



Digital Media: Magnox Electric Ltd

Magnox Electric Ltd is the Site Licence Company (SLC) that manages the day-to-day operations across two regions of UK reactor sites, Magnox North and Magnox South, on behalf of the Nuclear Decommissioning Authority (NDA).

Challenge:

The NDA requires all new SLCs to have a website presence and strategy. In addition to the creation of a central corporate website, Magnox Electric Ltd required that all of its 10 individual reactor sites also have a website presence. The brief specified that each website should be maintained by its respective reactor site in order to deal effectively with local communication issues and stakeholder engagement while at the same time retaining brand cohesion and integrity. Underlining this strategy was the ability to ensure that if one of the reactor sites management and operations contract was awarded to another organisation the website could easily and cost-effectively be transferred to the new operator without effecting the status or functionality of the other reactor site websites.

Solution:

We worked closely with each reactor site to create individual information-led websites that effectively communicated key messages to engage stakeholders and the local community. Each website was built to the specification stipulated by the central communication team and included the successful integration of the Forepoint Content Management System.

The website for Hunterston A Site was used as a prototype to test practicality and accessibility. Upon successful completion, this model was applied to all the reactor site websites to ensure coherent branding and messaging.

The central corporate website was launched successfully on completion of the individual websites with the creation of a central image library and careers centre, both these additional functions link across all websites with reactor site specific feeds and updates. Efficient project management meant that the content information was tracked and updated to key schedule deliverables.

Our work:



Client benefits:

- Shared CMS development costs across all reactor sites
- Clear, open and honest engagement with stakeholders informing of current key projects and site end states
- Brand integrity and ownership of the new SLC brand with brand cohesion at reactor site level

Contact us:

For more information about our digital media work and other areas of communication expertise, don't hesitate to get in touch:

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