

The Drax Power (Generating Stations) Order

Land at, and in the vicinity of, Drax Power Station, near Selby, North Yorkshire

Consultation Report

Appendix 29 - Social Media Promotion of the Consultation



The Planning Act 2008 – Section 37(3)(c)
The Infrastructure Planning (Applications: Prescribed Forms and Procedure)
Regulations 2009 – Regulation 5(2)(q)

Drax Power Limited

Drax Repower Project

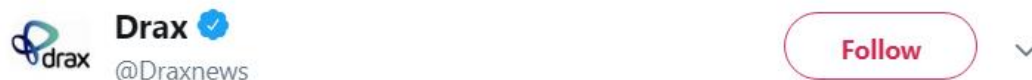
Applicant: DRAX POWER LIMITED
Date: May 2018
Document Ref: 5.1.29
PINS Ref: EN010091

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29.1 Social media promotion of the non-statutory consultation

Twitter – 27 October 2017



Introducing the Drax Repower project. Come and have your say ...

repower.drax.com

A rectangular graphic with a white background and a thin blue border. At the top left, the word 'Repower' is written in a large, bold, green font. To the right is the 'drax power' logo in blue and green. Below the title, the text reads 'Public exhibitions about Drax Repower project'. Three dates and times are listed: 'Wednesday, 8th November 4.00pm to 8.00pm Selby Town Hall, York Street, Selby YO8 4AJ', 'Thursday, 9th November 11.00am to 4.30pm Drax Sports & Social Club, Main Road, Drax YO8 8PJ', and 'Saturday, 11th November 10.30am to 1.30pm Junction, Paradise Place, Goole DN14 5DL'. Below the text, it says 'For more information, visit <http://repower.drax.com>'. At the bottom is a stylized grey silhouette of a power plant with cooling towers and transmission lines.

9:29 PM - 27 Oct 2017

23 Retweets 36 Likes



6 23 36

Twitter – 9 November 2017



Drax @Draxnews · 9 Nov 2017

Our second **Drax Repower** public exhibition takes place at **#Drax** Sports & Social Club today. We look forward to seeing all who can make it.



Drax @Draxnews

Introducing the Drax Repower project. Come and have your say ...
repower.drax.com



Twitter – 11 November 2017



Drax @Draxnews · 11 Nov 2017

Our third **Drax Repower** public exhibition takes place today in **#Goole** from 10.30am to 1pm. Here's a look at our first **consultation** in Selby from Wednesday night. We look forward to meeting local residents, everyone is welcome!
repower.drax.com



Facebook - 27 October 2017



Drax is at Drax power station.

27 October 2017 · Selby ·

Proposal for new power generation -- public exhibitions

<http://repower.drax.com/>

Repower

Public exhibitions about Drax Repower project

Wednesday, 8th November 4.00pm to 8.00pm Selby Town Hall, York Street, Selby YO8 4AJ

Thursday, 9th November 11.00am to 4.30pm Drax Sports & Social Club, Main Road, Drax YO8 8PJ

Saturday, 11th November 10.30am to 1.30pm Junction, Paradise Place, Goole DN14 5DL

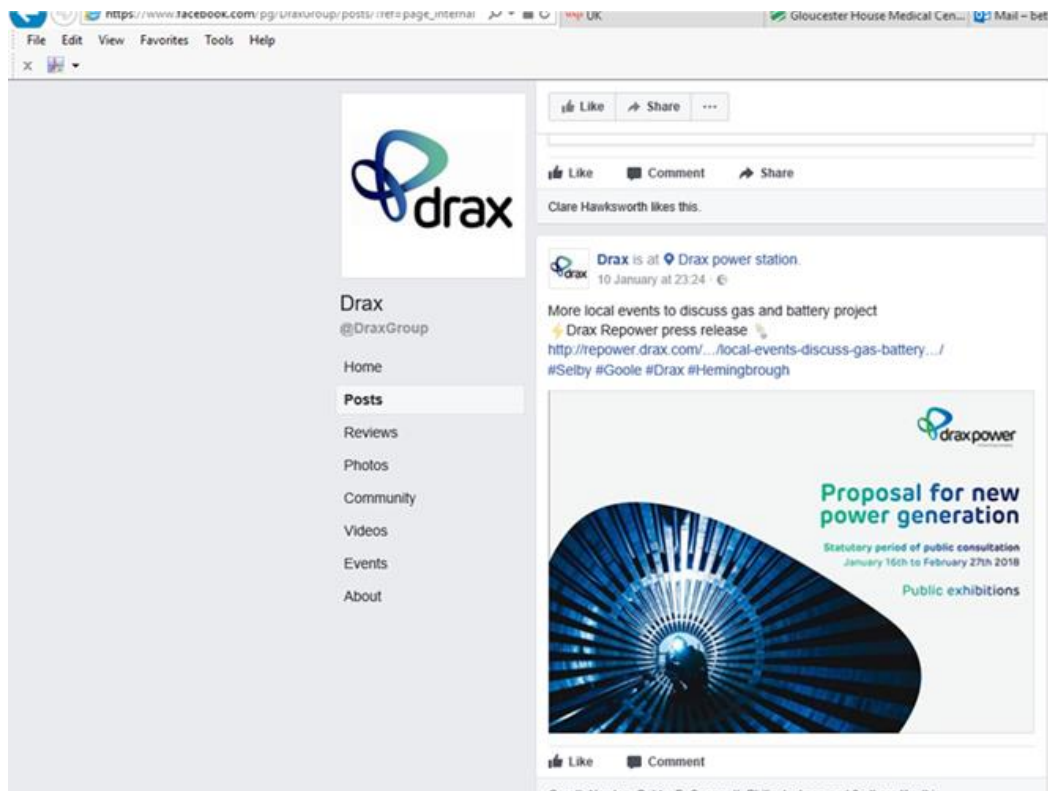
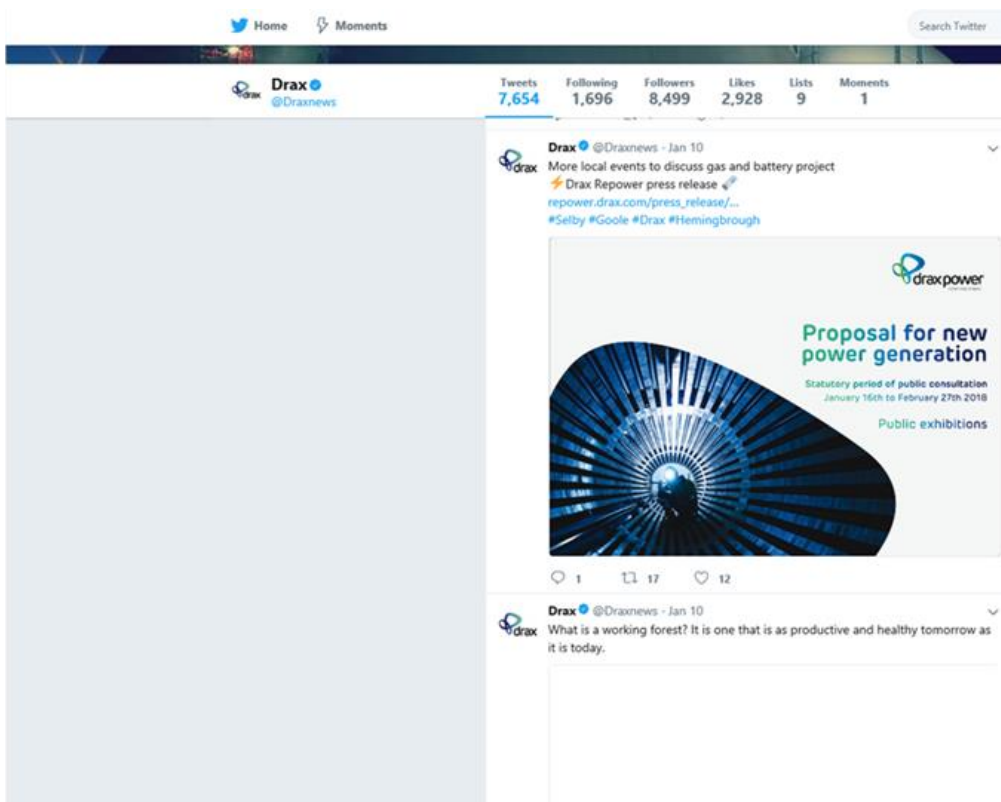
For more information, visit <http://repower.drax.com>

Like

Comment

29.2 Social media promotion of the statutory consultation

Twitter (10 January.2018)



Facebook (11 January 2018)

Drax is at **Drax power station**.
11 January · Selby · 🌐

More local events to discuss gas and battery project
👉 Drax Repower press release
<http://repower.drax.com/.../local-events-discuss-gas-battery.../>
#Selby #Goole #Drax #Hemingbrough

Proposal for new power generation
Statutory period of public consultation
January 16th to February 27th 2018
Public exhibitions

Like Comment Share

6
1 share

Facebook (18 January 2018)

Drax
18 January · 🌐

We welcome your views on the proposed Drax Repower gas and batteries project. Please attend one of our public exhibitions and meet with our team, or fill in the feedback form via our website
<http://repower.drax.com/#consulting-our-community>

Repower
Public exhibitions about Drax Repower project

- Saturday, 20th January Selby
- Tuesday, 23rd January Drax
- Wednesday, 24th January Goole
- Thursday, 1st February Selby
- Friday, 2nd February Hemingbrough

For more information, visit repower.drax.com

Like Comment Share

76
29 shares

Chronological

Facebook (19 January.2018)


 **Drax**
19 January · 🌐

We welcome your views on the proposed Drax Repower gas and batteries project. Please attend one of our public exhibitions and meet with our team, or fill in the feedback form via our website
<http://repower.drax.com/#consulting-our-community>




Like Comment Share

Facebook (23 January 2018)

 **Drax** added 3 new photos.
23 January · 🌐

Drax Power CEO Andy Koss outlines 'first of its kind' plan to future-proof the power station, reports Business Desk's Kayley Worsley
<http://www.thebusinessdesk.com/.../2015776-drax-ceo-outlines-...>



Like Comment Share

👍 40 Chronological ▾

Facebook (24 January 2018)

 **Drax** added 2 new photos. ...
24 January · 🌐

Have your say ⚡ Drax are consulting on a project to repower two units to gas and battery storage. Today's consultation takes place at Junction, 2 Paradise Place, Goole from 2pm to 7pm. Please come and share your thoughts if you can <http://repower.drax.com/>

Repower 

Public exhibitions about Drax Repower project

Saturday, 20th January Selby

Tuesday, 23rd January Drax

Wednesday, 24th January Goole

Thursday, 1st Febuary Selby

Friday, 2nd Febuary Hemingbrough


For more information, visit repower.drax.com





 Like  Comment  Share 

Facebook (04 February 2018)



Drax is at 📍 Drax power station.

4 February · Selby · 🌐

...

Thanks to everyone who attended a Drax Repower public exhibition over the past two weeks. Weren't able to attend but want to find out more? The exhibition boards are here: <http://repower.drax.com/#documents> Want to share your views? Fill out a feedback form: <https://www.surveymonkey.co.uk/r/drax-repower-2018>

Welcome


Drax Power Limited is proposing to repower up to two of its remaining coal-fired generating units (known as Units 5 and 6) and construct up to two gas-powered electricity generating units. This would involve Drax re-using certain equipment currently utilised in Units 5 and 6.

In addition, each unit would (subject to technology and commercial considerations) be connected to its own battery energy storage facility.

A new pipeline would provide gas to the new gas generating plants.

The Drax Repower Project would upgrade and enhance Drax's generation capabilities into the 2030s and beyond, make 'tidal-like' homes to large scale battery technology and provide lower carbon generation in line with Government plans to phase out coal-fired power stations.

Today's exhibition forms part of a comprehensive consultation programme to engage with and inform our local communities and stakeholders, and for the project team to gather people's comments on the Repower Project.



Please take the time to read the information on display, speak to members of our team and share your views with us.

The final design of the Repower Project will have regard to the comments that we have received since the Project was announced last year, line comments that we receive today and during the period of Statutory Public Consultation that will end on 27th February 2018.

Drax Repower

A history of innovation

For 50 years, Drax has continued to innovate in response to the UK's ever latest planning project undertaken by the company:

1967 The first coal-fired to be licensed. The Central Electricity Generating Board (CEGB) awarded Drax Power Station to use its coal.

1974 Drax Power Station starts generating electricity after its first 80,000 tonne expansion. It is the most advanced and efficient coal-fired power station ever built in the UK.

1975 Drax Power Station is officially opened with three generating units. It is the most advanced and efficient coal-fired power station ever built in the UK.

1986 Drax doubles its size and capacity through its largest power station in the UK.

1988 Drax becomes the first power station to reach over 100% capacity. It is the most advanced and efficient coal-fired power station in the UK.

2003 Drax Power Station starts to bring biomass, a renewable alternative to coal.

2008 Biomass cover the air (CO₂) technology is introduced as an industry, reducing emissions onto 90% emissions.

2012 Drax Power Station completes a £100m project to install a new boiler. The new boiler is the most advanced and efficient coal-fired power station ever built in the UK.

2015 The first coal-fired power station in the UK is closed.

2014 The first gas-fired power station in the UK is opened.

2016 The first gas-fired power station in the UK is opened.

2017 The Drax Repower Project announced.