

The Great Grid Upgrade

Eastern Green Link 5 (EGL 5)

2025 Stage 1 Consultation Feedback Report

Appendix A

Document Reference: EGL5-NGET-CONS-XX-RP-YL-092

May 2026

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APPENDIX A – Newspaper / Online Adverts

1. Fishing News

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SEE PAGES 3, 4 & 11

UK minister marks Fishing Remembrance

UK FISHERIES MINISTER Daniel Zeichner visited the South West of England last week, giving an address to the National Fishing Remembrance Day commemorations in Brixham, before travelling to Plymouth to lay a wreath at Plymouth Hoe.

The minister said: "National Fishing Remembrance Day gives us a moment to honour those who have lost their lives from quay to sea while bringing fish to our tables. The fishing industry has paid a heavy price in lives lost to ensure our nation's food security and prosperity during wartime, and we are incredibly proud and grateful to them."

Daniel Zeichner also met with representatives from across the fishing industry and Plymouth City Council, spent time onboard the Admiral Gordon FH 330, and visited the new Mayflower Potatoes in Plymouth. Improving the



• Daniel Zeichner on the quayside in Brixham, where he attended the National Fishing Remembrance Day service.

infrastructure for recreational fishing, wildlife safari and angling vessels, the project received £50,000 of funding from the UK government's Fisheries and Seafood Scheme.

A full report on the minister's visit to Plymouth will feature in next week's issue.

Full story on National Fishing Remembrance Day - see page 7

Ted of Ladram hits the water



• The new 15m whelker Ted of Ladram E 7 was launched at Parkol Marine Engineering's Whitty yard on Saturday, 10 May - its second launch in two days, following the North Eastern Guardian IV on the Thursday (see page 4). Yard number 68, Ted of Ladram is Parkol's third build for Waterdance, following the netter Amanda of Ladram in 2021 and the crabber Winter of Ladram in 2022. The final stages of outfitting are now underway, ahead of commissioning and trials of the new vessel, which will be skippered by Tom Reinbird. Delivery is scheduled for the end of June. (Photo: Mike Upton)



FISHING NEWS AWARDS 2025

This year's winners - plus highlights from the awards evening See pages 16-23

22 May 2025 FISHING NEWS | 1

NEWS

Mitten crabs lead to closure of Wash mussel fishery

Fishermen removing bycatch for use as whelk bait told they risk prosecution

ISSUES WITH THE INVASIVE Chinese mitten crab are frustrating the expansion of the Wash mussel fishery - and also hampering efforts to develop a fishery for the species that could both help with restoring numbers, and provide a welcome alternative bait in the whelk fishery.

By ANDY READ

Mitten crabs were first recorded in the UK in 1952. Since then they have spread across much of the southern North Sea, and have now been found in the Irish Sea as well. The species lives in

freshwater, where it burrows into riverbanks, often causing collapse that can exacerbate flood risks.

However, it returns to the sea in the spring in order to spawn - its planktonic larvae then eventually return to river mouths and walk back up river catchments.

Dr Paul Clark, a researcher at the National History Museum who has been studying the crabs for more than 40 years, said they are "taking us out of our house and home". "Our biodiversity is being depleted because of them," he told BBC Radio Lincolnshire.



A mitten crab on the sorting table of a Wash shrimp last week. Mitten crabs are prized as a delicacy in China - but despite a ready market for whelk bait in the UK, fishermen are being forced to return them to the sea, as they are to stop them spreading elsewhere - 'veter' fishermen told FN.

"There is a shortage of whelk bait, and every wildlife expert agrees that this species is here to stay, and that anything we can do to keep down numbers has to help ecosystems. Yet we are told that if we land the species, which we take as a bycatch, we are committing an offence - it is madness!"

The strict interpretation of the rules is not just impacting a potential new source of whelk bait. In April, Eastern FPCA (EFPCA) closed down the Wash mussel fisheries, after reports that juvenile mitten crabs had been found on some mussel lays.

A statement posted by the authority said: "Having received a report of Chinese mitten crabs (CMC) in the Wash, the authority is investigating the potential biosecurity risks associated with both the harvestable and re-laying mussel fishery."

"A temporary closure is being put in place to provide time to develop biosecurity protocols and advice in support of the fishing industry and to mitigate associated biosecurity risks in the meantime."

A spokesman for EFPCA said FPA that it "understood the frustrations of the fishing industry, but the law as it stands means that potentially fishermen in the mussel fishery, or landing CMC for bait, risk prosecution under laws designed to prevent

the spread of invasive species". FPA contacted the Environment Agency and Cefas for comment on the issue. We understand that the subject is under discussion, but as we went to press were told only that "it has been an offence under the Invasive Species Regulation 2009 to target, move or sell mitten crabs for a number of years now".

A number of 'catch and cook' videos where individuals target mitten crabs can be found on social media, including a YouTube video where celebrity chef Gordon Ramsay fished on the Thames with eel netter Dave Pierce before taking the mitten crab bycatch ashore to cook.

Any available response from UK authorities to mitten crab is likely to come too late for a whelk bait fishery in the river mouth of the Wash - the spawning season will be over soon - but will at least allow the reopening of the Wash mussel fisheries.

EFPCA confirmed that it hopes to be able to reopen the fishery as soon as it is possible, once we have been able to confirm with appropriate authorities the guidelines needed to address the risk of invasive species being spread to other areas, and importantly to ensure that Wash fishermen are not at risk of prosecution.



As this map shows, mitten crabs have now spread as far north as the Tyne. No amount of regulation in the Wash is going to prevent their continued spread, but a strict interpretation of legislation has closed the Wash mussel fishery, and is preventing the invasive species being utilized. (Graphic: KEN AWY)

Irish Coast Guard has 'full confidence' in new SAR service

Defence of transition process to new operator Bristow Ireland

IRISH COAST GUARD director Mitchell O'Toole has expressed 'full confidence' in the helicopter search and rescue (SAR) service being provided by new operator Bristow.

By LORNA BIGGINS

"So I am acutely aware of what is the nature and the need for resilience in terms of that service, and I can categorically state that I have full confidence in the platform to deliver for us at those range extremes in which we operate."

director was speaking to RTE television's Prime Time current affairs programme.

Defending the type of helicopter used, which is a change from the Sikorsky S-92 to the AW 199, he said this is a move to the next generation of Coast Guard helicopter.

The transition to the new 10-year contract has been beset by delays, with outgoing operator CHC Ireland asked to stay on beyond its original termination date at all four bases.

The first transition at Shannon was delayed from autumn to Christmas, and Shannon only recently returned to 24 hour cover.

The new operator, Bristow Ireland, was scheduled to move into the second of four bases at Sligo on 14 February, followed by Dublin and Waterford.

Under a new agreement with CHC Ireland, there has been a revised timeline for handover to Bristow Ireland, with Dublin set for 1 July Sligo for 16 December and Waterford for 1 February, 2026.

Former Irish Coast Guard director Chris Reynolds has expressed concern about a rushed

transition, and the constraints that paramedics will have in the AW 199, given its smaller rear area.

Chris Reynolds told Prime Time that while the new helicopters will work for search and rescue on the east and south coasts, they are less suited to operations off the west coast of Ireland.

Mr O'Toole told the programme that the original dates were indicative and "there's always been an element of flexibility required in standard". He also pointed out that there has been an uninterrupted service across the transition period.

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2. Lincolnshire Free Press

Tuesday, May 20, 2025 www.lincolnline.co.uk Lincolnshire Free Press | 15

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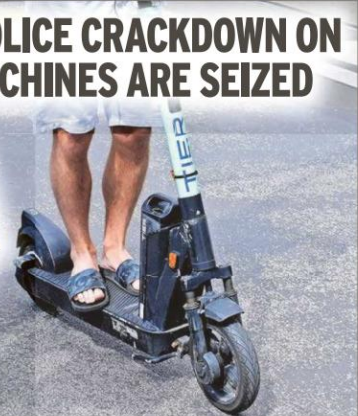
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TWO EASY WAYS TO CLAIM PAGE 9

CITY RESIDENTS VOICE THEIR SUPPORT FOR POLICE CRACKDOWN ON E-SCOOTERS AS ILLEGAL AND 'DANGEROUS' MACHINES ARE SEIZED

'THEY'RE A NUISANCE'



BY JAMIE WALLER
Local Democracy Reporter

LINCOLN residents say they're in favour of a police crackdown on illegally-driven e-scooters, with some labelling them a 'danger' to pedestrians.

Police seized eight during patrols last week, and the riders could end up with points on their licence - even if they're too young to have one yet.

The vehicles can be legally bought, but can only be ridden on private property, not roads or pavements. It isn't currently possible to get insurance for e-scooters, and driving without insurance could land the rider with a £300 fine and six points on their licence.

Shoppers on Lincoln High Street welcomed the police action, and said e-scooters didn't belong in pedestrian areas.

Vicky Tyson said: "There's a real

danger of people being hurt when e-scooters are zipping around - I don't think they're safe. I've had a go and they're quite fun, but there's a time and place - and it's not near pedestrians at high speed."

A husband and wife who asked not to be named said they were also firmly against the use of e-scooters in public. She said: "They shouldn't be on the road and paved areas."

He agreed, adding that owners

should "bin them".

A student said: "They're a real nuisance, and a danger to pedestrians. You can't hear them coming because they're so quiet."

"One came very close to me the other day and made me jump."

Another shopper described them as "a pest." He added: "They've got no business on pathways. They're a useful vehicle but there needs to be proper regulation and some kind of training for

them."

Some cities have authorised rental schemes, although there are currently no plans to bring this to Lincoln.

PC Will Cawte, who was involved in the enforcement last week, said: "It's important to ensure everyone understands and follows the current rules, because it could be you at risk of being reported."

"A young person could even end up with points on a ghost licence."

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4. Boston Standard

5 Boston

URN: MAP6007835 Date: 2025-05-14 Section: ROP
Advertiser: Grayling Communications Ltd Page: 11/40



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URN: MAP6007835 Date: 2025-05-21 Section: ROP
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14 | LOUTHLEADER lincolnshireworld.com Wednesday, May 21, 2025

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5. Horncastle News

2 Horncastle News

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1 Louth Leader

URN: MAP6007835 Date: 2025-05-21 Section: ROP
Advertiser: Grayling Communications Ltd Page: 14/40



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3 Market Rasen Mail

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The Great Grid Upgrade

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8. Skegness Standard

4 Skegness Standard

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14 | LOUTH LEADER | Lincolnshireworld.com Wednesday, May 21, 2025



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ONLINE

10. Lincolnshire World

Your Campaign Creatives

For no extra cost, our team of writers and designers will work with you to create an ad that looks professional and strikes a chord with potential customers.

Billboard
(970 x 250)

Mobile Banner
(320 x 50)

Leaderboard
(728 x 90)

Did you know that over 80% of our audience is on mobile? Speak to your account manager about getting your ads on all devices, and maximise your total reach.



The map displays the location of almost every view of your ad. The exceptions are due to the following reasons:

- Location might be hidden, or the viewer might be using a company internet link through a central location
- Optimisation steps we use to improve the campaign performance can sometimes affect the location accuracy for the report.

If you want a geographically targeted campaign, talk to your account manager who will be able to help you achieve this.



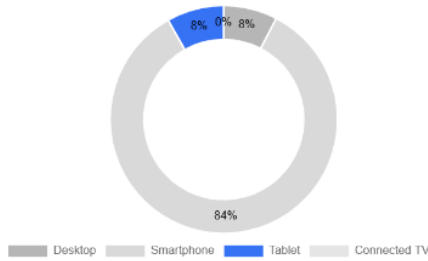
The number of impressions where we can see the location of the viewer



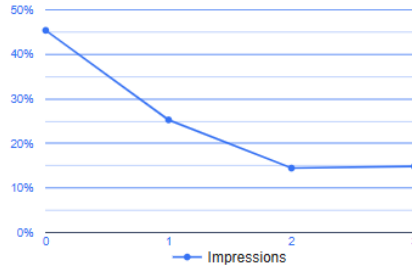
The number of impressions where we can't tell the location of the viewer

Your Campaign Performance

Devices



Time of day



Did you know that over 80% of our audience is on mobile? Speak to your account manager about getting your ads on all devices, and maximise your total reach.

Campaign Objectives

Consideration/Preference

Campaign Targeting

This Campaign can be served across specified platforms, and targeted to specific pages and locations, across a selection of local websites.

Website

www.lincolnshireworld.com

Other Websites

Campaign Reference

MAP6007852

Campaign Start Date

20 May 2025

Campaign End Date

16 Jun 2025

Impressions

50,384

Share
Send a link to someone

Key Campaign Statistics



50,384
Impressions

Great news! You are reaching an engaged audience of potential customers in an environment that they trust.



25
Clicks

Clicks don't tell the full story of how your ad has performed; use Google Analytics to find out what visitors did on your site.



0.05%
CTR

Ads on newsbrands like ours are significantly more likely to be remembered than ones on social media.

11. Lincolnshire Online

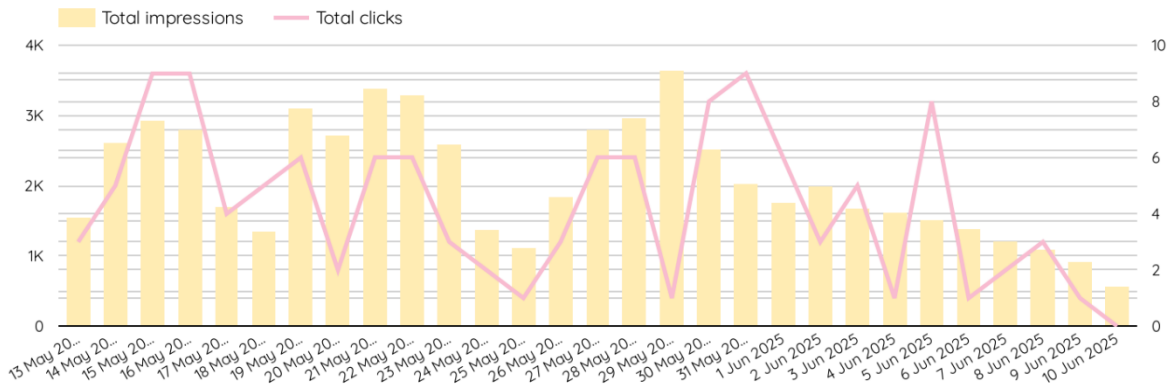
13 May 2025 - 10 Jun 2025



Iliffe Display Campaign Report

Customer: Grayling

Order Number: B0107905

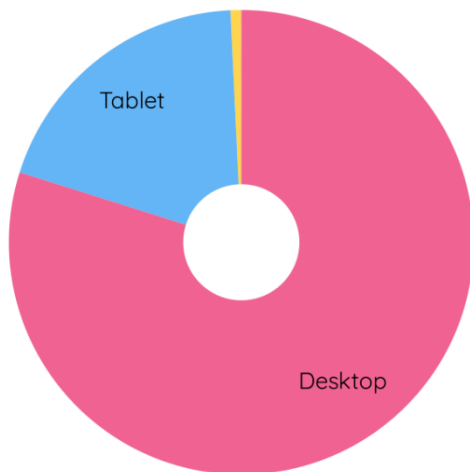


Total impressions
60,000

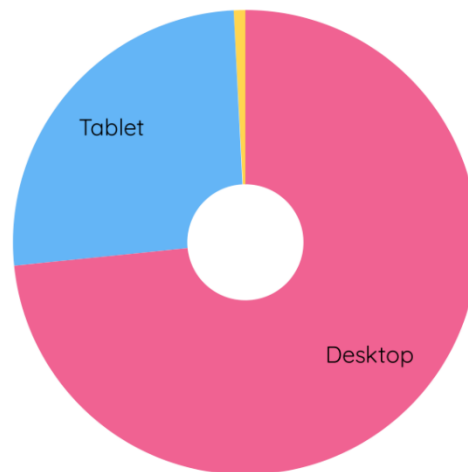
Total clicks
124

Total CTR
0.21%

Impressions by Device



Engagement by Device



12. Inyourarea (Lincolnshire Live)

Performance Digital Display – Multi Format

The Digital Display campaign utilised our network of news sites.

The primary objective was to maximise visibility and awareness for your business, ensuring your brand is front and centre with a highly relevant audience.

The key metrics we measure are:

Impressions: This represents your opportunities to be seen; showcasing your brand to our audience across our network. This exposure builds brand recognition and keeps your business top-of-mind for potential customers.

Total Time in View: The ads captured viewers' attention effectively, resulting in a substantial total time in view. This metric highlights the engaging nature of your ads and their ability to hold interest, allowing your message to resonate with viewers.

In-View Rate: With an excellent in-view rate, your ads were prominently displayed on users' screens, ensuring they were seen rather than just passed by. This high visibility is crucial for creating a lasting impact and enhancing brand recall.

Digital Display. **150,001**

Impressions.

921

Hours in View.

78%

In-View Rate.

245

Clicks.

Reach
Where people live

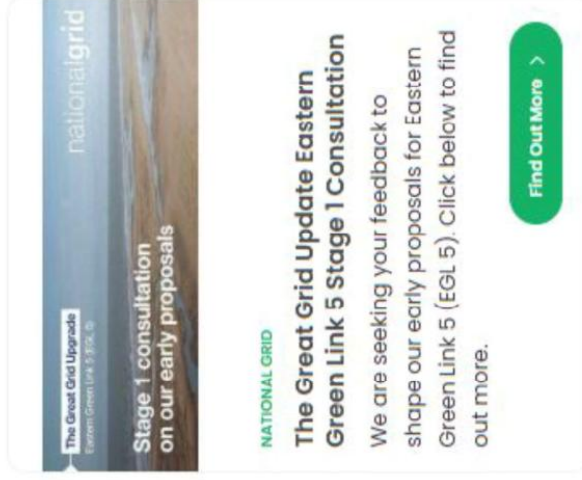
InYourArea – GeoFlex

Your campaign was placed across key geographic areas ensuring maximum exposure to potential customers.

The key metric we measure is:

Times People Saw Ad: This reflects the frequency with which the community encountered your business, underscoring the brand's visibility within the area.

In essence, InYourArea helps you establish your presence and stay top-of-mind for residents. It's not just about doing business; it's about being part of the community.



InYourArea.

Times people saw the ad.

37,999

165

Clicks.

0.79%

CTR.

Reach
Where people live

Appendix A: Newspaper / Online Adverts

Title	Date	Stakeholders	Subject Categories
PRINT			
Fishing News	Thursday 22 May		
Lincolnshire Free Press	Tuesday 13 May and Tuesday 20 May		
Lincolnshire Echo	Thursday 15 May and on Thursday 22 May		
Boston Standard	Wednesday 14 May and on Wednesday 21 May		
Horncastle News	Wednesday 14 May and on Wednesday 21 May		
Louth Leader	Wednesday 14 May and on Wednesday 21 May		
Market Rasen Mail	Wednesday 14 May and on Wednesday 21 May		
Skegness Standard	Wednesday 14 May and on Wednesday 21 May		
Sleaford Standard	Wednesday 14 May and on Wednesday 21 May		
ONLINE			
Lincolnshire World	100,000 impressions		
Inyourarea (GeoFlex)	38,000 impressions		
Inyouarea (digital display)	150,000 impressions		
Lincolnshire Online	60,000 impressions		

National Grid plc
National Grid House,
Warwick Technology Park,
Gallows Hill, Warwick.
CV34 6DA United

Registered in England and Wales
No. 4031152
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