

POWER STATION DEVELOPMENT



 **The Client**

→ | CARLTON POWER is an independent UK power developer, with interests across the world. It was aiming to construct a 1,000MW gas-fired power plant with associated business park in Devon.

 **The Background**

→ | The proposed £400 million gas-fired power station would be located near Plymouth. Although the site was designated for industrial use and abutted a business estate, the boundary of Dartmoor National Park lay only a few kilometres to the north and the land, currently used for farming, was considered by locals to be part of the rural landscape.

A nearby densely populated residential development also promised to yield a few vocal opinions. Due to impending Government legislation, the application was hastily submitted without any form of communications programme in place.

Predictably, public reaction was loud and hostile, while the local MP decided to launch a personal crusade against the project.

 **The Solution**

→ | Pendragon went out into the community with a range of communications measures, including exhibitions, business and jobs fairs, leaflets, newsletters, telephone polling, direct lobbying and presentations.

A highly active support campaign emerged from these measures as members of the business and residential community threw themselves behind the project, appreciating its many benefits for the regional economy.

 **The Result**

→ | The project was one of the first in the country to be approved when the legislative moratorium was lifted. Following a three-year construction period, the plant began generating electricity for over 1.5 million homes in 2010.