Complaint to Advertising Standards Authority,

The link is [https://www.asa.org.uk/make-a-complaint.html](https://www.asa.org.uk/make-a-complaint.html?fbclid=IwAR1NsGBcqyny9rZWQdE2DD55WRyje94369ejDjZRvMv33hk4OLu4sVhZ6Dw)

National Grid, the power distribution company for England & Wales listed on the FTSE 100 index, has a marketing campaign as part of their East Anglia 'GREEN' proposal for a 180km long run of new pylons and power cables through the East Anglian countryside.

All the brochures, mailshots, letters, online information, etc predominantly show photographs of the proposed route/area using beautiful countryside scenes without a single pylon, wire, substation, etc in view.

They show unspoilt countryside with families hand in hand enjoying the natural, un-industrialised environment.

This is extremely misleading to those reading/viewing the information as the reality of supporting the scheme, should anyone wish to do so, would be a loss of undisturbed countryside with years of industrial development along the routes, pylons/cables significantly changing the landscape and the huge changes in EMF around the pylons/cables.

National Grid should show the reality of what the countryside would look like during pylon/cable installation and afterwards. Their primary marketing photographs should show the full effects and not a rose-tinted view using beautiful rural scenes - this is simply a lie and misleading.

There are photos showing pylons but these are buried in the documents with beautiful country scenes of smiling people used on cover pages and in much higher proportion than those showing pylons.

There are no photos of the destructive installation phase or pylons passing listed buildings, properties, businesses, etc as is the case in the proposal.

See the link below to the homepage of the scheme as a perfect example:

[https://www.nationalgrid.com/.../infras.../east-anglia-green](https://www.nationalgrid.com/electricity-transmission/network-and-infrastructure/infrastructure-projects/east-anglia-green?fbclid=IwAR2GH3xEFEUtv4Qp3y1Ypw71u9v3GKyo8mBLQXYV-W-nz8lSZKRoVwX2GGY)

F/B post from Rosie Pearson, Leader of Essex Suffolk Pylons Action Group & FB page – quick update after public meeting in Ardleigh on 30 May. Also attended by Cllr Neil Stock & Cllr Carlo Guglielmi.

**It was great to speak at a packed meeting at Ardleigh last night. Thank you for inviting me. It was amazing to see all the placards around the village and great to hear that Ardleigh has the support of its councillors, including Tendring's Leader, Neil Stock.**

**Neil made the good point that all the electricity transmission projects wreaking havoc all over East Anglia risk making green energy pretty unpopular.**

**I updated people on what's going on 'centrally':**

* **We have a QC, Charles Banner, who hopes to have his first draft opinion ready by end of this week**
* **We have a team writing a submission for the Essex Suffolk Norfolk Pylons Action group, looking at flaws in the consultation overall**
* **We aim to share more on this next week with a survey of our own, to counter the leading questions of National Grid**

**What can you be doing:**

1. **Keep spreading the word and sharing the petition and our website**[**www.pylonseastanglia.co.uk/actions**](http://www.pylonseastanglia.co.uk/actions?fbclid=IwAR3aXdBNhzotLn0ftnQcc3DH1OQv3xKIMcuDhhzZIK-hkrh3ClmTQWG7_5c)

**and write to the Energy Ministers**

1. **Start to prepare your LOCAL response. We are hoping that everyone will feel able to say 'We endorse the position taken by Essex Suffolk Norfolk Pylons group in their submission' but you will need to prepare local reasons why the pylons are inappropriate near you. This can include heritage and archaeology, landscape and habitat, or anything else that is relevant near you.**

Sent by Rosie Pearson to :

**Kwasi Kwarteng MP Secretary of State** secretary.state@beils.gov.uk**Greg Hands MP Minister of State for Business, Energy and Clean Growth of the United Kingdom** enquiries@beis.gov.uk

**Will you support the call by James Cartlidge MP, Sir Bernard Jenkin, MP and the other East Anglian MPs in the OffSET Taskforce for a strategic offshore grid? This will save consumers around £6 billion and bring environmental and social benefits.

The piecemeal approach penalises consumers and is environmentally destructive.
Over 12,000 people have already signed a petition calling for a strategic offshore grid.

We invite you to visit the region to see for yourselves the impact of 180km of pylons.

Kind regards

(Member of Essex Suffolk Norfolk Pylons action group)**

**Dear …………….**

**We, a potentially affected property, have received a letter, dated 14th April 2022, indicating that National Grid is consulting on proposals to reinforce the high voltage electricity transmission network between Norwich and Tilbury, as well as a new connection substation in the Tendring District to connect new offshore wind generation, known as East Anglia GREEN.**

**We were appalled to read that National Grid is proposing 180km of 'lattice framework' pylons between Norwich and Tilbury.   These are the old-fashioned, 50m high (the size of 10 double decker buses), exceptionally ugly pylons, first seen 100 years ago!    In the Dedham AONB, the cables will be buried but will still impact the land.**

**We are also highly alarmed about the proposal to site a massive National Grid sub-station (45 ha) within the Parish of Ardleigh and adjacent parishes, on valuable agricultural land (grade 1), in peaceful countryside that is only accessed by tiny single carriage rural roads.**

**In addition, two further substations for two separate offshore wind farms are proposed in close proximity, as well as a battery storage facility! There seems to be no co-ordinated approach here between the three organisations: North Falls, Five Estuaries and National Grid. The loss of potentially more than 75 ha of prime agricultural land and the impact on the environment is shocking and seems to have been ‘passed over’ in the consultation documentation.**

**The route of the pylons would surround the village of Ardleigh on three sides, potentially as close as 250 metres to the village centre. The route crosses the existing Ardleigh Reservoir and the newly constructed reservoir, through some of the most attractive landscape in the Parish, close to priority habitats, ancient woodland and many listed buildings. This is clearly unacceptable: impacting on habitation, loss of agricultural land and the health of residents, known to be associated with high voltage pylons.  The emerging Ardleigh Neighbourhood Plan has identified a number of Green Spaces the community wishes to protect which will be affected, should the route be allowed.**

**The consultation does not allow any other options to be considered.  It simply presents a pre-selected route which is a short-term solution, ignoring the need for a long-term strategic approach to energy distribution. The obvious answer would appear to be an under-sea cable which could connect to off-shore wind farms and coastal power stations.**

Continued……..

(Page 1 of 2)

**We believe that National Grid should first have presented a series of options, with costings set out, for the following:**

**1. Land-based with lattice pylons as presented**

**2. Under the sea cables: to prevent the blight of what must be thousands of acres of countryside and the loss of millions of trees and wildlife habitats. Why is it possible to put a line under the sea from Sizewell to the Kent coast but this has not been considered as an alternative?**

**3. Buried cables on other stretches.   It's not just the AONB that is beautiful!.**

 **4. T-pylons, as adopted in Somerset for a 38 km stretch of pylons.  These are far less obtrusive**

**5. Following the existing line of pylons.**

**The socio-economic value of the loss of beautiful countryside and all that live here, loss of agricultural land needed for food security, reduction in value of properties, not to mention health implications, must be recognised and compared against the cost of this proposal.  We MUST put a true value on these things and recognise that the health and wellbeing of citizens should outweigh any economic advantage in pylons and undo-ordinated substation developments.  Whilst we fully support the need for green energy and energy security, the means to achieve this must be co-ordinated and with every consideration given to those affected by their development.**

**Gunning principles, which are recognised in law, require a consultation to be held when a proposal is still at a formative stage. This one is clearly not. It is well advanced and the options above are not even presented for consideration.   In fact, they are not even set out on the consultation website.**

**We hope you will support our desire for an undersea cable alternative to the proposal.  We will be joining in with the campaign to ensure this is the outcome.**

**Yours sincerely**

(Page 2 of 2)

Dear …………….

I'm appalled to hear that National Grid is running a consultation proposing 180km of 'lattice framework' pylons between Norwich and Tilbury.   These are the old-fashioned, 50m high, very ugly pylons, first seen 100 years ago!    In the Dedham AONB the cables will be buried but will still impact the land. I am particularly alarmed about the proposal to site a massive National Grid sub-station (25 ha)  within the parish of Ardleigh and adjacent parishes. The sub-station is to take power from two separate offshore wind farms which will also require their own, similar sized, sub-stations in close proximity! The loss of potentially more than 75 ha of prime agricultural land and the impact of the environment is shocking and seems to have been ‘passed over’ in the consultation documentation.

The route of the pylons would surround the village of Ardleigh on three sides potentially as close as 250 metres to the village centre. The route then crosses the reservoir through some of the most attractive landscape in the parish close to priority habitats and ancient woodland. This is clearly unacceptable due to the impact on habitation, loss of agricultural land and negative health implications known to be associated with high voltage pylons.

The consultation does not allow any other options to be considered.  It simply presents a pre-selected route which is a short-term solution, ignoring the need for a long-term strategic approach to energy distribution. The obvious answer would appear to be an under-sea cable which could connect to off-shore wind farms and coastal power stations.

I believe that National Grid should first have presented a series of options, with costings set out, for the following:

1. Land-based with lattice pylons as presented

2. Under the sea cables (to prevent the blight of what must be thousands of acres of countryside and the loss of millions of trees and wildlife habitats)

3. Buried cables on other stretches.   It's not just the AONB that is beautiful!

4. T-pylons, as adopted in Somerset for a 38km stretch of pylons.  These are far less obtrusive

5. Following the existing line of pylons

Gunning principles, which are recognised in law, require a consultation to be held when a proposal is still at a formative stage.   This one is clearly not.   It is well advanced and the options above are not even presented for consideration.   In fact, they are not even set out on the consultation website.

Yours sincerely

**Who to write to:**

**Secretary of State each time – he has the final say whether this goes ahead or not!**

**Kwasi Kwarteng MP** **- Secretary of State** secretary.state@beils.gov.uk

**And Greg Hands MP - Minister of State for Business, Energy and Clean Growth of the United Kingdom** enquiries@beis.gov.uk

**WRITE TO MP:** **bernard.jenkin.mp@parliament.uk**

**WRITE TO COUNCILLORS:**

* **cllr.nstock@tendringdc.gov.uk** **(Ardleigh & Lt Bromley)**
* **cllr.gguglielmi@tendringdc.gov.uk** **(Lawford & Essex cc)**
* **cllr.gscott@tendringdc.gov.uk** **(Alresford & Elmstead)**
* **cllr.awiggins@tendringdc.gov.uk** **(Alresford & Elmstead)**

**Write more than once if you have comments / suggestions / pleas to make.**

**We need to fill in-boxes – become a nuisance! Our MP’s and local councillors need to be able to prove the level of feeling over this.**

**Sign the petition:** [**www.pylonseastanglia.co.uk/actions**](http://www.pylonseastanglia.co.uk/actions?fbclid=IwAR3aXdBNhzotLn0ftnQcc3DH1OQv3xKIMcuDhhzZIK-hkrh3ClmTQWG7_5c)

**Ask friends, family, colleagues, neighbours to sign if they care about the future strategy for electricity transmission**

Who do you think you could write to? We need this to go Nationwide to get government strategy changed for the future.

OFGEM ?

National newspapers ?

Local newspapers ?

Radio stations?

**This is just the beginning…………….. Formal consultation due June 2023 – we need to make our views known NOW and be ready to continue to do so!**