

# Case Study

## Eneco Wind UK – Navitus Bay Wind Park

### Background

Navitus Bay Wind Park is Eneco Wind UK's flagship Round 3 offshore wind project located to the west of the Isle of Wight and off the coasts of Dorset and Hampshire.

### What it was about

The aim of Mistral's involvement was to increase awareness of the proposed Navitus Bay offshore Wind Park to media and stakeholders, as well as encouraging public involvement in the Project to help them feel ownership of an important regional development.

### How was it done and the results achieved

- Media activity around The Crown Estate announcement in January 2010 on the companies which had been awarded each of the nine zones for offshore wind development. This was attended by former Prime Minister Gordon Brown and the current Labour leader Ed Miliband. Eneco had mentions across all the national newspapers, such as *The Guardian*, *Daily Telegraph* and *The Times*, and director of Eneco Wind UK, Guy Madgwick, was interviewed by *BBC South Today*
- Project launch events in Bournemouth and the Isle of Wight in June 2010 attended by over 100 stakeholders, as well as local media
- Public information days across the south coast in November 2010 and March 2011 attended by over 1,500 members of the public
- Media activity around the location announcement of the proposed offshore wind park within the awarded Zone. This was covered by all of the local newspapers, such as the *Bournemouth Daily Echo*, *Dorset Echo*, *Southern Daily Echo* and *Isle of Wight County Press*, local radio stations, such as *BBC Radio Solent*, *Heart FM* and *Wave 105.2FM*, and a live interview on *BBC South Today* discussing the announcement
- Managing the 'Name the Wind Park' competition which invited local residents to submit their choice of name for the proposed offshore wind park. The announcement of the winning name, 'Navitus Bay Wind Park', was covered by local newspapers, as well as in the regional news section on the BBC website

## Catching the wind

**By Steven Smith**  
Chief Editor, Bournemouth Echo

THE firm behind the proposed wind farm off the Dorset and Hampshire coast has today announced the location for the project.

Eneco says that the park will provide enough energy for between 65,000 and 85,000 homes and at its closest will be 32 miles from Povert Point at Swanage.

The marine boundary will be 15.2 miles off Bournemouth.

Eneco was awarded a 200 square mile area of seabed by owner the Crown Estate in January 2009 and it has, after working on the site over the past year, decided to return to use a 70 square mile section as the northern part of that area.

The company said it used feedback from public information days in November – including Bournemouth, Poole and Swanage – to help inform its decision.

Chris Harrington, director of the project, said: "After extensively evaluating key aspects of the project in relation to wider stakeholder interests, we have chosen the most suitable location for the wind park."

"This is an important milestone in the history of the development of this project and enables us to look to the future and consider wider impacts, such as the positive economic benefits our project could bring to the area."

"The park would be made up of between 100 and 240 turbines, depending on the energy generation needed and the type of turbines used. They would be sited at a depth of 30m.

Although the project has been largely welcomed, there has been some scepticism and calls to make sure it is placed as far out to sea as possible.

How that the location has been put forward, a second round of consultations will take place.

Eneco said it would be able to provide people with more detailed information this time round. The public will be able to see the site in a 3D model on a screen at the wind park display in 2011.

A further 100 turbines will be sited in 2011 and 2012.

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## THE WIND OF CHANGE IS ON ITS WAY

**BY MARTIN LEE**  
Assistant Head of News

A SITE off the Dorset coast has been chosen for a massive wind farm.

It has been estimated that the 150-turbine wind farm could create up to 2,500 jobs with 300 new posts on



South coast large offshore windfarm scheme named

**ENERGY FIRM TO HOLD DISPLAYS**

Eneco will be holding a series of public information days in March. In Dorset these will be held at the following venues:

- Bournemouth Pavilion Theatre, Wednesday, March 14
- Poole: RML Lifesport College, Thursday, March 17
- Christchurch: Impact Centre, Friday, March 20
- Bournemouth: Pavilion Theatre, Wednesday, March 30
- Swanage: Marlow Theatre, Thursday, March 31



Wind farm is to be named Navitus Bay

