selects from a database of nearly 400 sentences and paragraphs to create a random letter. The tool also selects from a wide range of salutations, openers, closers, sign-offs, layouts and fonts to ensure each letter is as unique as possible.

The tool can be integrated into existing Open Debate online consultations or can be included in new projects from launch.

This is sold on a project-by-project basis on a sliding scale of fees - there is no licence / yearly fee.

For further information, contact Jessica on 01473 627100.



# 2Cs to redesign BiogenGreenfinch website

**Following a competitive pitch process, Consense's parent company 2Cs has been appointed by anaerobic digestion specialists BiogenGreenfinch to redesign and develop their new website.**

After a recent merger between BIOGEN and Greenfinch, the newly combined BiogenGreenfinch has appointed 2Cs to develop a new website that focuses on the strengths and experience of the developing business. With a diverse range of potential clients to

communicate with, BiogenGreenfinch chose 2Cs for its creative ideas, high level of technical expertise and value for money.

For more information, contact Craig Whinney on 01473 622263.

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## In Good Company

