



Client: ESB International
Project: Devon Wind Power



Background: Devon Wind Power was acquired by ESBI, the international arm of the Irish state utility company, in 2009. The company owns Fullabrook wind farm situated near the North Devon coast between Barnstaple and Ilfracombe. Devon Wind Power is installing 22 turbines at Fullabrook, each generating up to 3MW of electricity. When it is completed in the summer of 2011, Fullabrook wind farm is expected to generate enough clean electricity for approximately 30,000 domestic households.

Our approach: PPS was first appointed in 2005 by Devon Wind Power to help encourage support from the local community for Fullabrook wind farm during the public inquiry that followed North Devon District Council's opposition to their planning application.

During 2008/09, PPS continued to assist Devon Wind Power with the establishment of a Community Interest Company (CIC) to invest in sustainable community projects once the wind farm was operational. In 2009, control of the Fullabrook wind farm CIC was passed over to local people. When ESBI acquired Devon Wind Power in the middle of 2009, PPS was retained to provide local community, political and media relations support during the construction process.

PPS's work for Devon Wind Power has involved:

- Stakeholder identification and mapping
- Support mobilisation during the public inquiry process
- Press office and media relations service
- Reputation management, local political and community relations
- Designing and managing community consultation to establish the Fullabrook wind farm CIC
- Production of consultation and information materials for the local community
- Stakeholder liaison during the construction process.

Results: Fullabrook wind farm was granted planning permission, following a public inquiry, in October 2007. Three Rule 6 parties gave evidence in support of the plans and the Inspector received 176 letters and emails supporting the wind farm. In 2009, eight local directors of the Fullabrook wind farm CIC were elected at a public meeting in Braunton organised by PPS. Full control of the CIC has now passed to the local community.

Construction of the wind farm began in 2010 and it is expected to be operational by the summer of 2011.