

Appendix 6 Copy of the Communication Strategy

Tiree Onshore Scenario Mapping

Communications Strategy

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1.0 Introduction – Tiree Onshore Scenario Mapping

The purpose of the study is to consider the onshore implications of the proposed offshore array for the community of Tiree. The study is being funded by Marine Scotland, Crown Estate, Argyll and Bute Council and Highlands and Islands Enterprise. Central to the study is community consultation.

Argyll and Bute Council is working in partnership with the Scottish Government, Marine Scotland, Highlands and Islands Enterprise, Tiree Community Development Trust, The Crown Estate, Caledonian Maritime Assets Limited, Scottish Natural Heritage and Scottish Power Renewables to examine and better understand potential onshore implications associated with the proposed Argyll Array off shore wind farm. Ironside Farrar has been commissioned to undertake an assessment of potential onshore implications.

Windfarms have operational and maintenance needs (O&M) that typically include a level of land based development. The study will help assist the Steering Group, community and stakeholders consider potential land based implications relating to the associated construction, operational and maintenance requirements of the offshore windfarm development and ensure early community consultation and input.

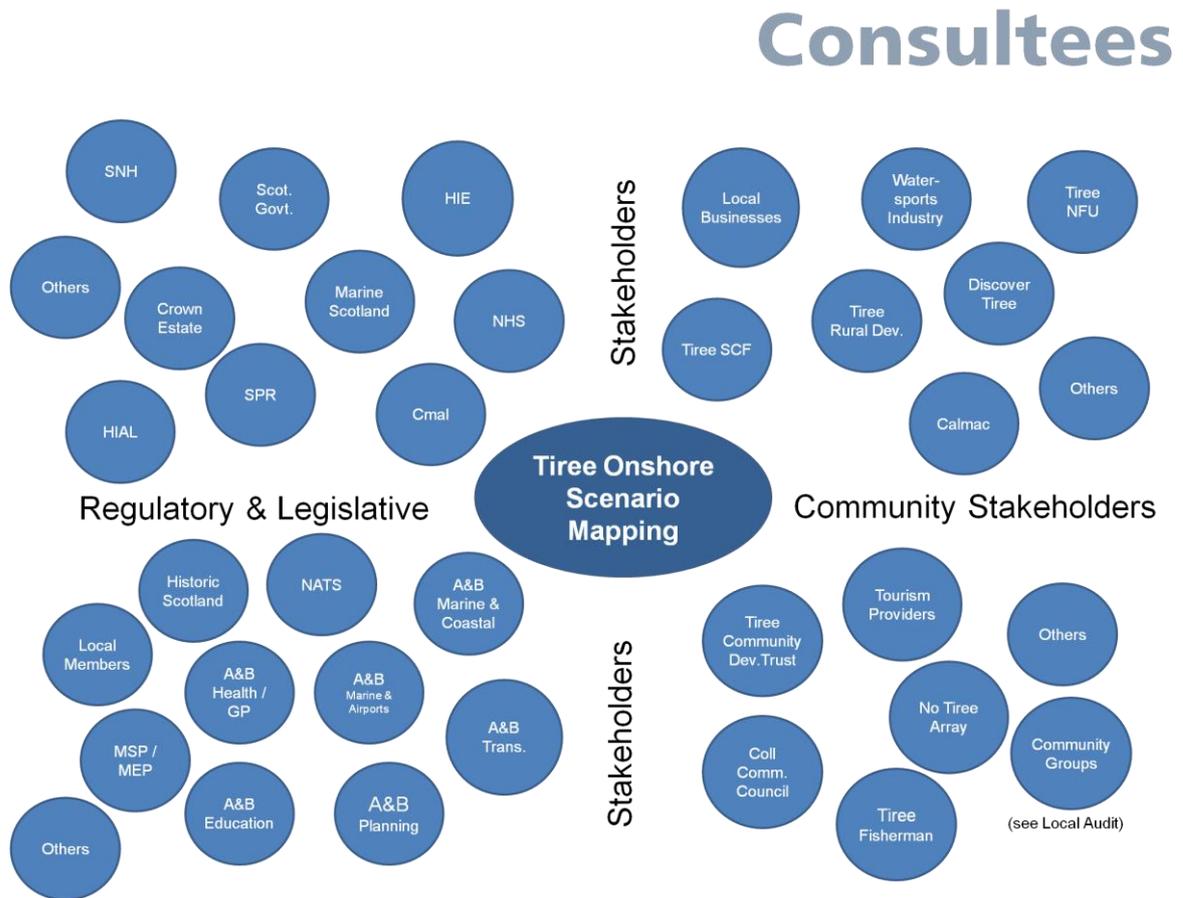
Scottish Power Renewables have indicated four possible scenarios relating to the operations and maintenance activity that may apply to the development of the off shore wind farm. These are as follows:

- An onshore base, local to the project, with workboats (circa 7) going daily to the site, backed up by one or more helicopters.
- A mother ship, stationed offshore within the project, backed up by one or more helicopters and using (circa 2) workboats.
- An offshore platform within the project, using workboats (circa 4) to get to the turbines, backed up by one or more helicopters.
- A mixture of the above three options.

Each of these scenarios may have varying implications for any associated onshore development. It is important that each scenario is analysed and the onshore implications identified and mapped to assess the environmental, socio economic and health/wellbeing impacts. The project will consider how socio-economic benefits might best be secured and how to address any negative consequences from any land based activities. The consideration of any wider community gains associated with the offshore array do not form part of this study.

2.0 Recognising Importance of Work Carried Out to Date

Tiree benefits from an existing network of community based organisations including the Tiree Community Development Trust and Forum, along with many other specialist groups and interests that provide a baseline of understanding of the island communities and the issues of importance to the community.



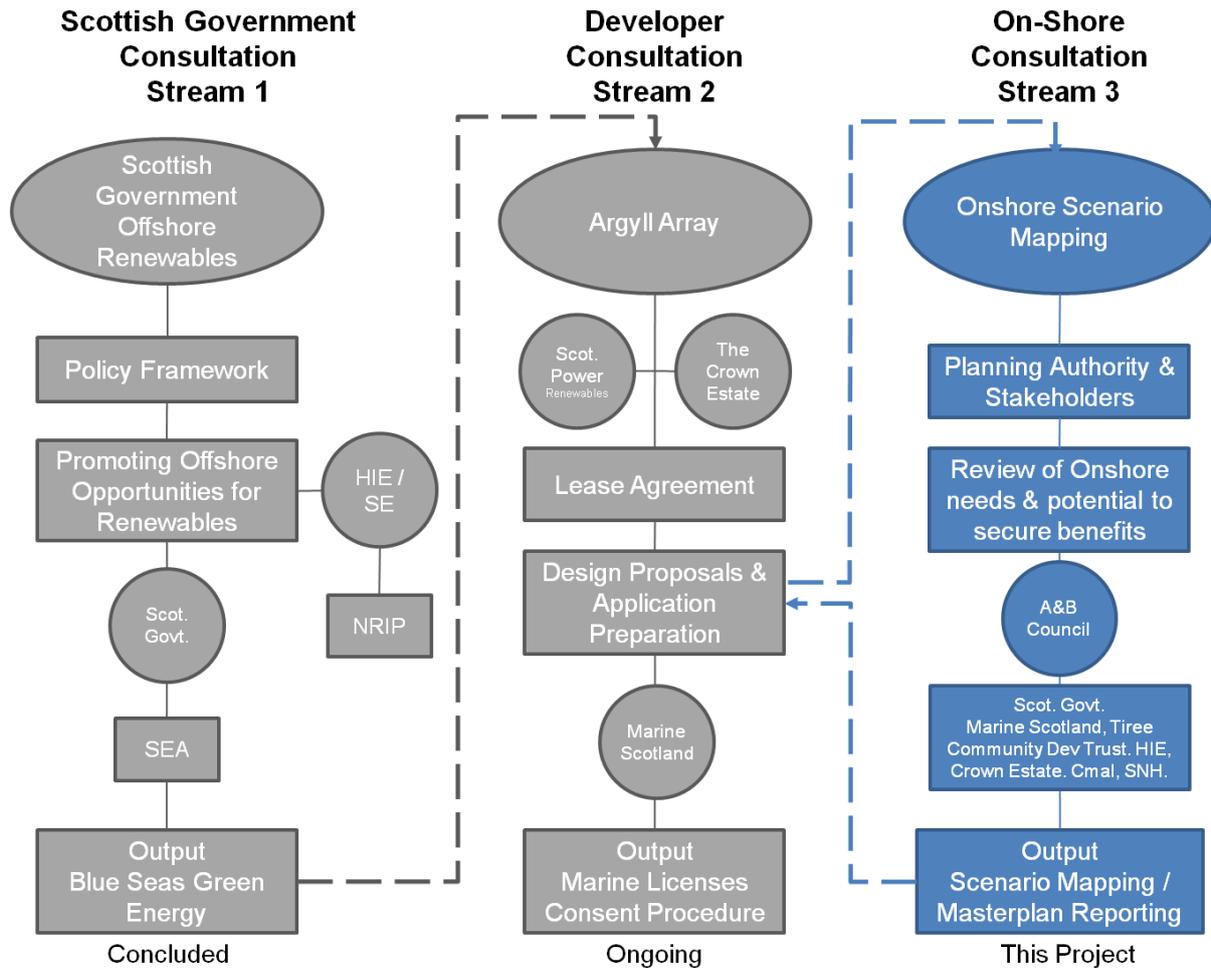
The Communications Strategy aims to explore with as many groups as possible the issues that the proposed offshore array could have on Tiree.

The Communications Strategy for the Tiree Onshore Scenario Mapping project needs to be tailored to promote a two way communication both understanding local issues, concerns and sensitivities and providing additional evidence and technical information to inform debate. This will develop the information provided to the community to date and will ensure there is a clear direction, purpose, objectives and outcomes.

3.0 Consultation Map

It is important to understand the various strands of consultation currently underway in relation to the Argyll Array and how these relate to the consultation we propose for the Tiree Onshore Scenario Mapping (this project).

To provide clarity we have produced a ‘Communications Map’ to show the roles of the key organisations involved:



We appreciate there are various consultation streams, some of which will proceed in parallel with this work. We seek consultees and communities support in recognising the very specific scope of this project with its focus on the onshore implications and potential benefits associated with any future operations and maintenance activity of the proposed offshore Array.

4.0 Content of this Communications Strategy

This section provides further detail of the proposed stages of Community Consultation:

- **What** type of event is proposed (presentation/drop-in/surgeries)
- **When** consultation will take place (i.e. likely dates for consultation periods)
- **Who** will be consulted (community, stakeholders, other interested parties)
- **Why** the consultation is being undertaken (purpose of consultation)
- **Outputs** from the consultation (i.e. what do we hope to gain/learn?)
- **How** this consultation will be done (methods used to consult with different groups)
- **Advertised** event or informal (if posters, adverts etc will be placed in advance)

4.1 Initial Fact Finding Visit

What	Scheduled meetings over a weekend plus team familiarisation with Tiree
When	5 th – 6 th August 2011
Who	IFL will meet with parties identified by the Tiree Community Development Trust and other members of the Steering Group
Why	Initial familiarisation visit to appreciate the local context and take early opportunity to introduce ourselves to the Trust and appreciate the likely issues and concerns as well as any opportunities. Will help to provide a context for our initial Community Event 1.
How	Informal meetings and discussions with consultees to maximise benefit of time on Tiree. IFL team will also use the visit to pull together additional information e.g. photographs, maps etc
Outputs	Familiarisation with local groups and issues
Advertised?	Not advertised. Informal meetings arranged by the Tiree Community Development Trust/ Steering Group. The team are happy to have additional informal discussions as they arise over the weekend.

4.2 Community Consultation Event 1

What	Drop-In / Cafe Style Event (flexibility to include other types following fact finding visit and discussions with Tiree Community Development Trust)
When	24 th – 25 th August 2011
Who	Community / Interested Parties.
Why	<p>Team will provide information boards outlining the issues associated with Onshore Facilities and the 4 scenarios and seeking views from the community to inform the assessment.</p> <p>These initial consultations shall seek to understand the local issues and pressures on local resources, explore areas of potential impact and the potential to secure benefits for the Island community. The information boards and study team will help to clarify:</p> <ul style="list-style-type: none"> • What the scope of the study covers • What typical Offshore Windfarm on-shore facilities include and the scale of these facilities, levels of jobs, types of buildings and level of support facilities required. • Key topic issues that help to explore views and invite submissions from stakeholders e.g. local issues (housing/ education/ port/agriculture/ etc) including perceptions, concerns and opportunities • Experience and lessons learned from other socio-economic change in Island communities (Oil – Shetland; Fish farming – Western Isles; Cruise Ships – Scotland) • Summarised in fortnightly report to Steering Group and Stakeholders
How	Drop-In Cafe Events with option for one to one discussions / group discussions and surgeries. Exhibition Boards will provide info on teams understanding of the 4 scenarios and what this may mean for Tiree – comment forms filled out on the day or emailed/posted back would be provided along with post-its to stick on boards etc. Questions Box provided to allow people to write down any questions they have with team providing answers to all questions provided.
Outputs	Comments forms and feedback - understanding of the key issues and how they might affect the different scenarios.
Advertised?	Yes - event locations and timings to be advertised likely to include the Argyll and Bute Council Website, Tiree Community Development Trust website, An Tirisdeach (website/publication), Tiree Online website, Oban Times (Tiree page), Scottish Power Renewables website, Posters (to be printed locally and circulated to community contacts in advance, circulated to key contacts.

The study team will be working closely with the Tiree Community Development Trust and looking to local representatives and groups to continue to support consultations following the event that will allow any group or individuals not available or able to attend at this initial consultation to be updated, review the information and respond with written comments.

4.3 Community Consultation Event 2

What	Drop-In / Cafe Style Event (flexibility to include other types following Community Event 1 Experience)
When	w/c 3 rd October 2011 (TBC)
Who	Community / Interested Parties.
Why	<p>Team will provide information boards with further details on the options and analysis of the four scenarios undertaken to date including how comments from Event 1 have been incorporated into options appraisal. The Consultation Event will look to make an initial report on the findings of the assessment in terms of the potential changes that an Argyll Array may have on Tiree under each of the four scenarios:</p> <ul style="list-style-type: none"> • Onshore O&M base • O&M Mother ship • Offshore O&M rig/platform • A mixture of the above three options. <p>This event will provide detail of the potential needs of each of the options; the anticipated level of demand on local services and infrastructure; the opportunities to secure local benefits and look to provide additional detail on the implications, programme and duration of activity and facilities.</p>
How	Drop-In Cafe Event with options for one to one discussions / group discussions. Exhibition Boards will provide assessment thoughts to date including how feedback from the initial Community Event /other consultations have informed the review process – comment forms filled out on the day or emailed/posted back would be provided along with post-its to stick on boards etc.
Outputs	Comments forms and feedback - understanding of the key issues and how they might affect the different scenarios and scenario mapping
Advertised?	Yes - event locations and timings to be advertised likely to include the Argyll and Bute Council Website, Tiree Community Development Trust website, An Tirisdeach (website/publication), Tiree Online website, Oban Times (Tiree page), Scottish Power Renewables website, Posters (to be printed locally and circulated to community contacts in advance, circulated to key contacts.

The study team will be working closely with the Tiree Community Development Trust and looking to local representatives and groups to continue to support consultations following the event that will allow any group or individuals not available or able to attend at this initial consultation to be updated, review the information and respond with written comments.

4.4 Community Consultation Event 3

What	Presentation to Community/Stakeholders
When	w/c 14 th November 2011 (TBC)
Who	Community / Interested Parties.
Why	<p>Team will consult on the draft findings from the Study to the community advising of the best understanding of the implications of O&M facilities on Tiree and setting out the implications and impacts of each scenario and how these should be further developed.</p> <p>The draft report will be presented to the Steering Group and stakeholders by the consultancy team in a PowerPoint format that also allows for wider circulation and issue as CD ROM copies as appropriate and agreed by the client.</p> <p>The event will be substantially organised as a reporting and feedback consultation to ensure all those who have supported the consultations and inputted to the study are aware of the consultant's findings and the next steps in considering O&M Facilities.</p> <p>The presentation may require a series of events, subject to client and stakeholder requirements and additional presentations can be tailored to individual project needs with fees agreed with the client.</p>
How	Presentation plus information boards. Discussions after presentation etc.
Outputs	Comment and feedback on the findings of the study and understanding of outstanding issues.
Advertised?	Yes - event locations and timings to be advertised likely to include the Argyll and Bute Council Website, Tiree Community Development Trust website, An Tirisdeach (website/publication), Tiree Online website, Oban Times (Tiree page), Scottish Power Renewables website, Posters (to be printed locally and circulated to community contacts in advance, circulated to key contacts.

4.5 Other Consultation

Other consultation will run parallel to the above 'events' and will include:

- Fortnightly updates to the Steering Group with separate update (when required) for wider circulation to keep the community informed. This may include update for Tiree Community Development Trust Website and An Tirisdeach.
- Briefings to Tiree Development Trust, An Tirisdeach and other local/wider media (as appropriate) - Oban Times & West Highland Times
- Consultations / Briefings / Written Representations - Seek views from stakeholders – businesses, community, tourist bodies, local government, developer's team, etc
- Briefings to Elected Members (Alan Reid MP, Mike Russell MSP and Argyll & Bute ward councillors for Oban South and the Isles)
- Socio-Economic Assessment will include consultation with effected groups and interests via baseline and benchmark survey data, Consultation events (as above), Telephone interviews/ one-to-one interviews
- Others – key to consultation is flexibility to identify any additional groups that need to be consulted and how this is best approached.

5.0 Tiree Onshore Scenario Mapping – Project Timescales

The Tiree Onshore Scenario Mapping study will run over a 6 month period until December 2011. Engagement with the community and key stakeholders will be at the heart of the process, with consultation planned throughout the study period.

Item	Timescale
Initial Fact Finding Visit	5 th – 6 th August 2011
Community Consultation Event 1	24 th – 25 th August 2011
Community Consultation Event 2	Anticipated w/c 3 rd October - TBC
Community Consultation Event 3	Anticipated w/c 14 th November 2011 - TBC

Ironside Farrar are visiting Tiree between Friday 5th and Sunday 7th August to familiarise themselves with the island and the community.

The first formal community consultation event on Tiree is anticipated to be on Wednesday 24th and Thursday 25th August. Anyone interested in participating in this community event should contact Andy or Lynne at the Tiree Community Development Trust on Tel: 220074