

## The Brief



**EDF Energy Networks**  
EDF are the largest electricity distribution network owner in the UK, covering the whole of London, the East and South East of England, and serving over a quarter of the UK's population.

### Project Specifications

This network consists of many elements. The pylons, poles and wires we see have become a part of the landscape. Substations are not just a part of this landscape but are vital community assets that are all around us.

We were asked to negotiate a protection strategy for substations, by working alongside the Police & Neighbourhood Watch to protect these vital assets.

- Consultancy, Specification & Planning
- Concept to Design & Implementation
- Key Partner Negotiation
- Material Production & Translation
- Email & Web Development
- PR & Award follow-up



## The Planning

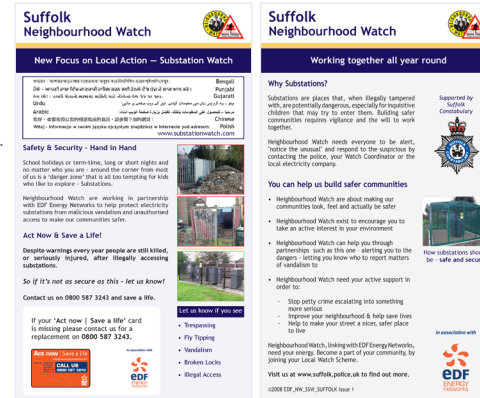
### • Campaign Planning

The Campaign was necessarily restricted to the regions in which EDF Energy Networks own Electricity Assets such as Substations. This covers the East & South-East of England. The design and planning of a communications strategy was vital in getting buy-in both internally and with the regional Neighbourhood Watch Organisations and County Police Forces.

### • Material Production

From an initial trial launch in Hertfordshire, the campaign was rolled out across 6 further Counties in the East & South East of England. The example printed fliers shown below for Suffolk were supported by an email to the Police & Local NW Coordinators.

This, alongside internal press support further reinforced the launch of the project.



### • Translation & Web Development

As a part of the project a translation of all materials was implemented by CrispAir for the key languages as identified by the Government's COI. We registered relevant sites and developed a brand-consistent web presence for the Campaign. Please see [www.substationwatch.com](http://www.substationwatch.com) for more details.

## The Delivery

### Council & Key Contact Liaison & Distribution

Getting the message out beyond the Police, Neighbourhood Watch and internal EDF staff was vital. Crisp worked with all of the Councils in the region to get the message out to staff and the general public alike.



### Ongoing Delivery

By understanding the objectives of all parties the design and development of materials was efficiently coordinated with major local events to support both Neighbourhood Watch and EDF's Public Safety objectives.



### Safe & Secure

"By utilising a dedicated telephone number for enquiries to be directed, we were able to measure the effectiveness of the campaign. Although early days the results have proved very positive.

It has been a pleasure dealing with a supplier that really understood our objectives and handled the project with immense efficiency."  
EDF Energy Networks Public Safety Manager

Crisp were proud to ensure that EDF Brand messages were maintained and real value added to every element of the Substation Watch Project.