

14/06/2005 11:00:39



"[redacted]" <[redacted]@strategicawareness.com> on 14/06/2005 10:59:24

To: [redacted] Group Office/Risley/BNFL@BNFL
cc: "[redacted]" <[redacted]@strategicawareness.com>
Fax to:
Subject: Website Feedback

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This email, received by bnfl.com has been
virus scanned by MIMESweeper using DrSolomons TVD.
Please treat all files received via the internet with extreme caution.

Hi [redacted]
It was good to speak with you this morning. Attached are the feedback
notes.
Please call if you any questions - I'm on my mobile all day.

[redacted]



- C.htm



- Website feedback..doc

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Home Page:

- Understates the content somewhat.

Recommendation: “This website provides information on Nuclear Energy and its current and potential role for meeting our energy needs. It does so in the context of the overall UK energy situation and the other sources of energy available. It is sponsored by the Nuclear Industry.”

- “The Energy Situation” is a little flat - “Energy challenges facing us today...and tomorrow” is more engaging.
- “Key Facts” – is there a need for this?

The Energy Situation:

- The appearing green boxes are useful for giving an overview/setting the scene esp. if the viewer doesn't want to read all of the body copy...having the red arrow bigger and flashing will show people they have the option of scrolling through this themselves at their own pace.
- Tell more of a story with the copy in the green boxes (From demand is increasing through toThis means we are at risk of energy supply shortages and significantly higher electricity prices.)
- Include some domestic visuals to make it “real” eg. Of a typical home with car in driveway etc. and one of a couple sitting having a cup of tea for eg.

What are the Energy Options?

Nuclear: This is the first exposure to the “Nuclear” story people are going to have on the site...it may also be as far as some people go...so

- Use of one the more attractive reactor site visuals
- Use the headings to tell a story – this is important for “scanners” eg. “Nuclear currently plays an important role in the energy mix”
”Nuclear plays a critical role in reducing carbon emissions” etc.
- Include *all* of the benefits of nuclear energy.

Other options: As above use the headings to get across a message eg.

Gas: “Demand for gas has increased significantly”

”Britain is now a net importer of gas” etc.

Energy Scenarios:

Nuclear Energy.

The line “Here we outline what a nuclear future might look like” sets high expectations in the reader – they need to be met.

- Have all the benefits bulleted up front for those who are not going to read the full copy.
- The tree in foreground visual here is a great one – worth using more often!

Safety and Security

”Man looking at panel” – shot looks very 70s!

Page 1.

All of us use energy and natural resources and as we do we create waste products that need to be managed. This includes wastes arising from the energy we use to generate electricity, electricity we use in our daily lives for everything from making a cup of tea to powering our computers to running our factory production lines.

Nuclear Energy has been a source of electricity for UK homes and industry for more than fifty years, and currently provides for 20% of the UK's electricity needs. That amounts to the UK Nuclear Industry having considerable experience in the safe management of radioactive waste.

Page 2.

The Energy Issue

Our demand for electricity is rising. At the same time we need to reduce our greenhouse gas emissions to combat global warming and minimize the damage to our environment. We also need to ensure we have an economically viable and reliable energy supply and that we minimize our dependence on other countries for meeting our energy needs.

Nuclear Energy – The Facts

- Nuclear Energy produces hardly any harmful greenhouse gas emissions.
- It is a safe source of energy. The UK Nuclear Industry has an excellent safety track record.
- It is a reliable source of energy unlike many “renewables” which are weather dependent.
- It offers security of supply. With the UK now becoming a net importer of gas, UK- produced nuclear energy reduces our exposure to the risks associated with dependency on supplier countries.
- It is economically competitive with other energy sources.

- The UK Nuclear Industry takes waste management very seriously. The Industry has the experience, technology and expertise to manage waste safely and effectively.
- The UK Government needs to decide a final disposal method for higher activity wastes and must take steps now towards that decision. This should not be barrier to new generation nuclear energy development. If we are to begin to replace generating capacity in ten years action is required today, not tomorrow.

The UK Nuclear Industry is ready to deliver.