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A long-term approach to Community Relations – the potential benefits for developers

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*The moving force
in wind energy*



Introduction

- Review community relations during and post development
- Assess benefits to ScottishPower
- Consider lessons learnt

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Why Consult?

- To fulfil a Statutory duty
- To provide a genuine opportunity to improve project and hence chance of approval
- To enhance organisation reputation and so enhance chances for future projects

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Why Involve?

- Construction and operation
- Relationship differs from development process
- Community support

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Lifecycle Community Relations: Benefits

- Better able to anticipate and manage issues than to merely react
- Regarded by community as a partner
- Better informed on local issues



Principles

- Soft touch
- Let community lead
- Offer opportunities
- Let community take the credit



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Common Requests

- “Mentoring” in a youth centre
- Guided walks
- Sitting on the board of a community group
- Advice on grant applications
- Use of ScottishPower facility for community events



Black Law Case Study

Development

- Consultation at scoping and throughout
- Reduce size to address issues

Construction

- Regular community meetings
- Help with community renewable project

And beyond...

- Separate community opening
- Ceilidh for Embrace weekend
- Local craft stalls at Embrace weekend



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Results

- 4500 at Embrace weekend – 90% local, 92% support for windfarm
- Local champions in media
- Queen's Award



Benefits

- Dun Law – over 80% support in poll conducted by Community Council
- Hagshaw Hill – no local objections
- Beinn an Tuirc – 2 local objections, 2 local supporters, both community councils support



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Conclusions

- Meaningful community consultation leads to community involvement
- In turn leads to enhanced reputation
- And produces tangible benefits



“ScottishPower shares our vision for this village.”