

Climate Smarter Communities - Give My View survey results

Views of residents on:
Norfolk today, climate smarter communities
and Vattenfall's Norfolk Offshore Wind Zone
Community Benefit Fund



VATTENFALL

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Introduction

Vattenfall want to make fossil free living possible within one generation.

As one of Europe's largest producers and retailers of electricity and heat with experience of solving complex challenges, we are a key partner in enabling the UK to reach net zero, driving the transition to a sustainable energy system. Vattenfall has been in the UK since 2008. We're on track to help save 8 million tonnes of CO₂ a year by 2030, the same as taking 4 million cars off the road.

Vattenfall is planning two offshore wind farms off the coast of Norfolk that could power more than 3.9 million UK homes.

Offshore wind will be the backbone of the energy system as we tackle climate change. By 2050, it's estimated that renewable energy will provide 80% of UK electricity needs; much of this will need to come from offshore wind farms.

Norfolk Vanguard and Norfolk Boreas are part of the next generation of wind farms. By working with communities, the supply chain, skills and environmental experts, we have designed projects that can bring real lasting benefits - to Norfolk and the UK.

This report describes the start of a conversation we're having with people in Norfolk about a Community Benefit Fund linked to the Norfolk Vanguard and Norfolk Boreas projects.

There are still opportunities for you to shape the fund and to think of projects that might benefit Norfolk communities, helping people to live climate smarter lives.

In this report, you will find the results of a survey which asked people questions including what do you appreciate most in Norfolk today, what would you like to see more of, and what could help kick start your climate smarter community action. The results might inspire your climate smarter community projects - there is an overarching summary on page 11, as well as analyses of the data and reporting on specific ideas respondents suggested early on in the process.

About this report

Before we start exploring in depth what a community benefit fund – linked to Vattenfall turbines and the power from southern North Sea winds – can do to support communities to live climate smarter lives, we reached out to lots of people in Norfolk to get a broad understanding of your views on Norfolk today.

This report documents what we learnt over six weeks – between the end of April 2021 and mid-June 2021 – by asking people in Norfolk how they view climate-related matters. We asked for views on offshore wind and the benefits it offers the region. We didn't ask for specifics about our projects.

Our aim was to gather a broad outline of commonly held views that connect people in Norfolk – a baseline of information we can draw on together, and build from, to create a fund that is locally appropriate and can deliver for communities in the long term.

We hope you find it interesting and a good starting point for generating ideas about how communities in Norfolk can begin, and grow, climate-smart initiatives.

There will be more opportunities coming up where you can input into shaping the community benefit fund. Keep an eye out on our [website](#) or sign up to our [e-shot](#) to get involved.



Vattenfall's motivation for developing a Community Benefit Fund

Providing Vattenfall's Norfolk Vanguard and Norfolk Boreas offshore wind farms proceed to construction and operation, they will deliver a wide range of significant benefits to the region.

People's perceptions of what constitutes a benefit vary widely. For some it includes huge inward investment into a region¹, provision of skills training, new jobs and contracts for local companies, as well as community benefit funding or improvements to local infrastructure. For others, the association with delivering on the climate crises may also instill a sense of shared values, community cohesion and pride, that comes from being part of the UK's clean, green industrial revolution.

In addition to the above, Vattenfall will be introducing the Norfolk Zone Community Benefit Fund.

This will be a contribution we make voluntarily – there is no statutory obligation to do so – and it is not about mitigation or compensation. So why do it?

Vattenfall has a clear purpose: to enable everyone to live fossil free lives within one generation. We have plans in place to reach Net Zero by 2040, and do everything in our power to keep the global temperature rise within the 1.5 °C. But our actions alone won't be enough. We're partnering with other industrial sectors to bring down their emissions. We also want to support our neighbours and host communities, who have contributed to shaping our thinking in Norfolk, on their climate-smarter pathways.

Whether you are considering projects that will help your community live more comfortably, safely, happily and be kinder to the planet (by reducing your carbon-footprint), or schemes that help your community to adapt to the effects of climate change, we'd like to hear your ideas.

We want you to share your ideas for local climate-smart projects and practices, to refine them over time through and through conversation, get them ready to apply for support from our Norfolk Zone Community Benefit Fund.

£15 M
Over 25 years

At **£15 million over 25 years**, the Norfolk Zone Community Benefit Fund will be the highest value fund from an offshore wind farm zone supporting climate smart community initiatives in Norfolk to date.

¹Already during the development phase, we have spent over £6 million with companies based in the East of England. This is small in comparison to a share of the capital and operational expenditure that will flow into the region.

Designed with you, for you

This support can provide lasting benefits, and we want to help you maximise its potential for good. By beginning the conversation now, we can ensure that local people are involved in designing the fund and its criteria for awards.

Every year, Vattenfall invest some £2.5 million in communities across the UK through various community benefit funds linked mainly to our onshore renewable energy projects, as well as our offshore projects. You can find out more [here](#). We'll learn from our own experience and that of communities already benefitting from our funds, and also refer to relevant and local best practise and independent guidance.



Once established, **local people** will provide the management and appropriate governance to ensure the Norfolk Zone Community Benefit Fund will meet the interests and needs of beneficiary communities, over its lifetime.

Publicity to encourage people to complete the survey

We used a range of publicity methods to disseminate the survey throughout Norfolk and encourage as many people as possible within the county to take part.

The main method of dissemination was independently managed social media advertising, led by Built-id, experts in encouraging participation via their 'give my view' platform.

The survey was hosted on an online platform. This could be completed in a few minutes, allowing people to take part pretty much anywhere, and therefore many people did using their smart phones.

Social media advertising was refreshed with new images during the six weeks. See below for some of the images and wording used to encourage participation.



New Creative

Can you imagine a more climate-friendly Norfolk?



New Creative

Can you imagine a more climate-friendly Norfolk?

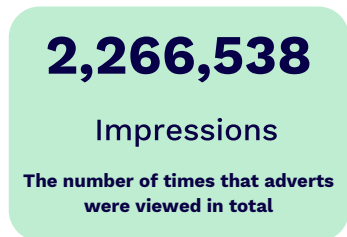


New Creative

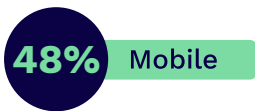
Can you imagine a more climate-friendly Norfolk?

Whether it's greener town centres, better local connectivity or local energy schemes, tell us how you see Norfolk becoming more climate-friendly. Give your view and help shape a Community Benefit Fund that works for you.

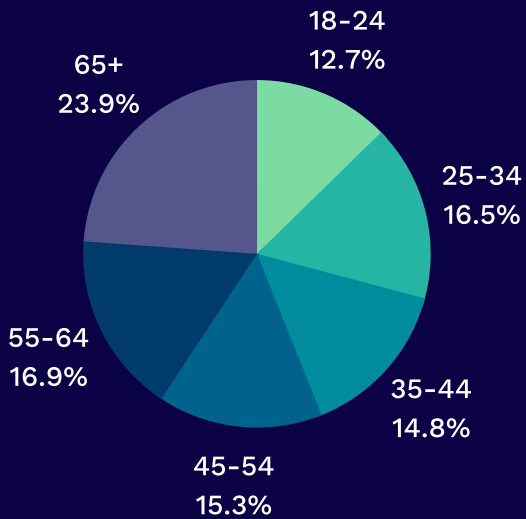
Digital Marketing Results - Facebook



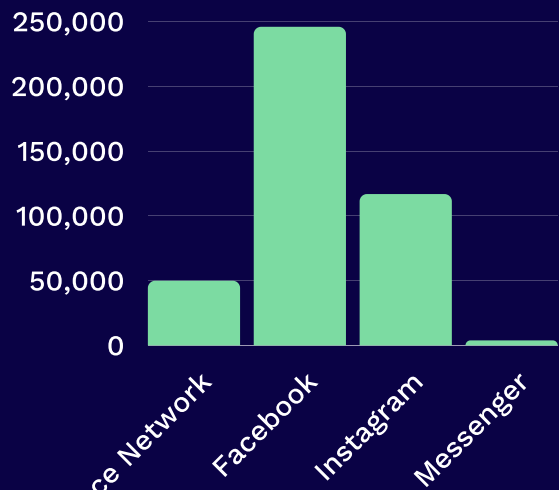
Voter devices



Ages Targeted



Age - Reach



Placement - Reach

Digital Marketing Results - Twitter



Audience Network is part of Facebook Inc. It allows us to target voters via web browsers and apps, therefore reaching people who don't have social media. Although Facebook is more targeted and has clearer reporting, results may not include conversions from people who have opted out of tracking on iOS 14 hence why there are smaller click-throughs.

We also worked with Archant, buying social media advertising on Facebook and Twitter accounts associated with all their Norfolk publications.

Community newsletter

We first mentioned the community benefit fund in our December 2020 newsletter. This was sent to more than 26,000 properties along the project's onshore cable corridor. It let communities know that a community benefit fund would become available and that conversations would kick-start in 2021. This early communication set out the type of fund that Vattenfall is proposing for Norfolk. It also asked people to think about what the community needs to move towards climate-smarter living, and who should be able to apply for funding.

Emails / e-shots to stakeholders and word of mouth

When the fund was launched in April 2021, we wrote to various stakeholders, organisations and community groups, inviting them to have their say. Many of these were existing stakeholders who have been involved in the development of the Norfolk projects throughout the pre-application phase. These included MPs, locally elected representatives, local authorities, parish councils, community groups, businesses and other local organisations.

To ensure that as many people as possible in Norfolk could have their say at this early stage, we identified additional groups and organisations throughout the county and invited them to take part. These groups and organisations may not have been aware of, or followed the development of, the Norfolk projects due to their distance away from onshore infrastructure. Therefore, we tailored these emails to them, providing an introduction to the projects and explaining how they could benefit from a Norfolk community fund.

We also told people we spoke to about the survey, and asked them to mention it to anyone they felt would be interested.

Website

Vattenfall also highlighted the opportunity to participate on our project pages.

Accessibility for all

The survey was also offered on paper. This option was notably taken up by some of the schools we have worked with along our proposed cable corridor, to enable younger residents to join in, and contribute their views and ideas.

Survey reach and who responded

Combining a range of publicity methods meant that a mixture of people who already knew a lot about our projects, and some who knew nothing about them were encouraged to give their views.

We were not necessarily aiming to attract a statistically representative sample of Norfolk residents. We were aiming for broad participation from a wide range of people from across the county and we achieved this.

The map below illustrates where our respondents live. It contains the Norfolk district boundaries, and the number in each boundary represents the total number of responses from people living in that area. It shows that we engaged with all of the communities in Norfolk, including those nearby our onshore infrastructure, and obtained a representative sample of the county's population.

All of their information was provided voluntarily, and 1,307 (out of 1,499) respondents noted which district they live in.



In addition, the map below shows the respondents who voluntarily provided their postcode when responding to the survey. In total, 621 people provided full, recognisable postcodes. 593 of these were within Norfolk. Although fewer than half of respondents providing their postcode, this map still shows that communities close to our onshore infrastructure were involved in this first stage of dialogue.

Please note: The onshore cable route in these diagrams is indicative. For a detailed map of the onshore cable route please visit our website: [Norfolk Boreas Offshore Wind Farm - Vattenfall](#).

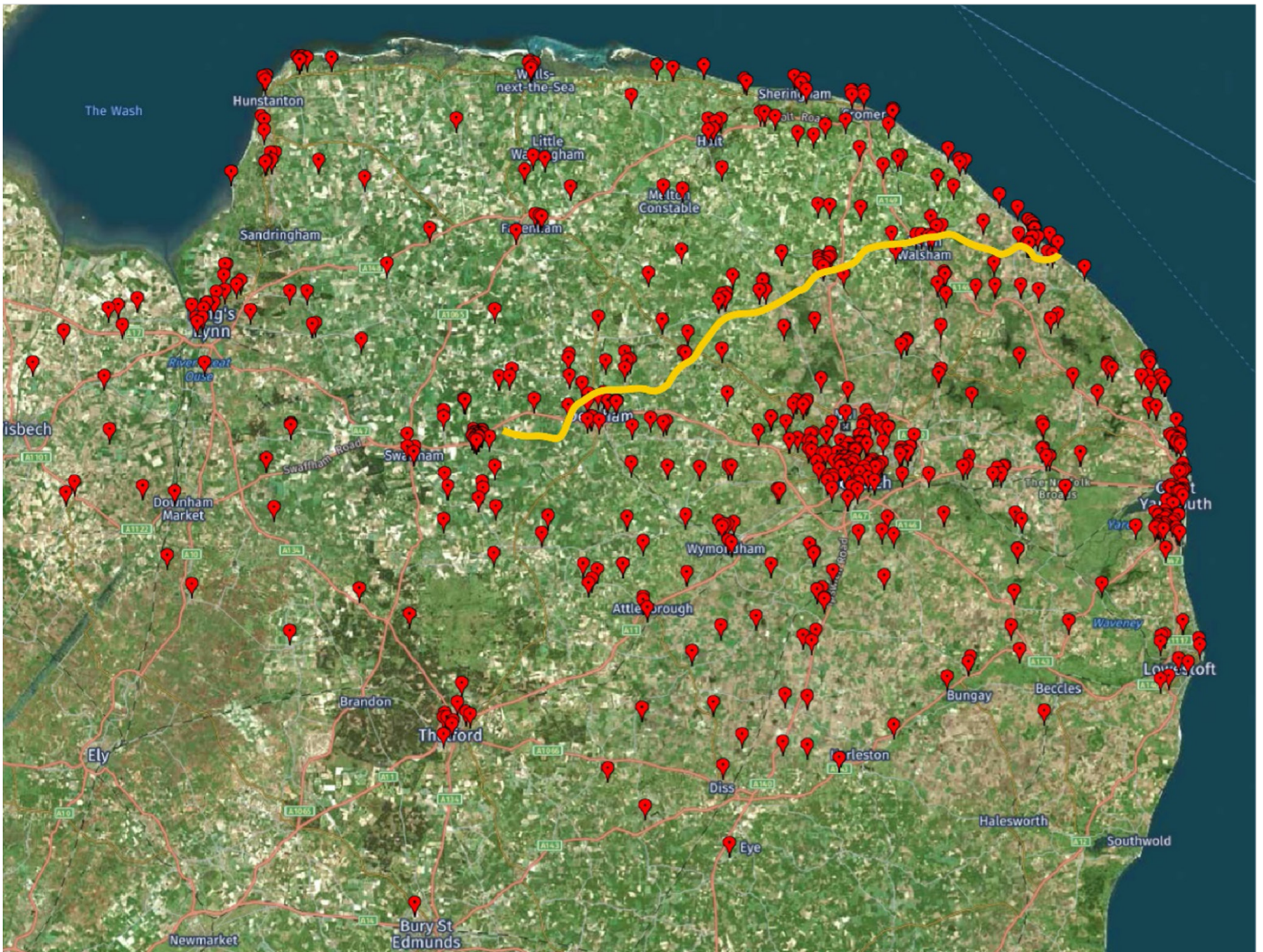


Image courtesy of Google Images

What kind of response did the survey generate?

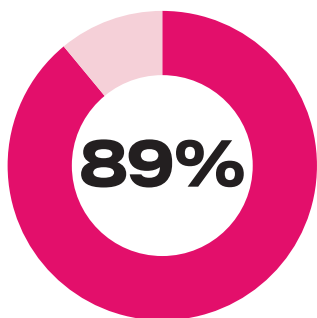
Overall, really positive.

We received 1,499 responses. Not everyone answered all seven questions, but most answered all the multiple-choice questions and more than five hundred people responded to our open question too, adding their own ideas, feedback and comments.

The below infographics provide a quick overview of the results.

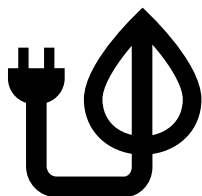


What people in Norfolk think about how Norfolk can and is responding to the climate challenge

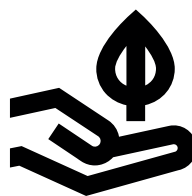


of people are positive about Norfolk's leading role in delivering green power - particularly from offshore wind.

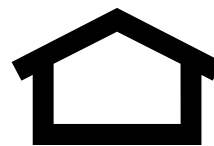
The following were the top reasons selected as the main benefits of developing offshore wind off Norfolk:



Maintaining the region's leading role in the green energy industry



Climate action

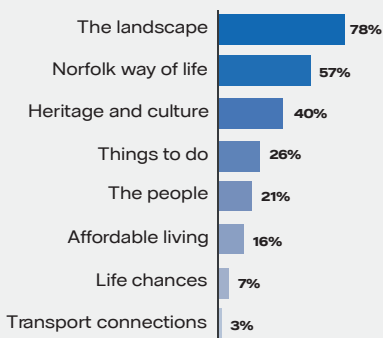


UK home grown, secure energy supply

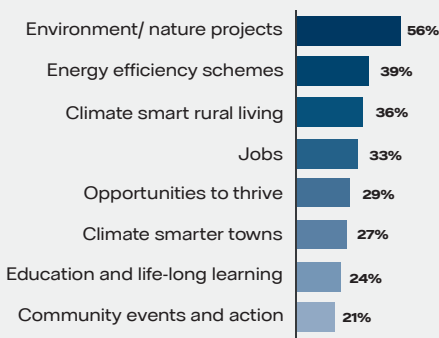


Green jobs

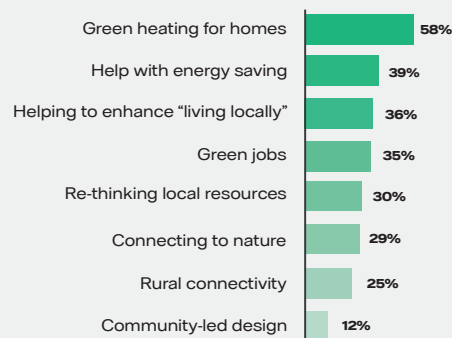
Community climate action should bear in mind what people value in Norfolk now, namely:



And what people would like to see more of in Norfolk?



What could help kick-start your community's journey towards fossil-fuel freedom?



Analysis of feedback

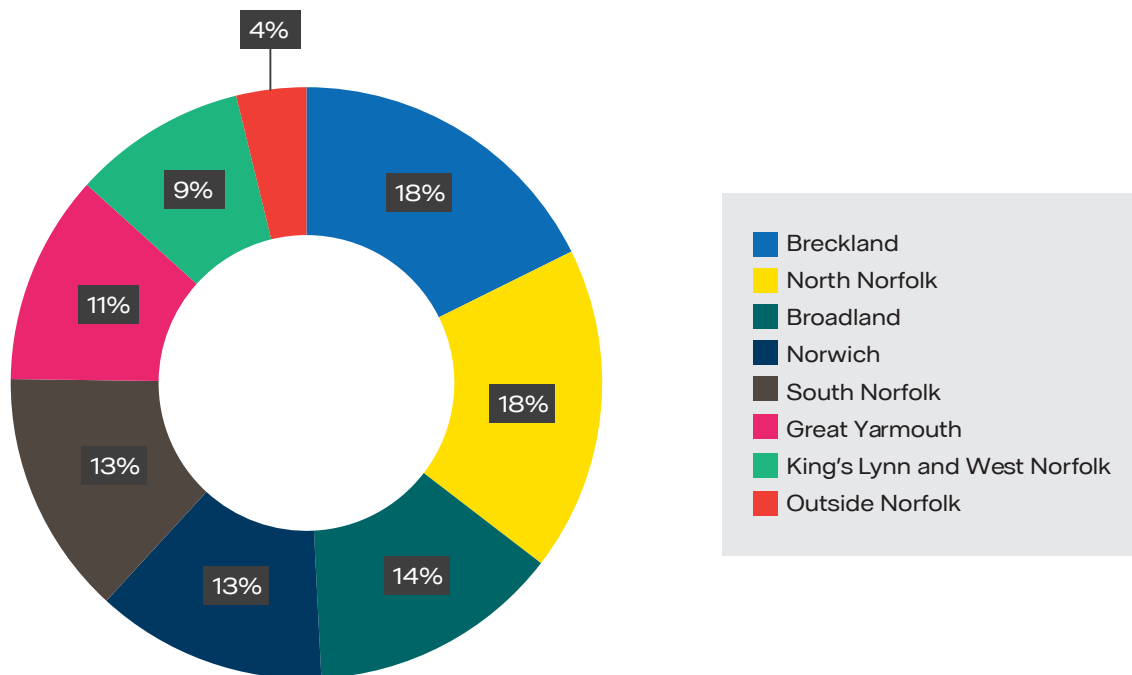
This section provides a more detailed overview of the feedback we received from the first phase of the community benefit fund engagement.

We were interested to see if there are big differences in the views of people living in different districts of Norfolk. We were also keen to understand if people of different ages value different aspects of what's on offer in Norfolk today and have different priorities or aspirations for the future.

District breakdown: Which district do you live in?

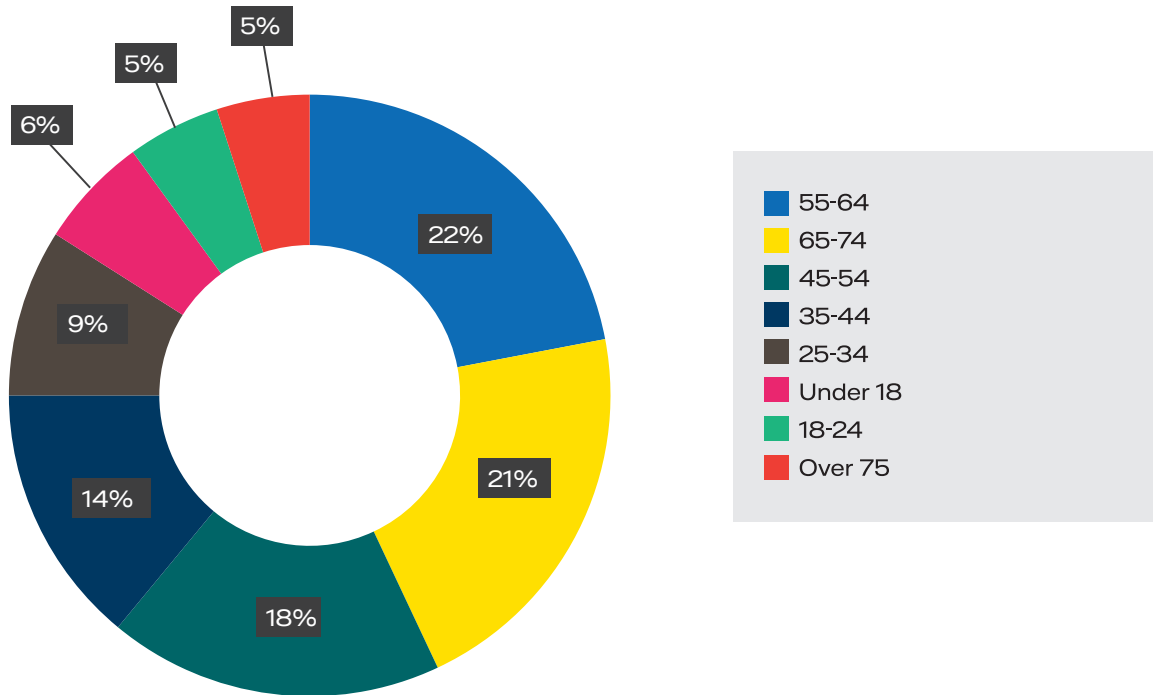
In total, 1,307 people responded to this question. This represents 87% of the total number of respondents (1,499) and shows that the analysis conducted in the district breakdown is representative of the full response figures.

We received the highest numbers of responses from the Breckland, Broadland and North Norfolk districts, alongside Norwich – where we have undertaken most of our community and stakeholder engagement over the last five years.



Age breakdown: Please indicate your age range

In total, 1,268 people responded to this question. This represents 85% of the total number of respondents (1,499) and shows that the analysis conducted in the age breakdown is representative of the full response figures.



Question 1. How do you feel about Norfolk’s leading UK role in delivering green power?

All responses

In total, 1,396 people responded to this question. Respondents could answer by moving a marker along a sliding scale (from 0% to 100%), reflecting their feeling towards Norfolk leading the delivery of green power in the UK. The percentage scale was accompanied by the below facial expression emojis to help illustrate respondents’ feelings.

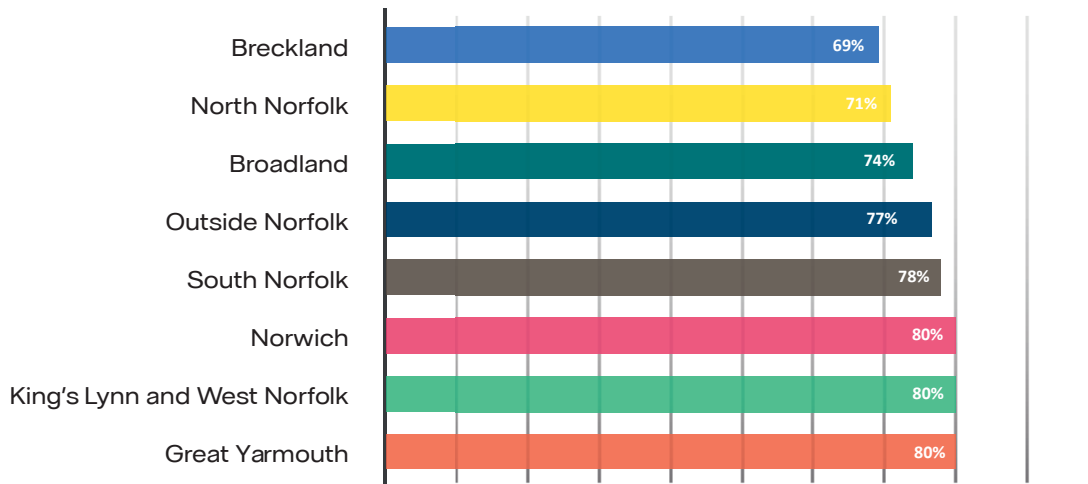


Of those who responded, the average total percentage was 74%, which was the happy, wide smiley-faced emoji. In addition, 89% of respondents voted positively, which shows that the majority support Norfolk playing a leading UK role in the development of green power.

District breakdown

In total, 1,267 respondents who noted which district they live in answered question one. The results showed that of these respondents, the most positive average answers were from Norwich, Great Yarmouth and King’s Lynn & West Norfolk. Respondents there declared themselves very positive – 80% was the average total percentage in these districts – about Norfolk’s leading role in the development of green power.

Even in districts where some individuals declared themselves ‘unhappy’ about Norfolk’s leading role in the development of renewable energy, the average levels of positivity were still high: Breckland (69%), North Norfolk (71%) and Broadland (74%).



Age breakdown

In total, 1,222 respondents who noted their age answered question one. There seems to be very little correlation between age and feeling positive about Norfolk’s role in leading the new green energy revolution. That said, people in the youngest age category declared themselves marginally more positive about Norfolk leading on renewable energy generation than the other age groups.



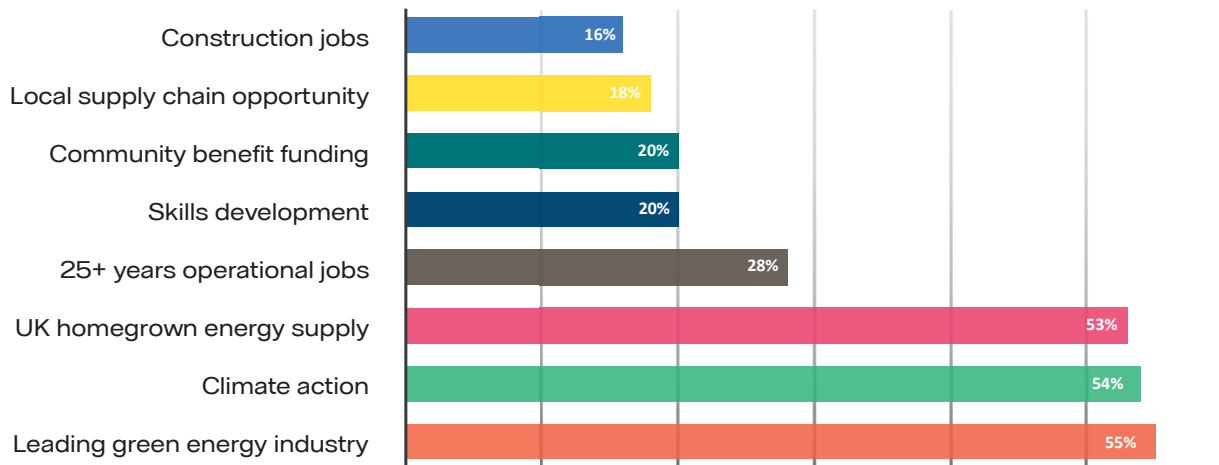
Question 2. What do you think the main benefits of developing offshore wind off Norfolk are?

All responses

In total, 1,328 people responded to this question. Respondents selected the three main benefits of developing offshore wind off the coast of Norfolk, out of the eight options available.

The following options received the overwhelming majority of votes: 'Leading green energy industry' (55%), 'climate action' (54%) and 'UK homegrown energy supply' (53%). More than half of the total number of respondents included them in their answers.

'Construction jobs' (16%) and 'local supply chain opportunity' (18%) received the fewest votes, which suggests there is little awareness of the job and supply chain opportunities that offshore wind farm projects can create. So, more work needs to be done to inform the region about how the local construction industry can benefit, and the employment opportunities that these projects will bring.



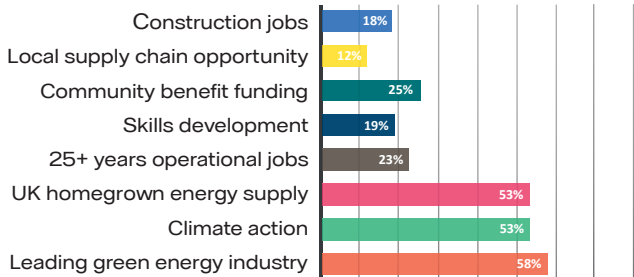
District breakdown

In total, 1,257 respondents who noted which district they live in answered question two. Across all the districts, respondents identified the following three main benefits: 'leading green energy industry', 'climate action' and 'UK homegrown energy supply'. This outcome evidences consistency across the region. Respondents are more aware and supportive of offshore wind projects' 'green' credentials, and see the main benefits as helping to tackle climate change and providing clean energy to the UK. 'Construction jobs' and 'local supply opportunity' were among the bottom three options in six of the eight districts (including 'Outside Norfolk').

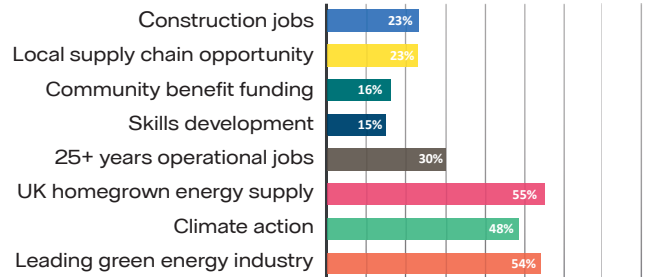
Few respondents selected 'community benefit funding' as one of the three main benefits of offshore wind development. Such recognition varied from 15% to 26% (depending on the district).

In addition, many respondents from Great Yarmouth identified 'skills development' (28%) and '25+ years operational jobs' (35%) as two of the three main benefits of developing offshore wind. This represents a greater proportion of respondents' answers than in any other district, for both options.

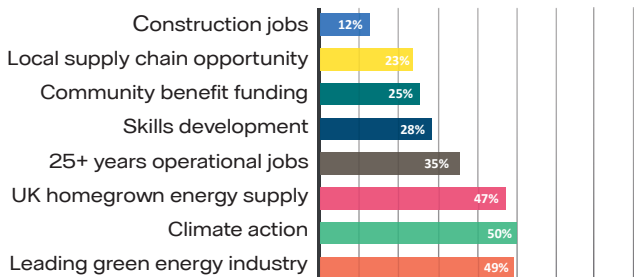
Breckland



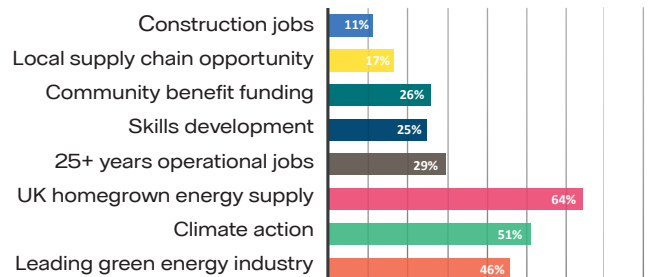
Broadland



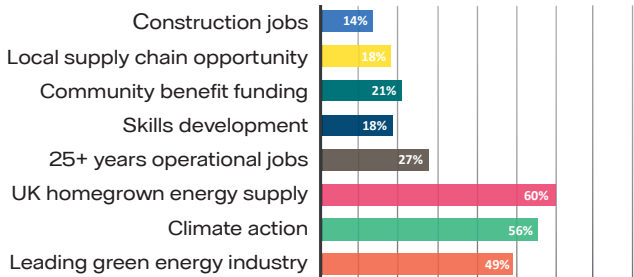
Great Yarmouth



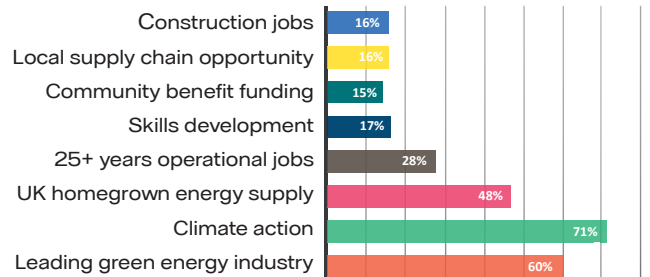
King's Lynn & West Norfolk



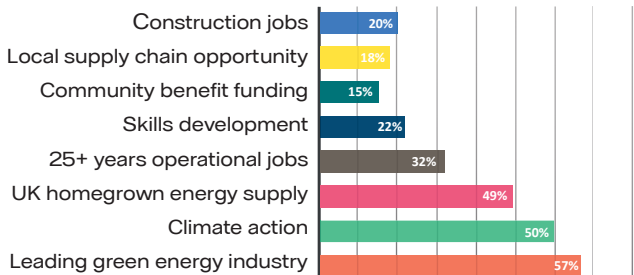
North Norfolk



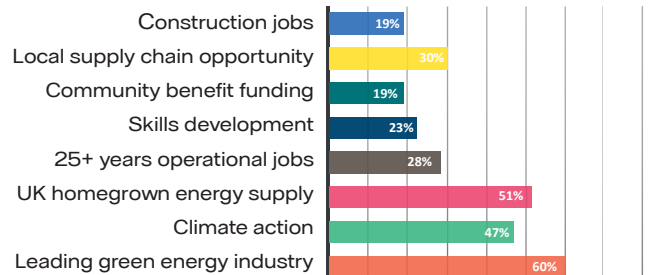
Norwich



South Norfolk



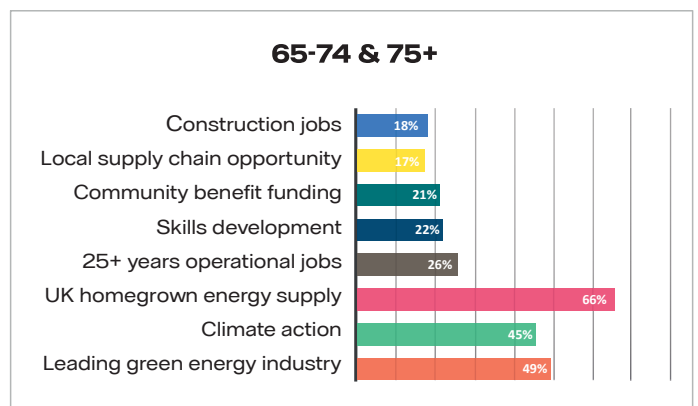
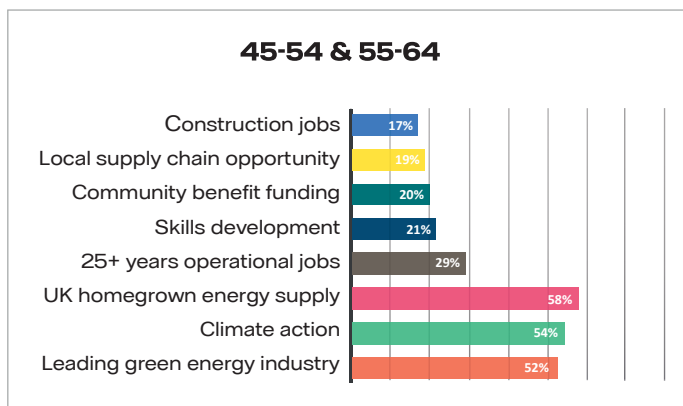
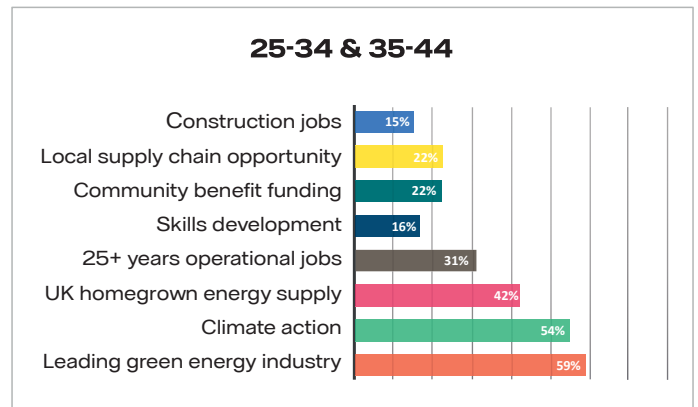
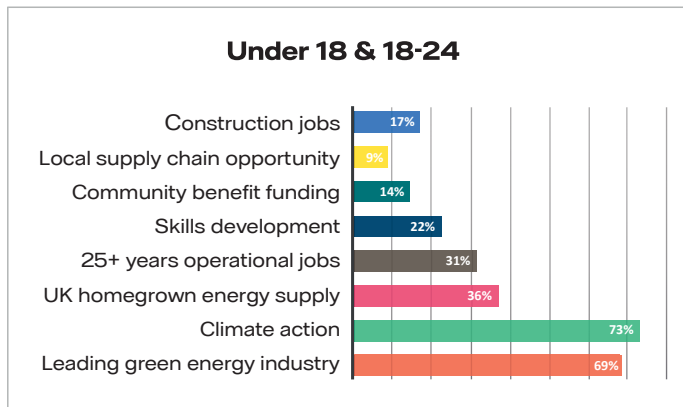
Outside Norfolk



Age breakdown

In total, 1,229 respondents who noted their age answered question two. The responses from all age categories were fairly consistent: they all recognised ‘leading green energy industry’, ‘climate action’ and ‘UK homegrown energy supply’ as the three main benefits of developing offshore wind.

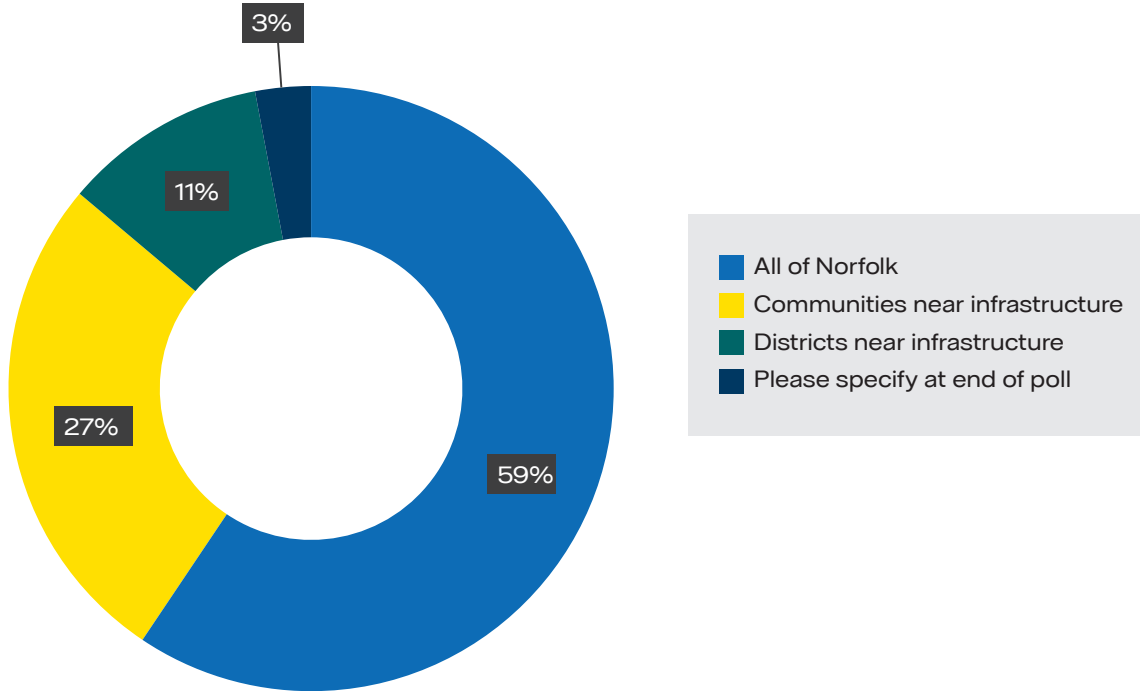
That said, respondents from the youngest age category were more aware of, and interested in, ‘climate action’ and ‘leading green energy industry’ as the main benefits. Meanwhile, respondents from the older age categories put more emphasis on the importance of ‘UK homegrown energy supply’ to deliver a secure energy supply now and into the future.



Question 3. Who should have the opportunity to benefit from this community benefit fund?

All responses

In total, 1,294 people responded to this question by selecting one of the four options available. Their responses indicate an appetite for the wider region to benefit from the fund; ‘all of Norfolk’ was the most commonly selected option.



Respondents could also suggest who should benefit from the fund by completing the open question located at the end of the survey (‘Is there anything else you would like to tell us?’). The two most common themes from these responses were: ‘those who need to benefit from the fund the most’ – meaning those communities most in need, and ‘communities living closest to the projects’. Other respondents suggested that communities with low educational levels should benefit, and some suggested that consideration should be given to Norfolk fishermen.

District breakdown

In total, 1,280 respondents who noted which district they live in answered question three. ‘All of Norfolk’ was the most commonly selected option in all districts.

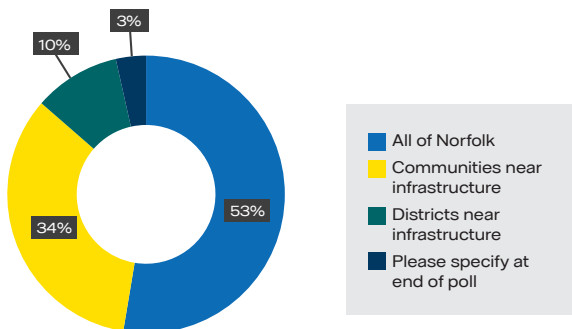
Respondents from North Norfolk, Breckland and Broadland i.e. districts that currently host our Norfolk projects’ infrastructure, were among the most likely to select ‘communities near infrastructure’, alongside respondents from Outside Norfolk.

Some thoughts about these responses

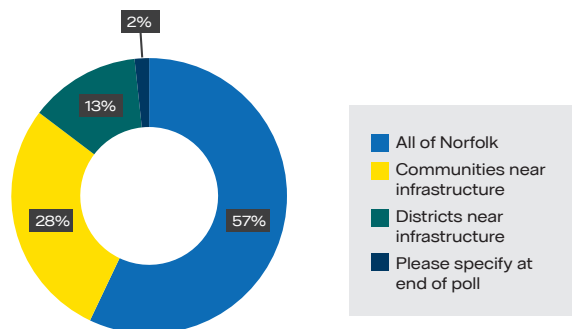
The survey is not a “vote”, but the results indicate broad support for communities who will be temporarily inconvenienced during the construction of the windfarm transmission infrastructure. They also show that those in closest proximity to the infrastructure, who have been most involved during development, should be encouraged to benefit from the community fund.

Given the size of the fund, and it’s potential to encourage district and county wide climate action and trigger demand-led growth of smaller green businesses, there is a strong argument to provide funding to support great ideas across the wider region. The dialogue process will undoubtedly return to this topic over time.

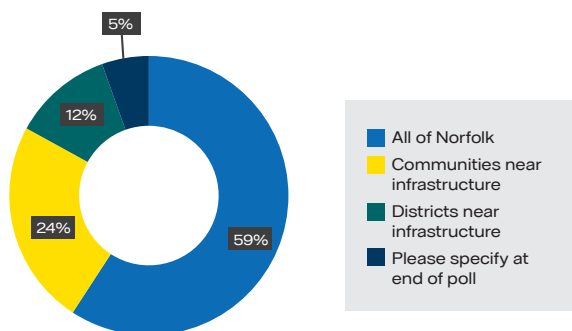
Breckland



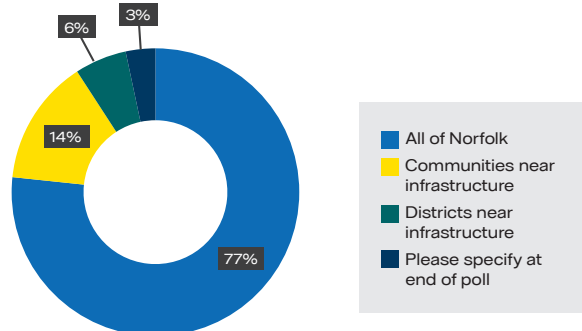
Broadland



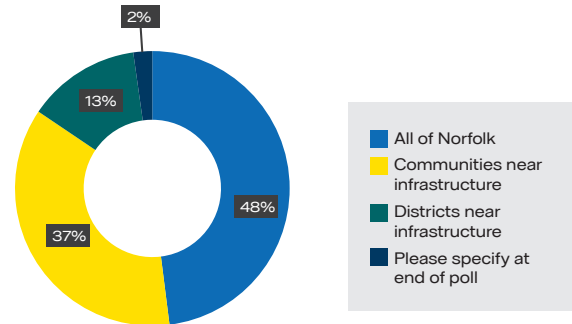
Great Yarmouth



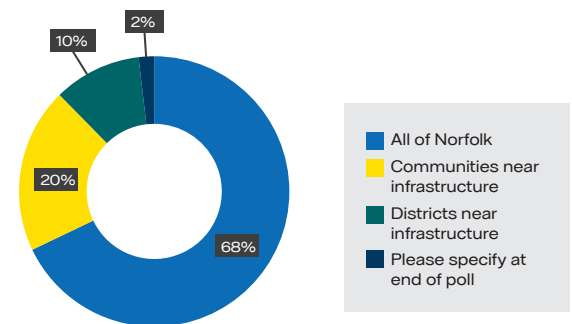
King's Lynn & West Norfolk



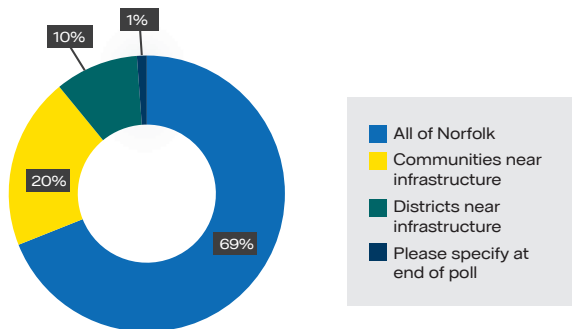
North Norfolk



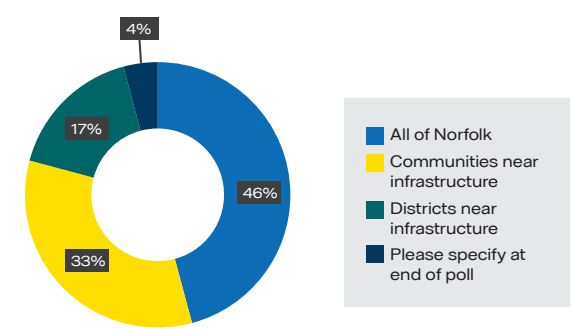
Norwich



South Norfolk



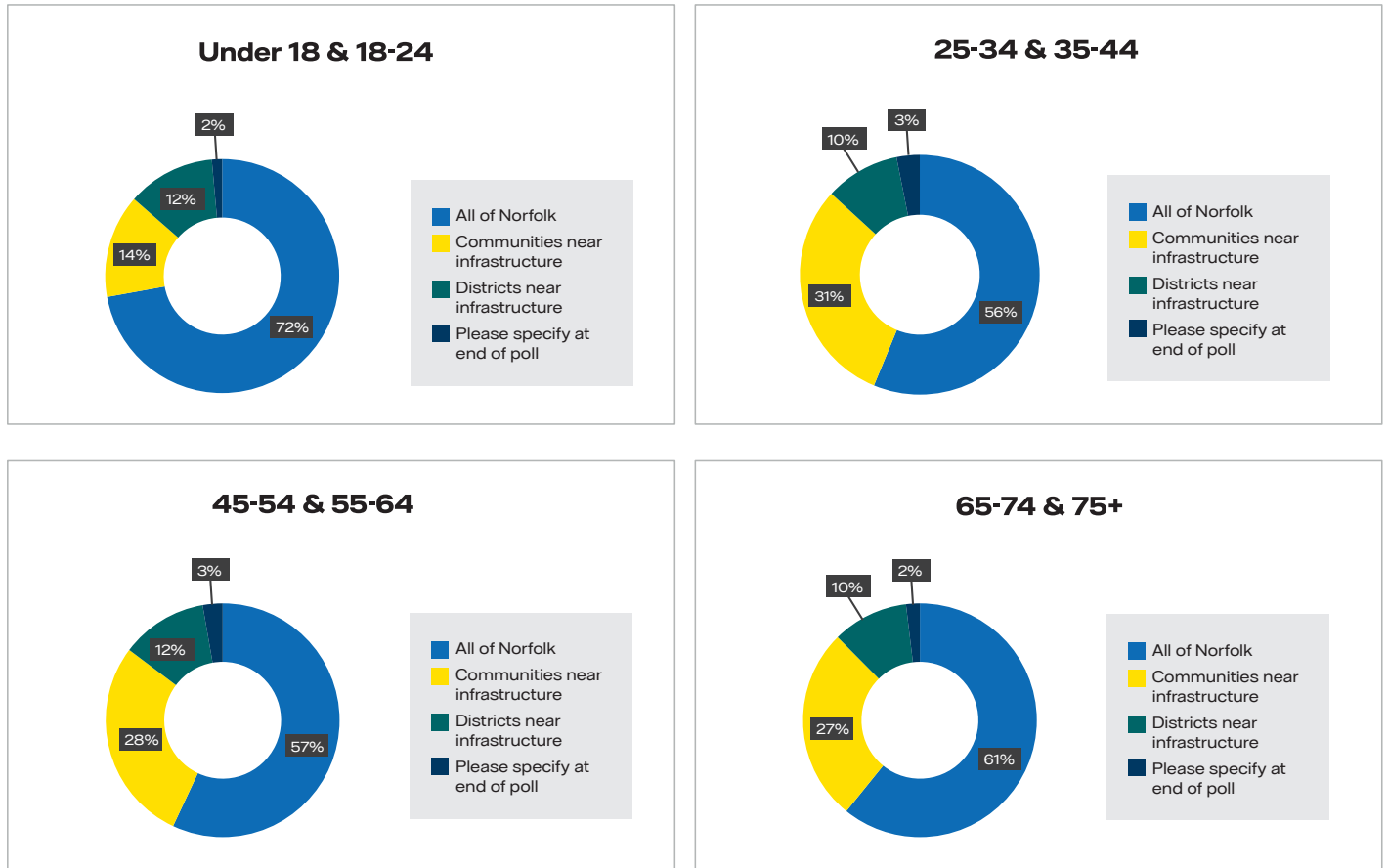
Outside Norfolk



Age breakdown

In total, 1,251 respondents who noted their age answered question three. The response trends across age categories were very similar.

The biggest variance was from the youngest age category: 72% saying the fund should be open to applications from all of Norfolk, with 14% saying benefits should be focused on communities closest to project infrastructure.



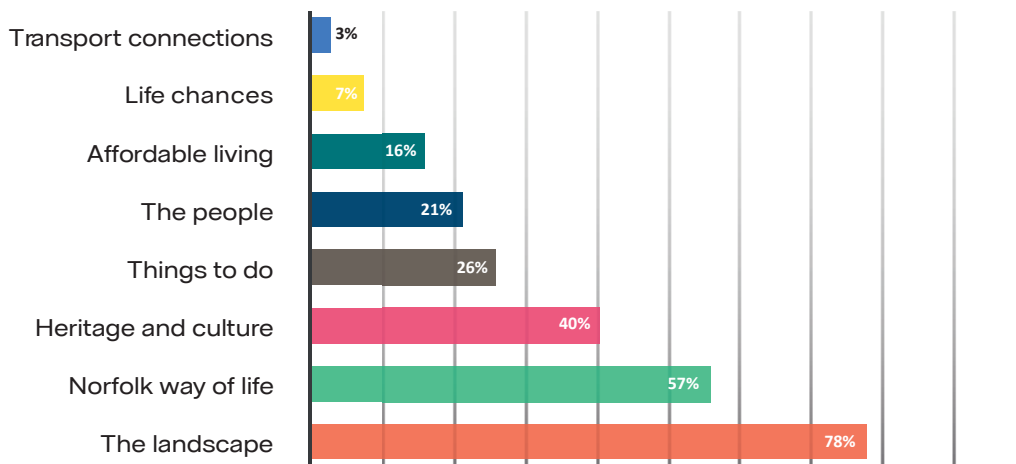
Question 4. What do you like most about life in Norfolk?

All responses

In total, 1,350 people responded to this question. Respondents could answer by selecting up to three things they like most about life in Norfolk, out of the eight options available.

The public are aligned on the landscape being the best part of living in Norfolk. The ‘Norfolk way of life’ and ‘heritage and culture’ came in second and third.

Notably, transport connections and life chances received just 3% and 7% of the vote, respectively.

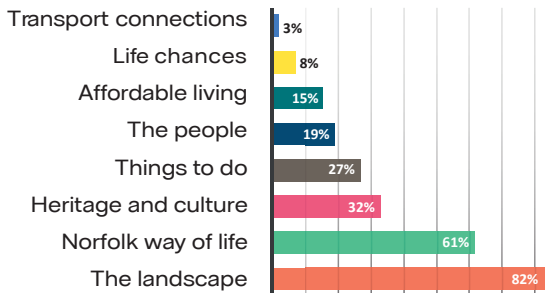


District breakdown

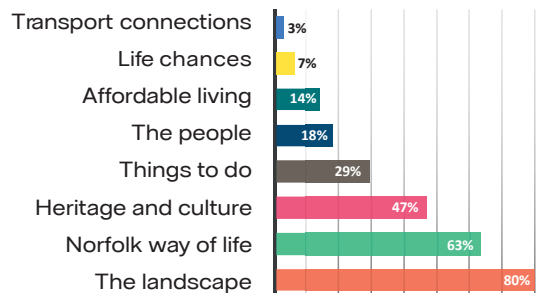
In total, 1,276 respondents who noted which district they live in answered question four. The responses were consistent across seven of the eight districts: opinion was more divided in Norwich.

Perhaps understandably, as Norwich’s urban character differs from those of other districts, 56% of respondents in Norwich selected ‘heritage and culture’ as one of the main reasons for enjoying life in Norfolk. They also placed less emphasis on the ‘Norfolk way of life’ and ‘the landscape’, and more on ‘affordable living’.

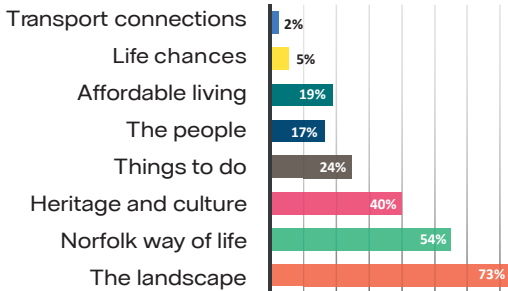
Breckland



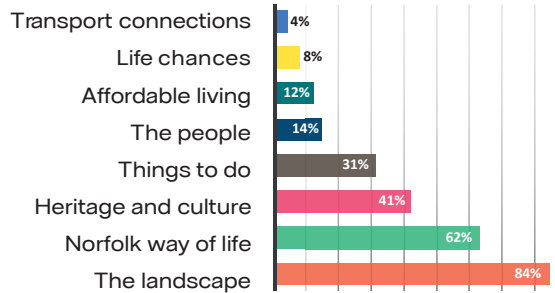
Broadland



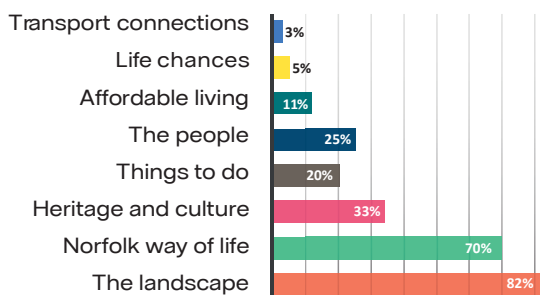
Great Yarmouth



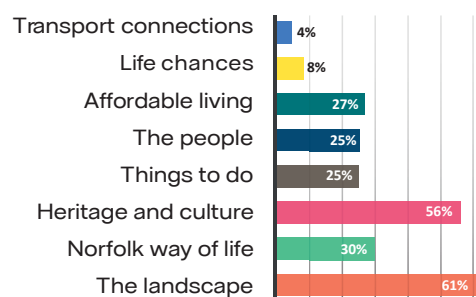
King's Lynn & West Norfolk



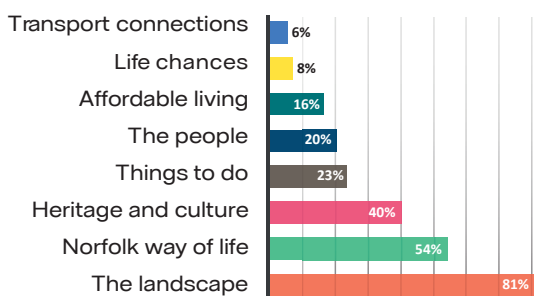
North Norfolk



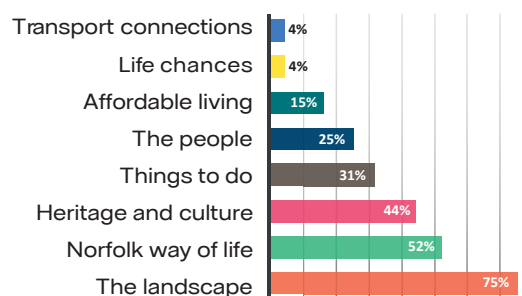
Norwich



South Norfolk



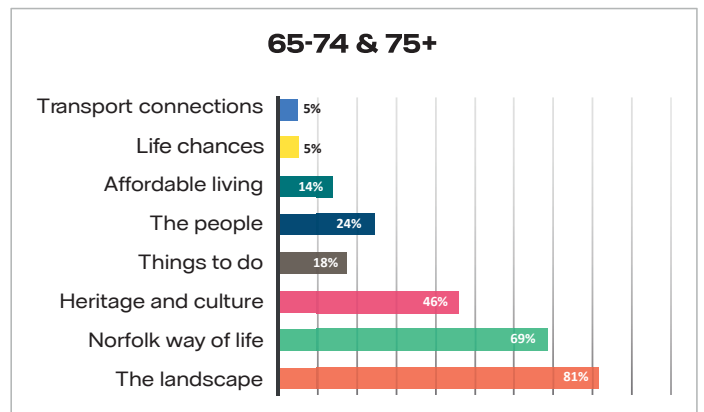
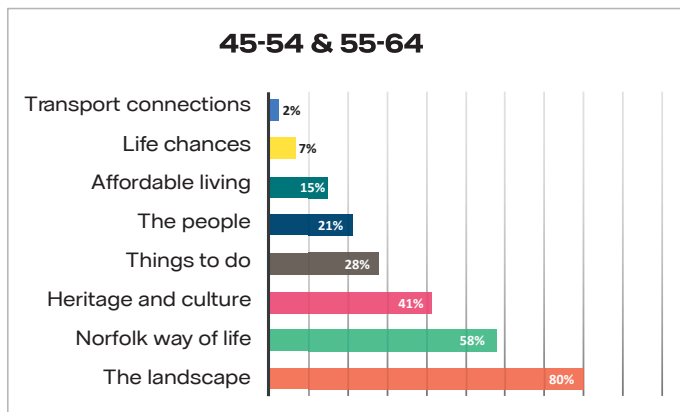
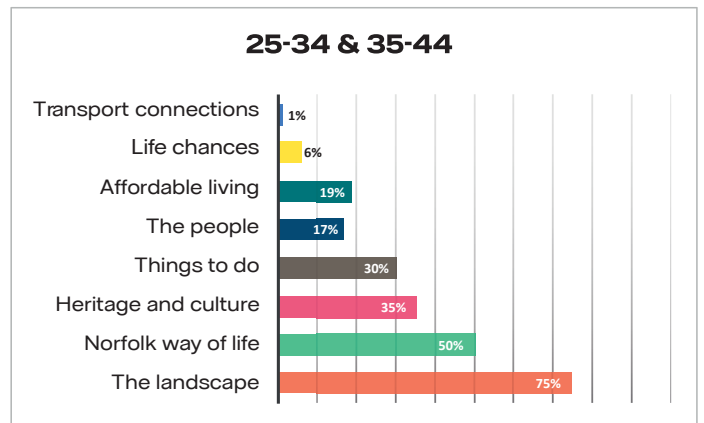
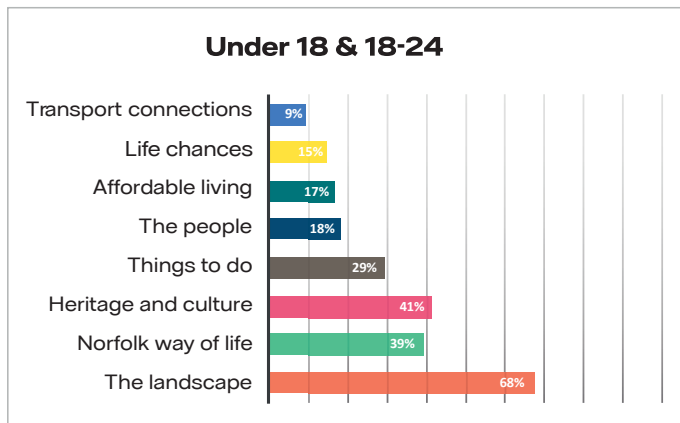
Outside Norfolk



Age breakdown

In total, 1,242 respondents who noted their age answered the question. The importance of both the 'Norfolk way of life' and 'the landscape' increased in line with the respondents' age.

As the most frequent respondents to select 'life chances' (15%), the youngest age group seem the most optimistic about future opportunities in the region.



Question 5. What would you like to see more of in Norfolk?

All responses

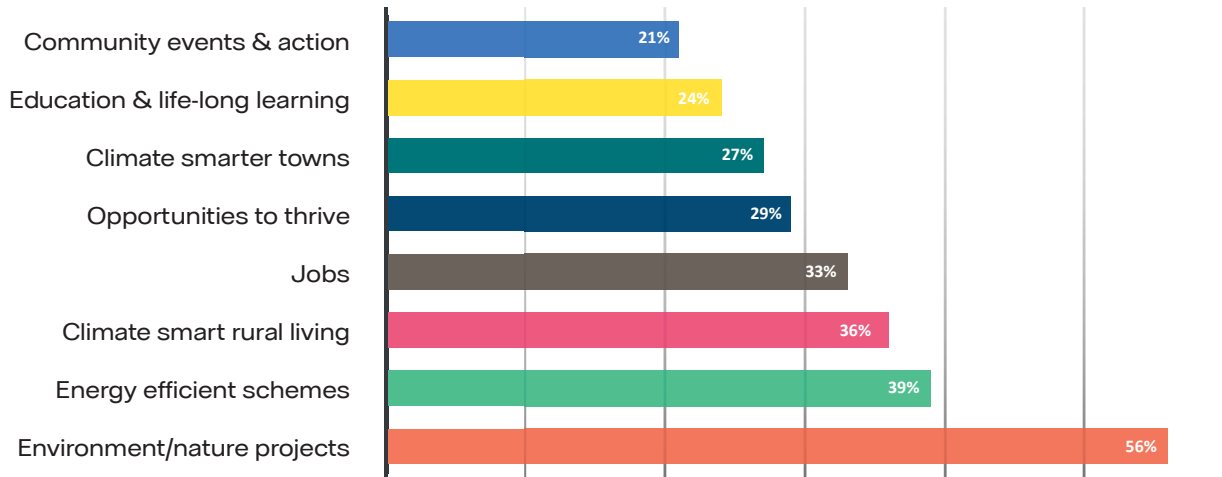
In total, 1,328 people responded to this question. Respondents could answer by selecting up to three things they would like to see more of in Norfolk, out of the eight options available.

The investment priorities across the county were fairly mixed, with no option selected by fewer than one in five respondents.

The most common priorities were focused on helping the environment and nature through specific projects, or by developing energy efficiency schemes.

Notably, respondents selected 'climate smarter rural living' (36%) more frequently than 'climate smarter towns' (27%), likely reflecting Norfolk as a predominantly rural county.

'Opportunities to thrive' (29%) and 'jobs' (33%) were the fourth and fifth most selected options, which indicates a desire for investment in career and growth opportunities for people living in the region.



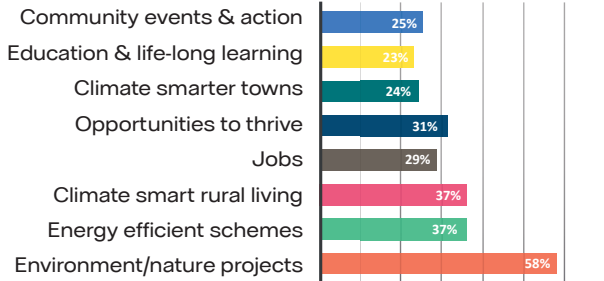
District breakdown

In total, 1,279 respondents who noted which district they live in answered question five. Across all districts, investment in 'environment/nature projects' was selected most frequently.

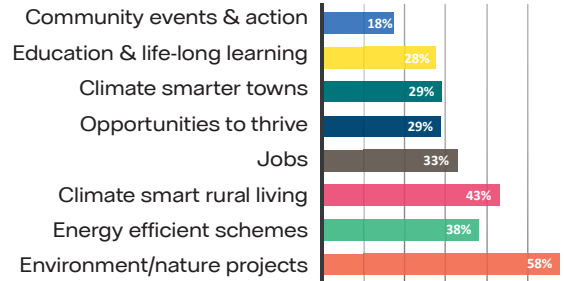
As Norwich is the county's largest city it is understandable that 49% of respondents in this district selected 'climate smarter towns', a greater proportion than in any other district, and selected 'climate smart rural living' (25%) the least.

Although 'community events & action' was the least selected option overall, it was only the least selected option in four out of the eight districts (including Outside Norfolk). Only 8% of respondents from South Norfolk selected this option, compared to the 23% average in the other seven areas.

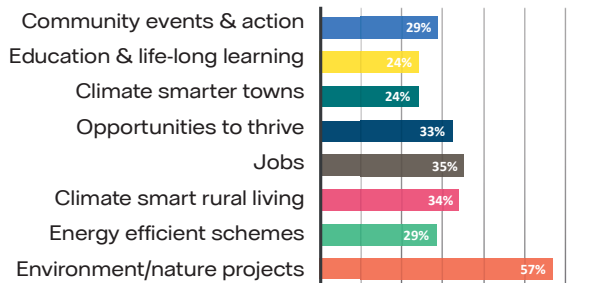
Breckland



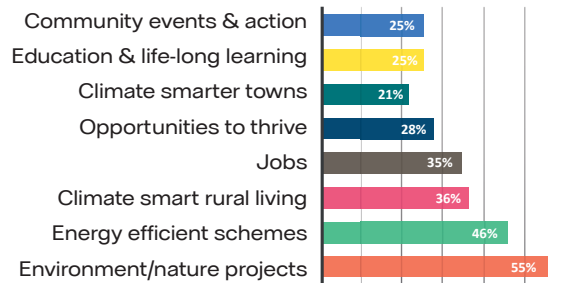
Broadland



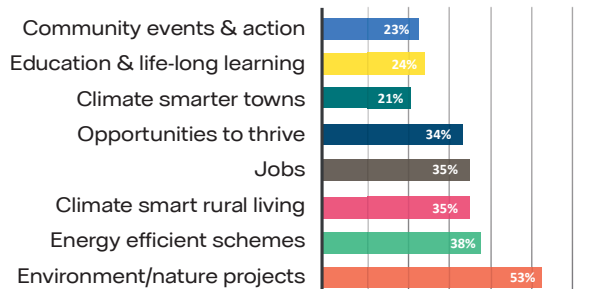
Great Yarmouth



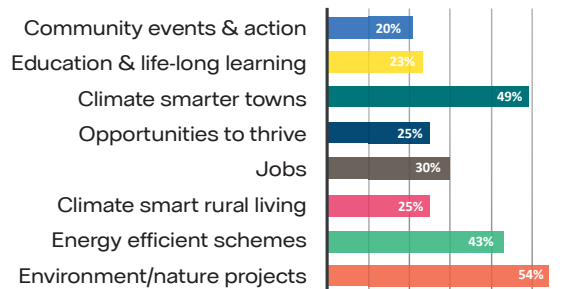
King's Lynn & West Norfolk



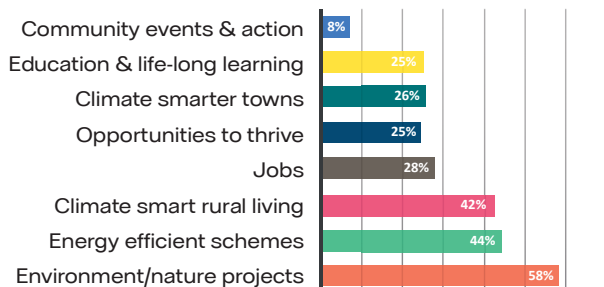
North Norfolk



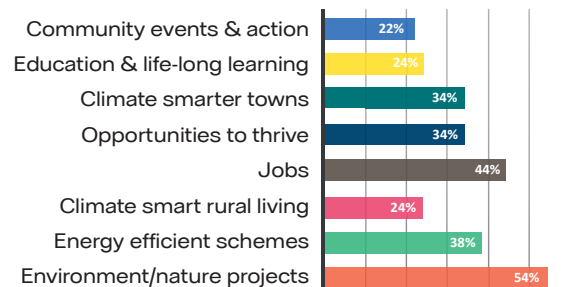
Norwich



South Norfolk



Outside Norfolk

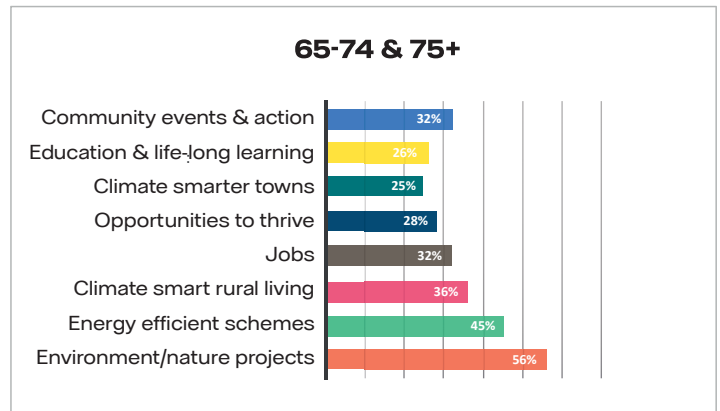
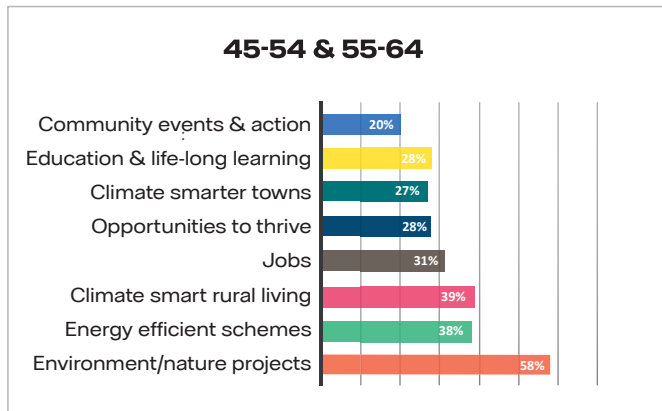
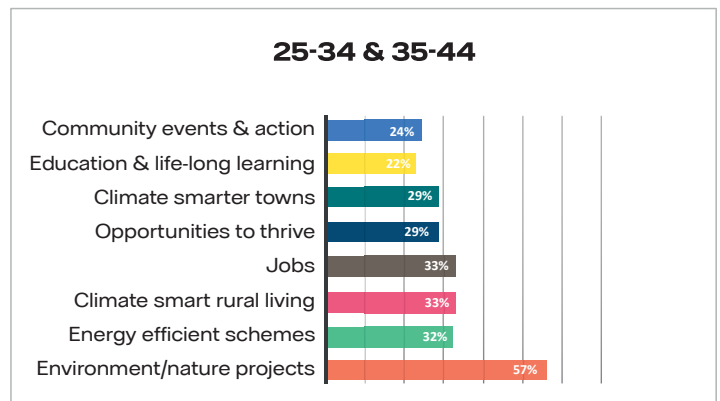
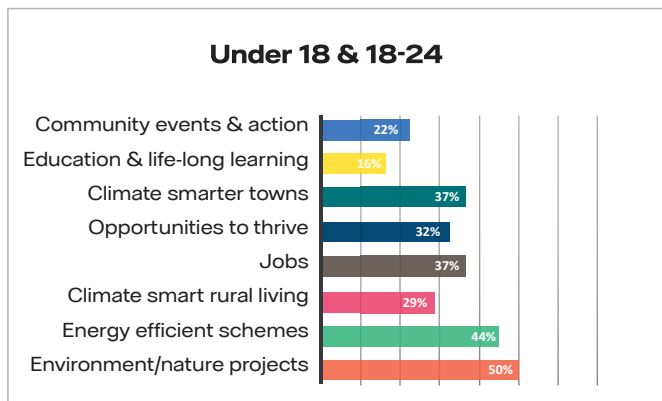


Age breakdown

In total, 1,249 respondents who noted their age answered question five. The ‘environment/nature projects’ was the most commonly selected answer across all age categories, which evidences a willingness from people in the region for investment in green schemes and technology.

Notably, ‘education & life-long learning’ was the least selected option from respondents within the ‘Under 18 & 18-24’ and ‘25-34 & 35-44’ age categories. However, these respondents also indicated that they would like additional support in the form of increased job opportunities.

37% of respondents within the youngest age group recognised investment in jobs (37%) as one of their top three priorities, the greatest proportion out of all the age categories.



Question 6. What should help kick-start your community’s journey towards fossil-fuel freedom?

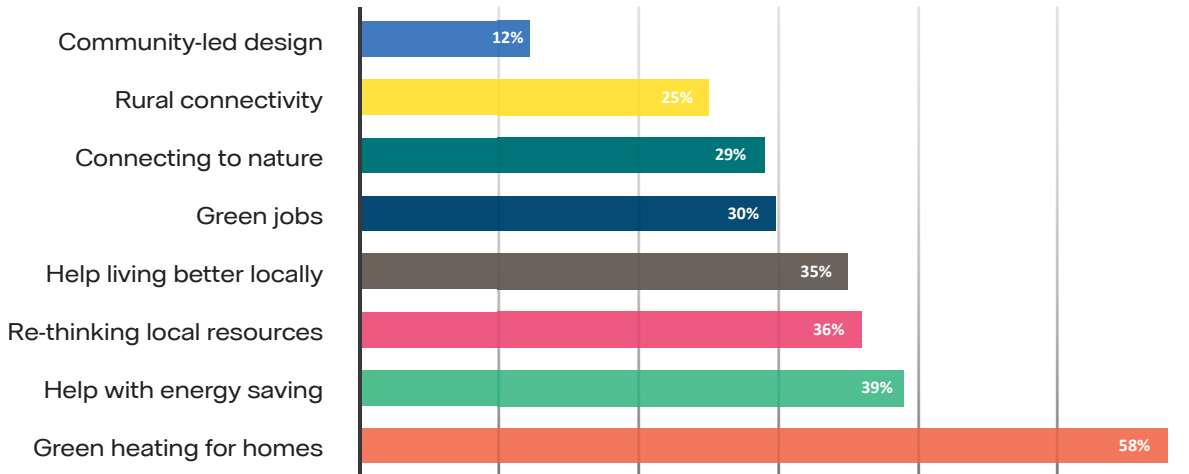
All responses

In total, 1,257 people responded to this question. Respondents could answer by selecting up to three things that should help kick-start their community’s journey towards fossil-fuel freedom, out of the eight options available.

The majority of respondents proposed providing green heating systems in homes to help energise this process. This suggests that existing heating systems across the county are inefficient and need upgrading. This is supported by various responses to the open feedback question, which highlight the fact that many properties still rely on oil-fired central heating.

‘Community-led design’ was the least selected option, which suggests that communities are not necessarily keen on taking a leading role in the shift to fossil fuel freedom.

Notably, transport connections and life chances received just 3% and 7% of the vote, respectively.



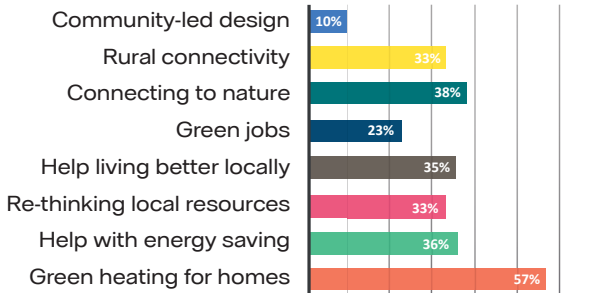
District breakdown

In total, 1,257 respondents who noted which district they live in answered question six. Respondents most frequently selected ‘green heating for homes’ across all eight districts.

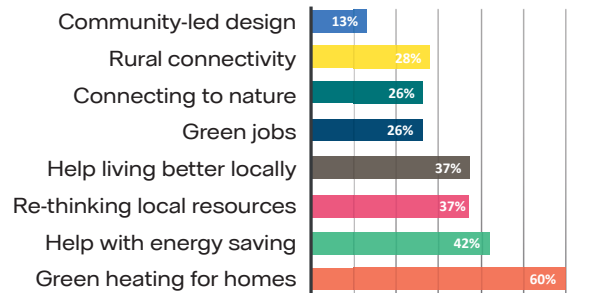
Those from more rural districts selected (improving) ‘rural connectivity’ above the overall average.

This contrasted responses from more urban areas, such as Great Yarmouth (15%) and Norwich (13%). These two districts voted for ‘green jobs’ more frequently than respondents from any other district, which indicates that there is some recognition of the supply chain opportunities that offshore wind projects bring to urban areas, where these businesses are more likely to be situated.

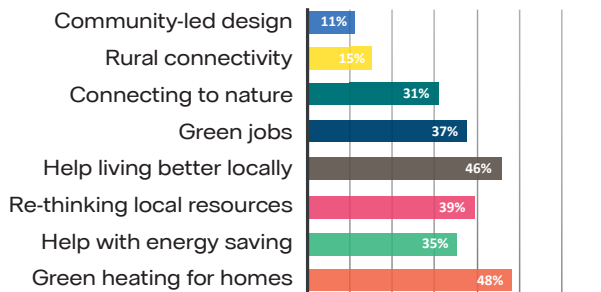
Breckland



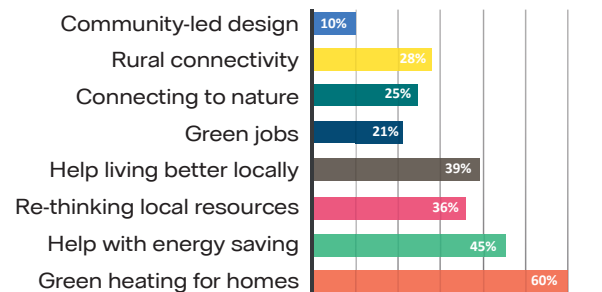
Broadland



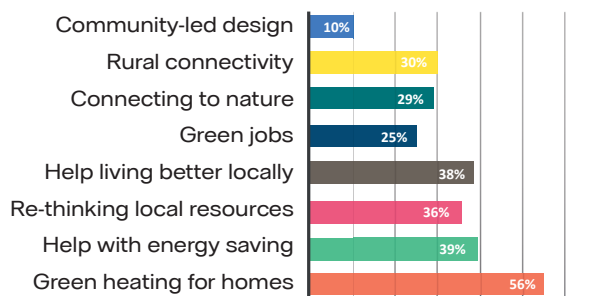
Great Yarmouth



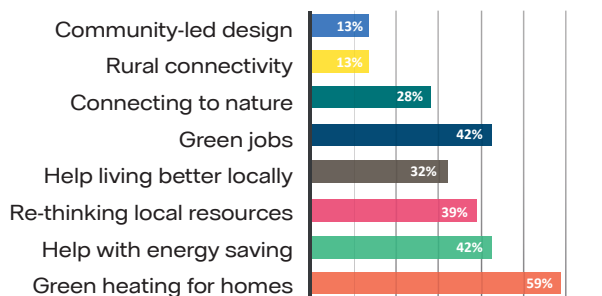
King's Lynn & West Norfolk



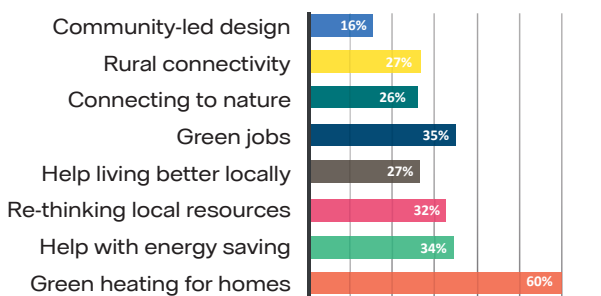
North Norfolk



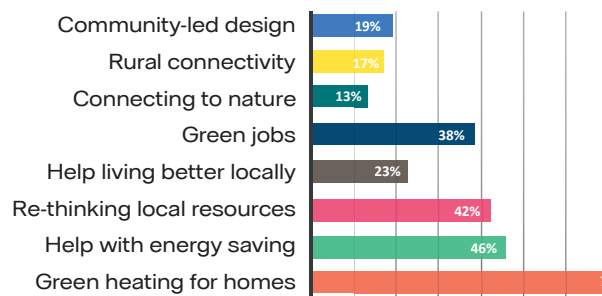
Norwich



South Norfolk



Outside Norfolk

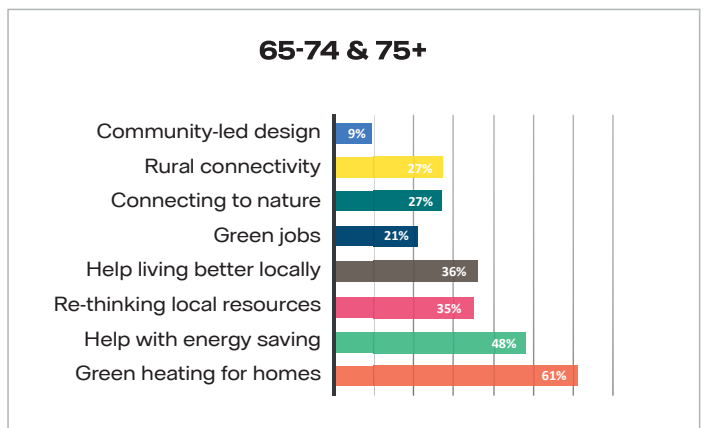
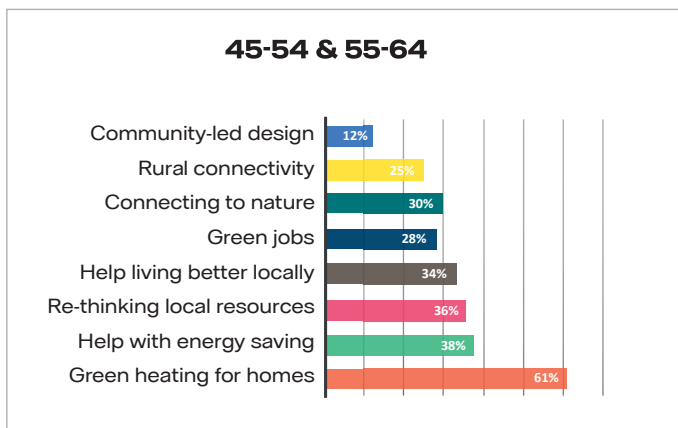
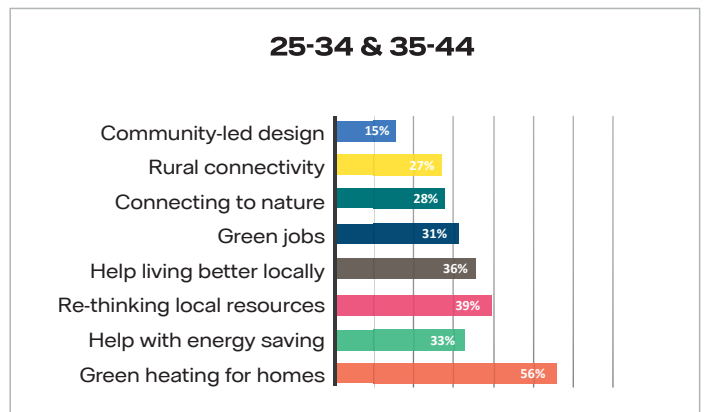
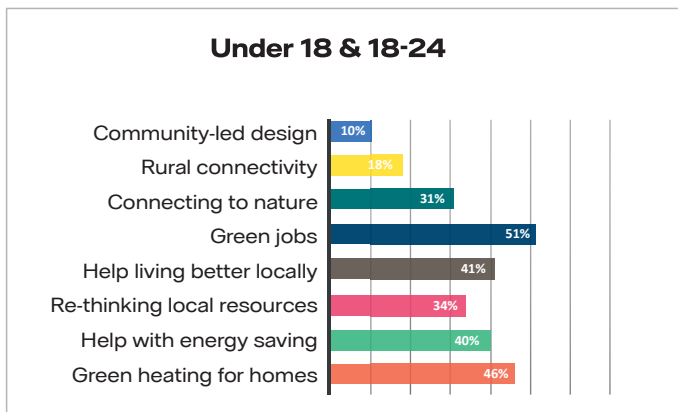


Age breakdown

In total, 1,248 respondents who noted their age answered question six. The majority of respondents from all age categories bar the youngest selected ‘green heating for homes’ as one thing that should help kick-start the journey to fossil-fuel freedom.

‘Green jobs’ (51%) was the most commonly selected option for the youngest age category. It was also selected by a greater proportion of this age group than any other. It is encouraging to know that many young people who took part in this survey are aware of the job opportunities that could arise through the offshore wind sector and may be keen to step into these roles. That said, another independent survey that we commissioned showed that there is still much to do to raise awareness of local opportunities arising from the offshore wind sector and its supply chain.

The importance of ‘help with energy saving’ increased in line with respondents’ age from the ‘25-34 & 35-44’ age category onwards.



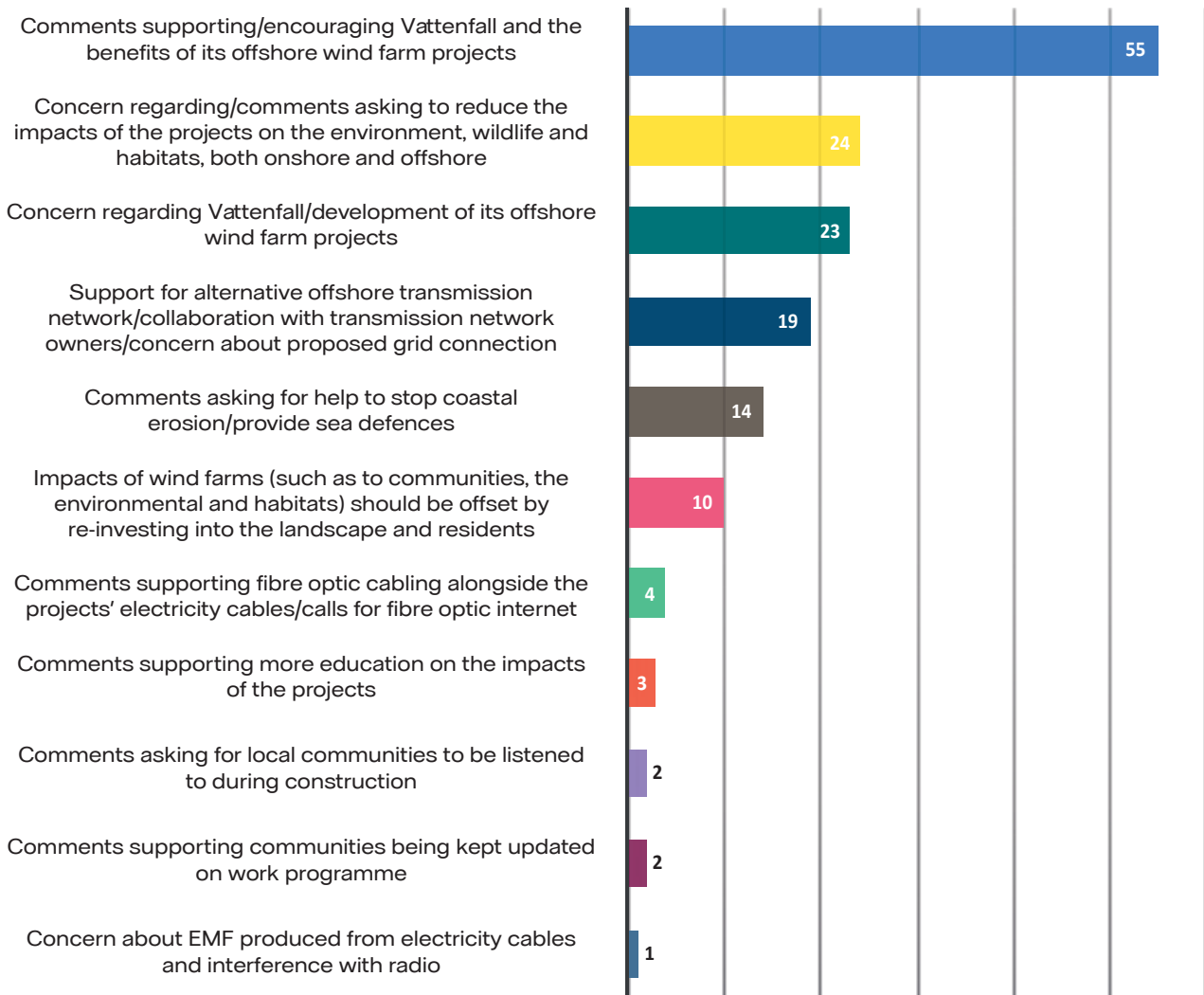
Question 7: Is there anything else you would like to tell us?

The final question was an open box that allowed respondents to let us know anything they wanted to raise or tell us about the community benefit fund. In total, 615 people responded to this question. The responses we received covered a wide range of issues and we have sorted these into broad themes, including:

- Vattenfall, Norfolk Vanguard and Norfolk Boreas offshore wind farms
- Community benefit fund dialogue and survey
- What people would like to see more of in Norfolk and developed using a community fund
- Other feedback

Vattenfall, Norfolk Vanguard and Norfolk Boreas offshore wind farms

There were many positive comments about Vattenfall and the development of the Norfolk Vanguard and Norfolk Boreas offshore wind farm projects. Respondents also took the opportunity to highlight remaining concerns about specific aspects of wind farm projects, including potential impacts on the environment, wildlife, coastal erosion and proposed grid connection². Comments raised in the feedback can be found below:



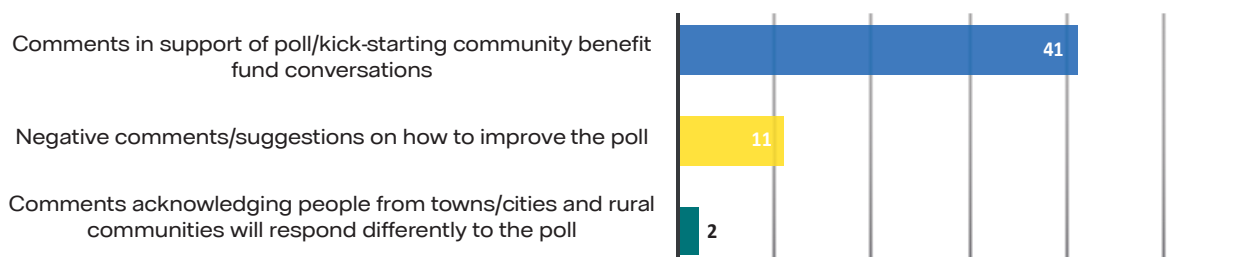
² Vattenfall will continue engaging with communities over concerns relating to our projects. We typically allay such concerns by explaining the measures we take to avoid, minimise and mitigate potential impacts arising from them. We suggest communicating via info@norfolkvanguard.co.uk regarding specifics that are not directly related to the community benefit fund dialogue.

Community benefit fund dialogue and survey

Respondents provided comments on the community benefit fund dialogue and the survey. 41 respondents provided supportive comments about the actual survey, and for a community benefit fund dialogue being kick-started. Comments about the survey included “the survey itself was quick, easy and visually appealing” and “good effort to collect feedback and to inform”. Comments about the community benefit fund dialogue included “great news that you are looking at supporting the local community and drive lower energy costs” and “these have been interesting questions to answer and show a great movement to a greener, more sustainable future in the region”.

11 respondents provided negative comments about the survey or offered suggestions for how to improve it for future surveying activities. Some respondents provided constructive feedback, such as “alternatively rather than select just three [options], perhaps how would you rank these eight elements in importance to you” and some said “the options were biased” and “it feels like a meaningless tick box exercise”.

A few comments acknowledged people from towns/cities and rural communities will each respond differently to the survey, and one person said “this [should] be taken into account, especially as more people from one of these groups may respond to the survey than others”.



What people would like to see more of in Norfolk and developed using a community fund

The most common response for what people would like to see more of in Norfolk was the development of jobs and skills in the energy sector, including for young people. Respondents suggested that providing jobs for people in the energy sector, including technical roles, was crucial for local employment, as “there is much engineering talent in the Norfolk area”. The feedback indicated that “there is a lack of jobs locally” and that renewable energy projects like the Norfolk wind farms could provide a “vital boost to the local talent pool”. Notably, one respondent said that the projects could “create opportunities for the local community, working with employability projects and facilitating partnership”.

Respondents were keen for the younger generation to benefit from the industry and advocated for training and skills development, such as through apprenticeships and STEM activities. For instance, one respondent said that “getting the right training and apprenticeship opportunities towards green jobs is essential”.

The second most common theme was people supporting infrastructure changes needed to create a more sustainable energy supply and provide long-term energy security. Respondents supported the shift to a more sustainable energy supply (by phasing out fossil fuels) and reducing our carbon output. Some respondents suggested this could be achieved through the “de-investment of fossil fuels by district councils and government” and pushing “a green industrial sector”.

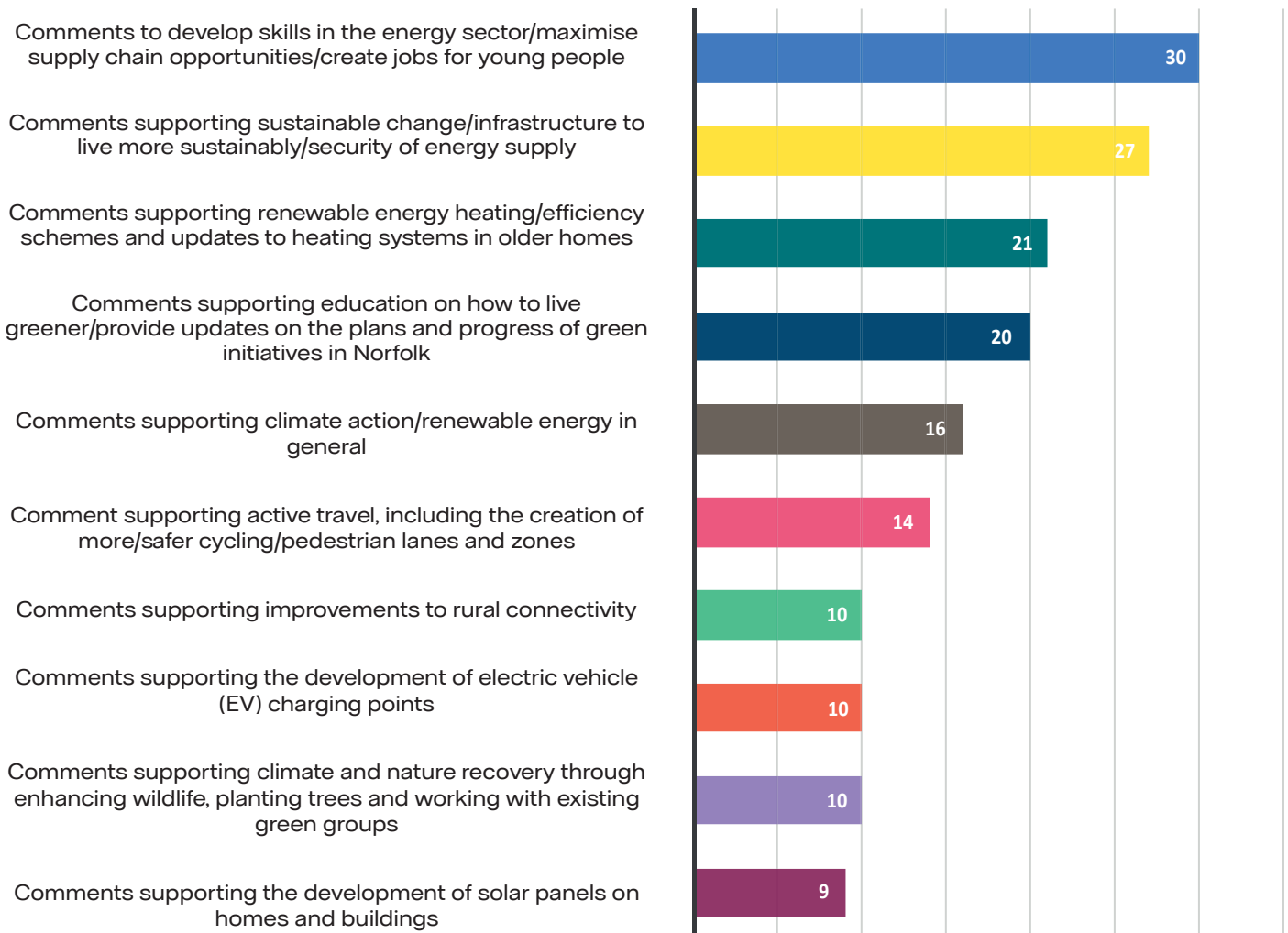
20 respondents noted the need for greater levels of education on how people can live climate smarter lives and protect our environment. Respondents suggested this could be done through “working with schools” and “setting-up mentoring schemes” to help “understand the effects of climate change globally, and what will be seen locally in Norfolk”. In addition to explaining the tangible things that people can do to reduce their carbon output and helping people understand the risks of climate change, respondents suggested further education on green energy would encourage younger people to “look further into environment related degrees/apprenticeships/jobs”.

Another common response was in relation to renewable energy heating schemes and the need to update heating systems in older homes and buildings. 21 respondents noted that many homes rely on “oil-fired central heating” which needs upgrading to more sustainable renewable energy heating systems. Respondents also called for funding to help better “insulate [homes] and improve their energy efficiency”.

Ten respondents mentioned how poor rural connectivity is leaving these areas disadvantaged and making it difficult for people to live more sustainably. Respondents said people living in rural Norfolk “rely on private transport” and “need better public transport” to change this. For example, one said “I think it’s essential that we provide the infrastructure to enable people to live more sustainably. Rural connectivity is key” and another noted that “rural green transport [is] currently appalling”.

Ten respondents also said they want to strengthen the green agenda through the introduction of more electric vehicle (EV) charging points. As part of this, some respondents called for the development of “vehicle to grid (V2G) technology initiatives”, which is where EV batteries store energy and discharge it back to the electricity network when it’s most needed.

The ten most common themes from respondents on what people would like to see more of in Norfolk and developed using a community fund included:

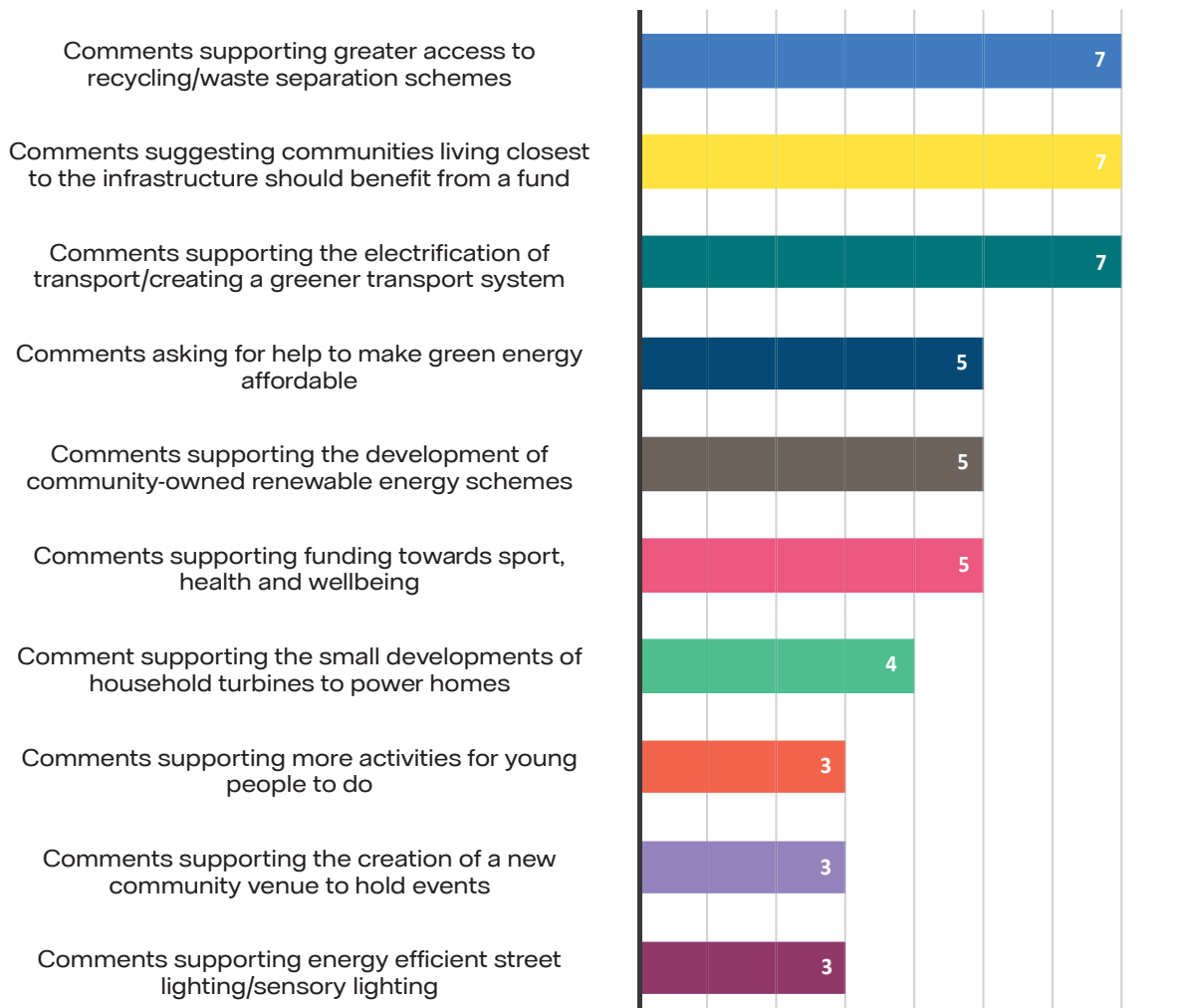


In addition to the ten most common themes, seven respondents support greater access to recycling and waste separation schemes to help reduce household waste. One of these respondents suggested “develop[ing] environmental strategies further to ensure correct disposal and less fly tipping”.

Seven other respondents supported the electrification of onshore and offshore transport, including buses, lorries, boats and barges.

Also, five respondents called for community-owned renewable energy schemes to take responsibility for their energy output. Within this, one respondent called for “more incentives for people to install their own energy systems”.

Further common themes raised within the feedback received included:



Other feedback

22 individual organisations, groups, charities and projects that could benefit from a community benefit fund were named within the feedback. Much of this feedback suggested funding for sustainability-driven projects, including looking to become more environmentally friendly, developing green initiatives, or supporting nature and the landscape. These ranged from small, local habitat creation and gardening projects to large-scale nature schemes, and from educational activities to the development of clean energy systems in buildings.

20 comments within the feedback were largely irrelevant due to their concerning offshore wind in general, the denial of climate change and/or other topics that are unrelated to renewable energy or the community benefit fund dialogue.

Respondents also made a number of other comments. These comments were mentioned by no more than a couple of people. We have summarised them below:

General comments to help local communities

Support for Norfolk fishermen

Comments asking for investment in Great Yarmouth to develop skills in the energy sector and make it a good place for people to live

Need improved transport links to support infrastructure

Suffolk should be able to benefit from a fund e.g. Lowestoft

Help needed to build low-cost green homes

Comments supporting clean hydrogen development

Comments supporting the development of battery storage facilities

Support for carbon capture schemes

Comments supporting community art projects

Support for litter picking

Comment to not exclude parish councils when funding becomes available

Comment to contact parish councils to encourage local renewable energy projects

Comments to work with local charities and organisations

Support for flood management schemes

Comments supporting growing our own food/plant-based food schemes

Comments in favour of support for grassroots/existing community initiatives

Support for electrification of food processing, agricultural, farming and construction vehicles

Comments supporting the development of allotments

Comment to re-seed fish and shellfish to restock the coastal waters off Norfolk

Support for development of museum of Renewable Energy

Support for development of roundabout at Tuns Road

Support for development of eco visitors centre

Support for funding to assist with the study/management of whale strandings on the North Norfolk coast

People living closest to the projects' infrastructure should benefit from a fund

The most in need should benefit from a fund

Communities with economic deprivation should benefit from a fund

Communities with low educational levels should benefit from a fund

Schemes people are most concerned about should benefit from a fund

Communities through Norfolk should benefit from a fund

Need to involve all of society in solving the climate crisis

Turn off traffic lights to prevent idling engines

Support to outlaw single use plastic

Support for provision of more small units for start-up businesses

Support for swimming pool in Fakenham

Support for outdoor heated swimming pools in market towns

Comments supporting the need for better rural broadband access

Support for more facilities for elderly people

Concern about traffic in Norwich

Next steps

In 2022, we will organise a series of community workshops to explore some of the ideas and themes raised in this report in more depth.

We will also start sharing some inspirational stories of communities located in other regions of the UK, near our other projects, that are benefitting from our community benefit funds.

In addition, we will ask some local people to share their ideas about what could work to support Norfolk communities. This feedback will help us develop schemes that can help deliver on local interests and needs while mitigating emissions and adapting to our new and changing climate conditions.

If you would like to take part in the conversation going forward, and are not yet signed up to receive our e-shots and newsletters, then please register here: [Norfolk Web Reg Form \(sibforms.com\)](https://sibforms.com)

Appendix

The Survey

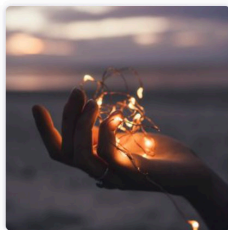
Q1. How do you feel about Norfolk’s leading role in delivering UK climate action?

Please circle **one**



Q2. What do you think the main benefits of developing offshore wind off Norfolk are?

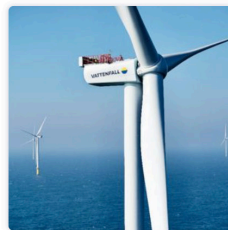
Please circle up to **three**



UK homegrown energy supply



Community benefit funding



Leading green energy industry



Construction jobs



Skills development



Climate action



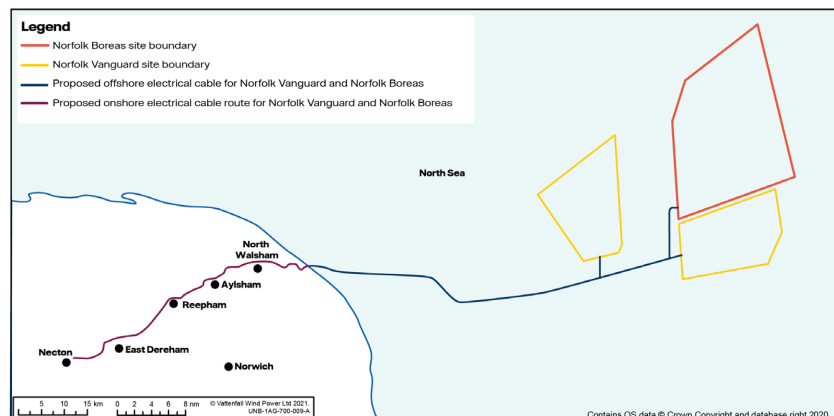
25+ years operational jobs



Local supply chain opportunity

Quick fact

These are Vattenfall’s Norfolk Vanguard & Norfolk Boreas offshore wind farm projects. They are both in the planning system right now.



Q3. Who should have the opportunity to benefit from this community fund?

Please tick **one**

- Communities near infrastructure
- Districts near infrastructure
- All other parts of Norfolk
- Other (please specify) _____

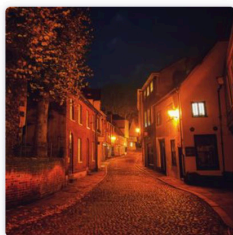
Quick fact

Vattenfall offers community funds to share the benefits of harnessing a force of nature - the wind - and to acknowledge the role of communities in shaping and supporting the projects.

Funds typically seek to support what you value, and to contribute to climate smarter futures for your communities.

Q4. What do you like most about life in Norfolk?

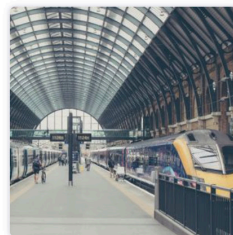
Please circle up to **three**



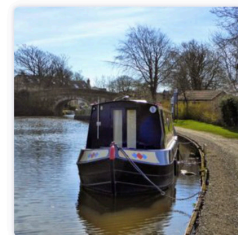
Heritage & culture



The people



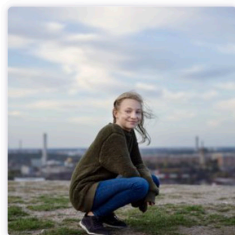
Transport connections



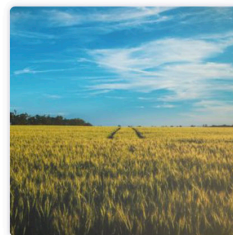
Norfolk way of life



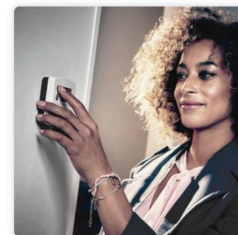
Things to do



Life chances



The landscape



Affordable living

Q5. Which district do you live in?

Please tick **one**

- | | |
|-------------------------------------|--|
| <input type="radio"/> South Norfolk | <input type="radio"/> King's Lynn & West |
| <input type="radio"/> Norwich | <input type="radio"/> Great Yarmouth |
| <input type="radio"/> North Norfolk | <input type="radio"/> Breckland |
| <input type="radio"/> Broadland | <input type="radio"/> Outside Norfolk |

Q6. What would you like to see more of in Norfolk?

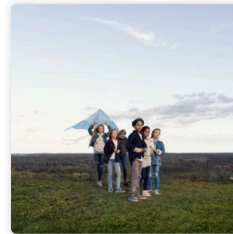
Please circle up to **three**



Climate smarter towns



Education & life-long learning



Opportunities to thrive



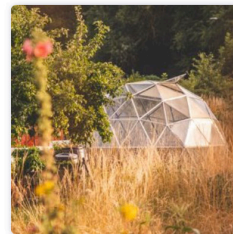
Jobs



Climate smart rural living



Community events & action



Environment/nature projects



Energy efficiency schemes

Quick fact

Did you know: Vattenfall's goal is to enable fossil fuel-free living within one generation?

Q7. What could help kick-start your community’s journey towards fossil fuel freedom?

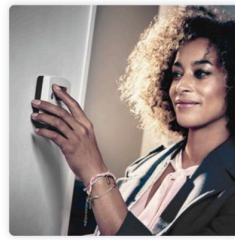
Please circle up to **three**



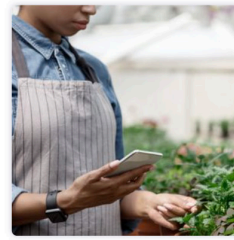
Green heating for homes



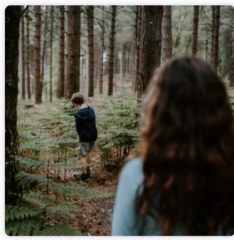
Rural connectivity



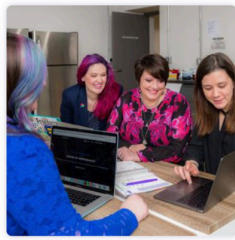
Help with energy saving



Re-thinking local resources



Connecting to nature



Community-led design



Help living better locally



Green jobs

Q8. Please indicate your age range

Please tick **one**

- | | |
|--------------------------------|-------------------------------|
| <input type="radio"/> Under 18 | <input type="radio"/> 45 - 54 |
| <input type="radio"/> 18 - 24 | <input type="radio"/> 55 - 64 |
| <input type="radio"/> 25 - 34 | <input type="radio"/> 65 - 74 |
| <input type="radio"/> 35 - 44 | <input type="radio"/> Over 75 |

Q9. Is there anything else you would like to tell us?

Please continue on a separate sheet if necessary

About you

We would like to know a little bit more about you, including where in Norfolk you live, so we can understand your responses a little better, in that context.

Your postcode: _____

Would you like to stay in touch?

If you would you like to stay in touch with the project, understand how your views have been taken into account, and have the opportunity to contribute to the next stages of the Community Benefit dialogue process, we need your contact details.

If you have an e-mail, please provide it here (please write clearly)

If you don't have an e-mail, please provide your postal address:

I would like to be sent updates about Norfolk Vanguard & Norfolk Boreas offshore wind farms and their community benefits programme.

By email

By post

How to return this to us, and how we'll use your responses

You can return this completed questionnaire via e-mail or post (FREEPOST address below):

Email: info@norfolkvanguard.co.uk

Post: FREEPOST NORFOLK BOREAS (no stamp required)

We will consider your responses alongside all the others that have been submitted via the online platform Give My View (<https://www.givemyview.com/norfolkzone/polls>)

Many thanks for your contribution

