



	Communications Report	
		Final Rev
<u>Distribution:</u> Paul Smith Rupert Harris Kerry Bradfield Simon Kerrison Sophie Nioche	<u>Report on the SLP Energy Hemsby Public Exhibition, June 14th 2007.</u>	
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Executive Summary

The purpose of this report is to establish how the residents of Hemsby, Norfolk and its surrounding communities feel about the proposed onshore wind farm. A questionnaire with relatively specific and in-depth questions was given to each visitor who attended the exhibition. The answers and comments have been collected, analysed and the findings presented in this report.

In total, 110 questionnaires were returned to the SLP team.

The questionnaire consisted of 6 short questions which fell into 4 categories:

- Public opinion - commercial use of wind energy
- Public opinion - commercial use of wind energy in Hemsby, Norfolk (onshore)
- Exhibition feedback
- Demographics

The findings showed that the majority (93%) of visitors who filled out a questionnaire approved of wind energy in general.

- 81% of people approved of wind farms being built onshore
- 80% of people approved of a wind turbine being built in Norfolk
- 57% of people approved of a wind farm being built in Hemsby

The content of the exhibition proved to be well received by a large majority of visitors with 84% saying they could now make an informed decision about the proposed Wind Farm. The majority of comments made about the wind farm were supportive and very positive.

The demographics showed that 63% of people who attended and filled out a questionnaire were 55 years of age and above.



General Opinion of Wind Energy

This section covers the following questions:

Question 1: Do you approve of wind energy being used to generate electricity?

Question 2: Do you approve of building wind farms onshore?

The first question was designed to demonstrate the overall attitudes of the public towards wind energy. **The results from the first question showed that 93% of visitors at the exhibition approved of the use of wind energy and 7% disapproved.**

Please refer to Q1 Graph (Appendix 1)

The second question was designed to help SLP establish the overall impressions that the visitors had on wind turbines being situated onshore. The results from the second question showed that **the majority (81%) of the public that filled out a questionnaire were in favour of building wind farms onshore**, with 17% of visitors disapproving of the use of onshore wind farms.

Please refer to Q2 Graph (Appendix 2)

The results for Questions 1 and 2 clearly show that, generally speaking, the residents of Hemsby and the surrounding communities who attended the exhibition are in favour of wind energy. The results show a favourable view towards onshore wind farms.



Public opinion of onshore wind energy in Hemsby, Norfolk

This section covers the following questions:

Question 3: Are you in favour of a wind farm being built in Norfolk?

Question 4: Are you in favour of a wind farm being built near Hemsby, Norfolk?

Question 6: How close do you live to the proposed Hemsby Wind Farm development?

Comments: Do you have any comments about our proposal to build a wind farm near Hemsby, Norfolk?

The first question in this section (Question 3) was designed to help gauge how local residents felt about wind turbines being installed in their area. There are already a number of both onshore and offshore wind turbines present on the surrounding landscape which most local residents will be familiar with. **The results found that 80% of people who completed the questionnaire approved of wind turbines being built in Norfolk.** Whilst a proportionately small 15% did not approve of the idea.

Please refer to Q3 Graph (appendix 3)

Question 4 asked the visitors directly whether or not they approved of the proposed wind farm near Hemsby, Norfolk and the response to this question was deemed very important.

The results showed that 57% of people who completed questionnaires supported the proposal of a wind farm in Hemsby.

There were 39% of completed questionnaires not in favour of the development of a wind farm near Hemsby.

Please refer to Q4 Graph (appendix 4)

In order to assess the relevance of each of the responses, it was imperative to establish how close to Hemsby, Norfolk each of the visitors' resided. This was the purpose of question 6.



The results indicated that 69% of people that attended the exhibition lived within 1 mile of the proposed site.

Please refer to Q6 Graph (appendix 6)

The 'comments' section was designed to find out if the visitors had any key issues about the proposed wind farm. 66% of visitors that filled out questionnaires had comments. The comments were then summarised and then put into differing groups. There were eleven groups that the comments fell into:

- Visual Impact - 14%
- Noise Pollution - 0%
- Wildlife & Environment - 2%
- Affect Property Prices - 2%
- Interfere with TV/Radio Reception - 5%
- Support Wind Energy - 25%
- Worried about over accumulation of wind turbines - 4%
- No Comment - 34%
- Build it Offshore - 2%
- Efficiency - 5%
- Other - 7%

Please refer to Q7 Graph (appendix 7)



Feedback on Exhibition

This section covers the following question:

Question 5: Has the information you received at this display allowed you to make an informed decision about a Wind Farm near Hemsby, Norfolk?

The exhibition was very informative as 84% of visitors that filled out a questionnaire answered yes to the above question.

The communications team used several mediums to feed information to the public on all aspects of wind energy, the environment, and SLP Energy's proposed development. A series of information panels and leaflets were available to peruse and take away for further reading.

Although only 10% of visitors felt that the information provided was not adequate enough, that is still a significant enough proportion to ensure that SLP Energy's communications team take that into account for future exhibitions.

Please refer to Q5 Graph (appendix 5)

In general, it could be concluded that the exhibition was successful.

Demographics

This section covers the following optional question:

Optional Information: In which age group are you?

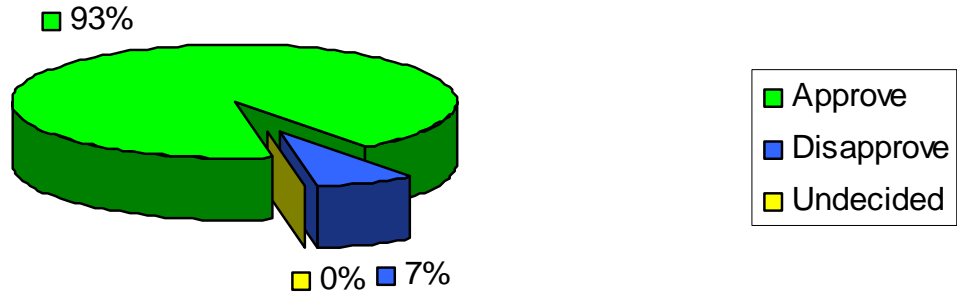
Q8 Graph (appendix 8) shows that the majority, approx 63%, of visitors at the exhibition were 55 years of age and above. The age groups were broken down as follows:

- Under 20 - 0%
- 21 to 30 - 4%
- 31 to 55 - 31%
- Over 55 - 63%
- No Comment - 2%



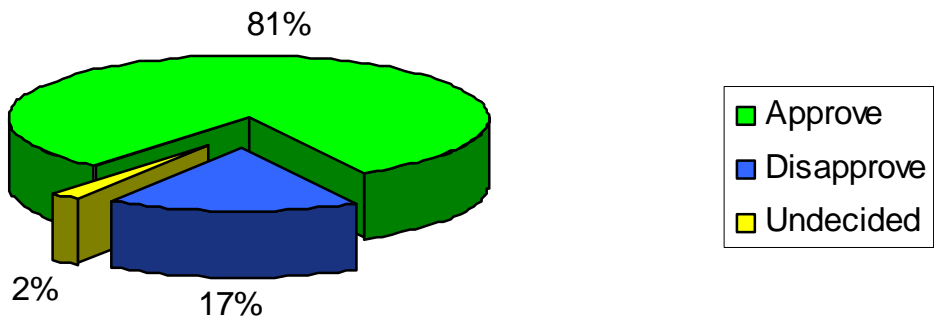
Appendix 1

Q1. Do you approve of wind energy being used to generate electricity?



Appendix 2

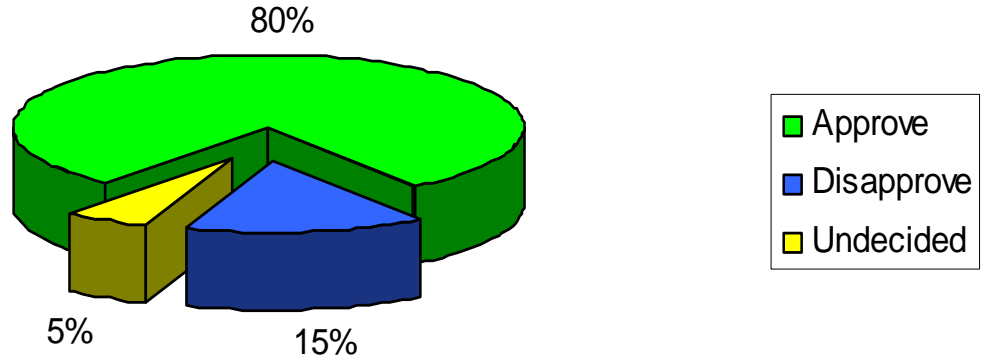
Q2. Do you approve of building wind farms onshore?





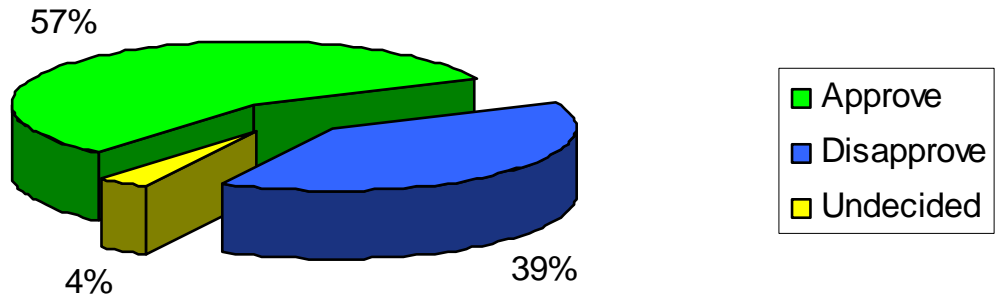
Appendix 3

Q3. Are you in favour of a wind farm being built in Norfolk?



Appendix 4

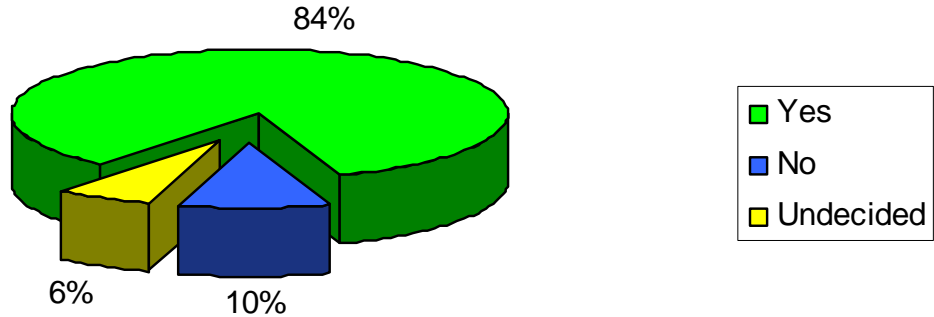
Q4. Are you in favour of a wind farm being built near Hemsby, Norfolk?





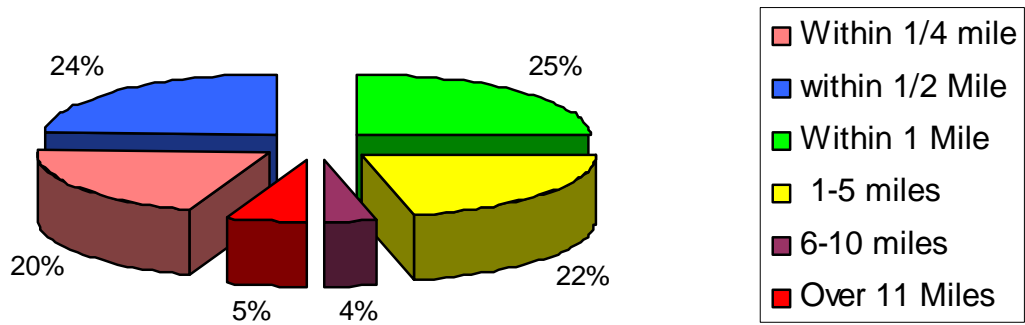
Appendix 5

Q5. Has the information you received at this display allowed you to make an informed decision about a wind farm near Hemsby, Norfolk?



Appendix 6

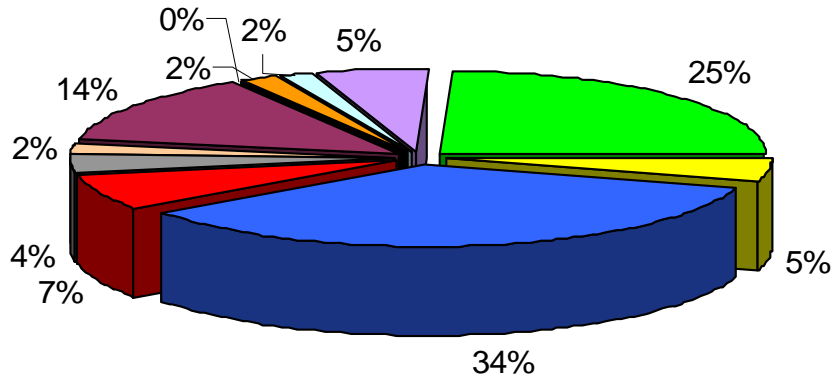
Q6. How close do you live to the proposed Hemsby wind farm development?





Appendix 7

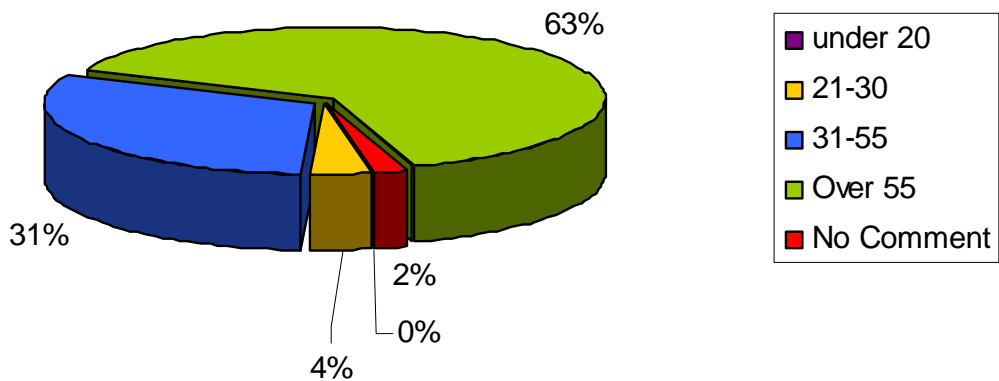
Q7. Do you have any comments about our proposal to build a wind farm near Hemsby, Norfolk?



- Visual Impact
- Noise Pollution
- Wildlife & Environment
- Affect Property Prices
- Interfere with TV Reception
- Support Wind Energy
- Efficiency
- No Comment
- Other
- Accumulation
- Build it Offshore

Appendix 8

Q8. In which age group are you?





Sample Questionnaire



Hemsby Public Exhibition: Visitor Questionnaire

1.	Do you approve of wind energy being used to generate electricity?	Yes / No
2.	Do you approve of building wind farms onshore?	Yes / No
3.	Are you in favour of wind turbines being built in Norfolk?	Yes / No
4.	Are you in favour of a wind farm being built near Hemsby?	Yes / No
5.	Has the information you received at this display allowed you to make an informed decision about a wind farm near Hemsby?	Yes / No
6.	How close do you live to the proposed Hemsby Wind Farm? A. Within ¼ mile B. Within ½ mile C. Within 1 mile D. 1-5 miles E. 6-10 miles F. Over 11 miles	Tick: A B C D E F
Any Additional Comments you may have 		
(Optional) Name..... Age: Under 20 <input type="checkbox"/> 21-30 <input type="checkbox"/> 31-55 <input type="checkbox"/> over 55 <input type="checkbox"/>		

Thank you for sparing the time to fill out our questionnaire
 We hope you found our display informative and encouraging!