

ExQ1: 21 April 2021 Response to question SE.1.9 – Sea Poppies Holiday Let

SE.1.9	Mill Hill Farm Caravan and Campsite [RR-799], Sue Townsend [RR-1167], Sea Poppies Furnished Holiday Lets [RR- 1103], Sasha French [RR-1096], Anthony Philip Baskett [RR-105], Cipher Crystal [RR-0228], Steel Sculptures [RR-1141], Tom Lagdon [RR-1233],	<p>Effect on business operations</p> <p>Please provide more detail in respect of your concern on the impact that the Proposed Development would have on your business.</p>
	<p>Response</p>	<p>Sea Poppies Furnish Holiday Let</p> <p>A full response is detailed in our submission for Deadline 2. However, the key points are as follows:</p> <p>Thorpeness was the UK's first purpose-built holiday village and retains its proud heritage, relaxed atmosphere and precious local environment.</p> <p>We know our visitors come here for the tranquillity, easy access (especially from London), and fantastic unspoilt coastline and wildlife. They love the great local food, the family friendly atmosphere and the big Suffolk skies and sea air. They say it's relaxing and restorative, like stepping back in time. A recent visitor described the calm quiet atmosphere as a world away from 'daily life' and as a haven for his family. Another says: [It's] lovely and quiet, connecting with nature and an escape from the hurly burly of the modern world: just proper unspoilt English countryside and beaches.</p> <p>As an 8 bed holiday let property, our target market is for multi-generational family groups or joint family parties. We have surveyed some of our visitors and they all commented specifically upon the special qualities of the area such as; the peace and tranquillity, enjoyment of coastal walks, swimming and the beaches, quiet lanes and no traffic jams.</p>

ExQ1: 21 April 2021 Response to question SE.1.9 – Sea Poppies Holiday Let

		<p>Should Sizewell C be developed we do not believe that they will want to stay in Thorpeness for the following key reasons:</p> <ol style="list-style-type: none">1) Traffic congestion to and from Thorpeness and also whilst they are staying in the area.2) The nature of Thorpeness will change as properties become multi-occupied in providing accommodation for workers at Sizewell C. During the construction of Sizewell B we understand there was a brothel in the village. This will change the family friendly atmosphere of the village.3) The disruption, noise, pollution and loss of dark skies will remove the key attributes of the area, the reason people visit.4) The destruction of the Area of Outstanding Natural Beauty, its habitats and wildlife value will be resented by visitors and drive them away from the area.5) The collateral damage caused by the demand for staff by EDF will impact existing businesses as the availability of and the ability to retain and/ or recruit new staff becomes even more difficult. The unprecedented demand for low-cost housing will reduce the ability of existing local businesses to attract new staff. The consequences will be increased costs and lack of availability of much needed services in the area.6) The restriction on access to beaches at Sizewell and the length of time to get to treasured destinations by car such as: Minsmere, Dunwich Heath, Walberswick and Southwold will detract from visitor's enjoyment of the area. <p>A really popular pleasure of Thorpeness is swimming in the sea. We are really concerned this too will be threatened with increased turbidity and water pollution resulting from the marine works and shipping. We also fear that the increased water temperatures will exacerbate jellyfish blooms which are increasingly occurring due to the unusually warm water in this location. We fear the operation of additional cooling plants, together with climate change impacts, will lead to significantly increased risk in these waters - for visitors <u>and</u> residents.</p> <p>We believe Sizewell C will blight this area <u>permanently</u>, but especially during construction, making our business unviable. The loss of what our visitors' value,</p>
--	--	---

ExQ1: 21 April 2021 Response to question SE.1.9 – Sea Poppies Holiday Let

	<p>cannot be mitigated for: we are appalled at the proposed wilful destruction of such a tranquil, unique and fragile place. The character of this special landscape and settlements will be irrevocably transformed by road construction, traffic congestion, loss of coastal access, and destruction of tourism businesses (already under huge pressure due to covid). Our iconic views north from Aldeburgh of Thorpeness and House-in-the-Clouds will be blighted by soviet-style monstrosities. These proposals will deliver wholesale industrialisation of our precious coast. We believe that the unique attraction of Thorpeness and the Suffolk coastal area as a tourism destination will be destroyed.</p> <p>We anticipate that we will have to close our business as we will not be able to offer our customers what they expect and what we wish to deliver. There will be a consequential impact onto local businesses not only for those we support directly with in excess of 50% of our revenue being re-invested directly locally but also the loss of our visitor spend in the pubs, café's shops and visitor attractions not just in Thorpeness but in towns and villages all along the Suffolk coast.</p> <p>It is our view that the development of Sizewell C will be catastrophic for the local tourism economy and also those businesses in the supply chain that support this vital part of East Suffolk. Employment in this region is already fortunately high. We anticipate that our supply chain will therefore be severely disrupted due to the additional burden of the short-term demand by EDF for workers. Local businesses <u>and</u> residents will be badly affected by shortages of people to provide the services we support and rely on. We do not accept East Suffolk Councils assertion in the Open Floor Hearings that there will be a "different sort of Tourism". This we feel is clutching at straws.</p> <p>Our customers also highlight their worries about the long-term legacy of such a development including the industrialisation of the area and issues for future generations. The consequences of this development will not just be for the 12+ years of construction but also for decades to come. Our visitors are aware of this. It is our opinion that the impact on the tourist economy (predicted by the applicant to be 29%) will be significantly worse in Thorpeness. It will be a</p>
--	--

ExQ1: 21 April 2021 Response to question SE.1.9 – Sea Poppies Holiday Let

	<p>particular victim of the <u>cumulative</u> impacts of <u>this</u> and the SPR windfarm proposals and will suffer an onslaught of 24 hour noise, light and air pollution.</p> <p>Several of our loyal visitors have said they will be much less likely to return if this development goes ahead. This loss will directly impact the local economy, stripping the Suffolk coast of the unique character that our tourism businesses help to create, and reducing the quality of life for all who live here, who benefit from tourism revenue and enjoy all that this helps to support. We do not want a different type of tourism that revolves around an industrialised coast and two megalithic nuclear power stations.</p> <p>We are aware that there has been discussion about a tourism fund (but not the detail), however our business model relies on a certain number of let nights per year. We do not believe that this fund will be of benefit to us.</p> <p>We say that the Examining Authority should consider Sea Poppies as a bellwether in the tourism ecosystem. There will be many others in the same position, small businesses who you won't hear from but which also have to reconsider their future. We predict a collapse in the holiday let market, as people realise that visiting here will mean witnessing the heart-breaking destruction of the special qualities that drew them here in the first place.</p> <p>We market our house as 'a great place for chilling out in this delightful, quirky but quiet seaside village, ...- and a perfect base for exploring the beach and coast'. We work really hard to do everything we can to offer a holiday experience to our visitors that lives up to these expectations. But we cannot hand on heart continue to offer our house in this way if this development goes ahead and what we promise becomes just a shattered dream as all that we love about this area is destroyed.</p>
--	---

ExQ1: 21 April 2021 Response to question SE.1.9 – Sea Poppies Holiday Let

		Sizewell C is the wrong solution in the wrong place and the consequences of its construction will be significant and long lasting. This application should be rejected.
--	--	---