



Public & Stakeholder Engagement Strategy

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PSE Strategy

Background

- NDA established as an open and transparent organisation with a duty to engage and consult
- Since 2006 we have conducted four reviews of our engagement processes;
 - 2 reviews of our local engagement
 - 2 reviews of national engagement
- Current PSE Strategy published in March 2016 alongside our strategy
- Strategy is mature but delivery changes to meet business and stakeholder needs

Public & Stakeholder Engagement

Options

	Stakeholder Engagement Options			
	Option 1	Option 2	Option 3	Option 4
	Carry out no stakeholder engagement	Pursue minimal compliance with Energy Act obligations, FOI regulations and EIR for all NDA engagement and communication	Pursue a one size fits all stakeholder engagement strategy for all topics and issues	Pursue the goal of open and transparent engagement that is tailored and proportionate to the topic or issue
Does the option comply with Energy Act obligations?	No	Yes	Yes	Yes

Public & Stakeholder Engagement

Objective

To build a better understanding of our mission with the public and stakeholders and maintain their support, confidence and trust.

Public & Stakeholder Engagement

Aims

- To provide opportunities for the public and stakeholders to better understand, comment on and influence NDA planning and decision making
- To provide opportunities for the NDA to draw on the knowledge and experience of stakeholders to improve its planning and decision making

Public & Stakeholder Engagement

Aims

- To build and maintain relationships with stakeholders that lead to mutual support and confidence
- To enable the NDA to meet its legal and regulatory responsibilities to consult

Public & Stakeholder Engagement

What changes are we considering?

- A move to a more proactive approach
- Encouraging participation from a more diverse range of stakeholders
- Closer working with NuLeAF
- Coordination of engagement across the NDA group
- Use of Citizens Panels

PSE Strategy

Where do we want to be?

- Build a coordinated and consistent approach to Stakeholder Engagement and messaging across the NDA Group
 - Common messaging & speaking with one voice
 - Group spokespeople
- Help stakeholders to better understand our mission and the approaches we are taking so they are able to provide informed support and challenge
 - Understanding the difference we're making
 - Advocates for our mission
- Understand what our stakeholders are interested in and target our engagement appropriately
 - Prioritised plans for different stakeholder groups
- Coordinated stakeholder activities across the group
 - More efficient - less duplication
 - Provides better value for money



Making a difference

