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Media Release

Athene Chosen to Support British Energy's New Nuclear Build Programme

Peterborough-based PR and communications consultancy, Athene Communications, has been appointed by British Energy to help deliver its public engagement programme for the new generation of nuclear power stations across the country.

Athene will be working with British Energy's nuclear new build team to publicise and deliver a series of public meetings and exhibitions in Somerset, Essex and Kent. The appointment follows Athene's successful delivery of a similar series of events around the Sizewell nuclear power station in July this year. The contract includes developing stakeholder databases, placing adverts, and organising and recording at least six public meetings at each location.

Athene's managing director, Richard Astle said, "We are obviously delighted to be associated with such a high profile project. Whatever your stance on nuclear energy it is vital that the local communities are given every opportunity to hear about British Energy's plans and to express their views on the proposals. Our job is to help British Energy provide these opportunities and to make sure that we create an environment in which local people feel able to ask their questions and make their comments."

Athene and British Energy have just completed five public meetings around the Hinkley Point power station in Somerset. Feedback from the public at these events has been very positive with over 90% of respondents rating them as either good or excellent. The next step in the programme will be a series of community events around the nuclear power station at Dungeness in Kent.

This initial round of public engagement aims to give local communities some initial understanding of British Energy's plans at each site. It is not part of the detailed consultation that will be required if British Energy submits planning applications at the sites.

Julie Bennett from British Energy's new build team said, "It is vital to us to be able to reach out to the communities around our nuclear sites and explain our new build plans. Athene has provided us with an excellent strategic framework within which to conduct this work and, through consistent attention to detail, have also shown that they can deliver well attended and well organised public meetings – as shown by the very positive feedback."

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Notes to Editors

In the last financial year, Athene increased turnover by 40% to over £800,000 winning new clients at Pearl Group Ltd, Indesit Company, Unisys, Royal Haskoning, Intelligent Processing Solutions and Hush Puppies as well as continuing its ongoing work for a wide range of local, regional and national companies.

Athene Communications is a strategic communications consultancy offering innovative and integrated communications advice and support to organisations looking to improve the way they engage and communicate with key internal and external audiences, particularly those embarking on major change programmes or projects.

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