

FERN Submissions for 2 June 2021

Supporting Submission No 20026497

6 Tourism Impact Assessment

The Old Vicarage - Caroline Ogilvie, and The Cartshed - Sarah Green (gardenwriter name Morgan). Registered interested parties reference numbers 20026674 and 20026369 respectively

East Suffolk Council is abbreviated to “ESC” and Suffolk County Council to “SCC”. The EDF alignment for a Two Villages Bypass is abbreviated to “2VB”.

Introduction

1 The Old Vicarage and The Cartshed are holiday letting businesses which rely on this income to help cover overheads. Our success, in a currently busy but demanding market, is achieved because we are surrounded now by a quiet natural environment (including bird song and hare, deer etc sightings) and peaceful walks, yet close by are the beaches, shops and restaurants at Aldeburgh and the concert hall and other attractions at Snape.

2 In ESC/SCC’s Tourism Report (*Source Appendix 1) they state that nature related reasons (net 72%) are the main motivations for visiting the Suffolk Coast and the main reason (84%) for visiting in the future.

3 Were the proposed bypass to go ahead on EDF’s proposed alignment, our tranquil environment would become one of road noise, pollution and traffic. Although the EDF alignment is in a cutting for part of its length, there is much at grade close by that will cause considerable environmental harm and blight.

4 SCC has further stated that it *‘cannot support the current submitted proposals without revision as it does not sufficiently avoid, minimise, mitigate or compensate for the impacts it will have on the communities and environment of Suffolk. In particular, as local highways authority, SCC raise strong concerns with the proposed freight management strategy.’* (*Source Appendix 2).

5 It has been noted by ESC that Sizewell C needs to provide *‘further detail and assessment on the tourism impact, through tourism surveys, to inform opportunities and mitigation measures for tourism: Separate tourism surveys carried out by SZC Co. and the Suffolk Coast Destination Management Organisation (DMO) in 2019 both show a negative perception impact on willingness to visit Suffolk if the development goes ahead’.* (*Source Appendix 3).

6 This all makes for sobering reading. Not only from the general hesitancy of tourists but the collapse of tourism at Farnham in particular will be inevitable during the 18-24 month construction phase, with all the diggers, drillers and construction activity, the constant beeping noise as these vehicles reverse and the anti-social working hours, all within close proximity to properties in the Farnham Hall area. Footpaths will be

blocked. Noise and dust will be a real problem, let alone the pressure of getting anywhere on the already very busy A12 during peak tourism season. If EDF's alignment is implemented, we are going to face major problems in maintaining our businesses. Current letting rates will not be achieved in a much worsened environment; when letting rates have to be set low, the return will not cover cleaners, heating, maintenance or the time it takes to run a demanding holiday letting business.

7 For the full impact on tourism from the Sizewell C project see also the separate submission by the Ayres on Mollett's Farm. This supporting submission relates specifically to impact in the Farnham Hall area.

The Old Vicarage

8 This is an unusually large and imposing vicarage, in beautiful form and dating from the mid 19th century; it is unusually large for what would have been a living for a church, serving only a rather small rural village, Farnham, on the western side of the river. It should be regarded as a heritage asset.

9 This is the title plan (SK257215). The Old Vicarage is an impressive red brick, slate roof building dating from the mid 19th century. It sits in 10 acres of mature grounds.



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10 These photographs illustrate The Old Vicarage and part of its holiday accommodation.





11 Caroline Ogilvie [REDACTED] and has been the sole owner and occupier since 2016. The property nestles in attractive and undisturbed countryside, with extensive landscaped gardens and woodland which forms an important wildlife habitat, including 4.9 acres of woodland, pasture and BAP parkland.

12 The property has been run as a tourism business since 2018, with both bed and breakfast in the house and a studio which brings in an income of between £15-£20k per year. This is essential income to pay for the upkeep of The Old Vicarage. A large proportion of guests are from London, many are repeat customers who choose to stay because of what The Old Vicarage offers; peace and tranquillity, breakfast on the terrace, listening to birdsong, the undisturbed ambience of the grounds, and amazing walks straight from the house. The Old Vicarage is fully booked this summer with a lot of repeat customers. Because of the amazing setting, Mrs Ogilvie can charge a strong price, as that is what her guests want and are willing to pay for. The 2VB would significantly alter the country idyll that her guests are buying into and reduce her profits as her pricing structure would have to be lowered to entice people to book, thus greatly reducing her income, which in turn will affect the maintenance of her property. The rural setting is important to the success of the business, being its main attraction. EDF's proposals will significantly alter that setting, to the detriment of her home and business with increased noise, air pollution and lighting intrusion. Its idyllic setting would cease to be so because of the 2 years of construction, followed by the proximity of 2VB as a whole and in particular the staggered junction.

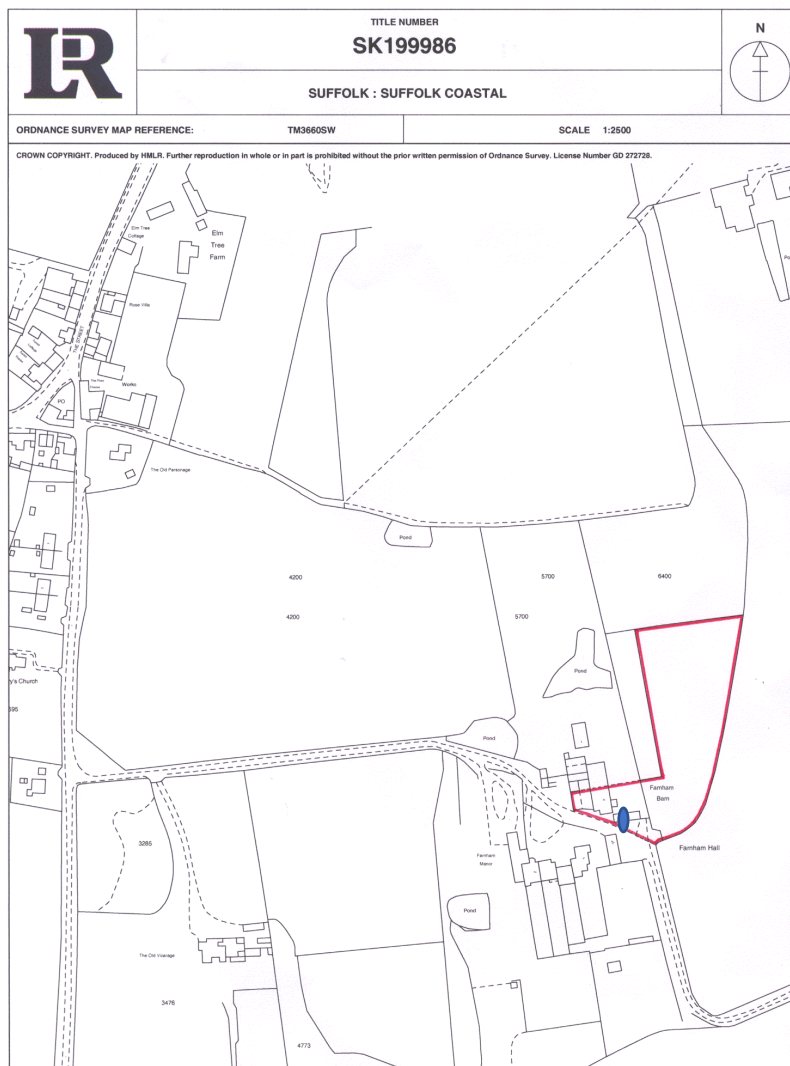
13 Three local estate agents have confirmed that the blighting effect of EDF's proposals make this property very difficult to sell now at a proper value but realistically it will be very difficult to attract tourism business during the construction period and Mrs Ogilvie anticipates reduced business thereafter, because people wanting to escape to a peaceful, holiday location will be faced with being instead near to a new bypass.

The Cartshed

14 The Cartshed was converted to a dwelling over 20 years ago and it was let out by the previous owner on a regular basis. On purchase by Sarah Green and her husband, Derek, in 2016, it was to be a potential home for Sarah's mother, now aged 90. In the event, her mother has declined to move from London and health reasons

now make it very unlikely. A move to residential care, sadly, is more likely but, even if she did come here, the building would be intended to return to business use. in due course. The building has been put to business use , as it was before 2016, and is an important income producer for the owners.

15 The building forms a separate 1- bedroom annexe of 616 sq feet with a south-west facing garden (blue dot marked on title plan below SK199986). The photograph shows a side view from the access lane.





16 The property has been run as a letting business since occupied by the current owners, previously as short term lets but from 2021 as an Airbnb. Currently it is fully booked for the summer months, producing an income to date this year of £6,050 (as of 30.5.21) Guests are usually stressed city dwellers who want to sit by a log burner, relax, enjoy the peaceful countryside, and then visit restaurants and shops in Snape, Aldeburgh and Thorpeness. The letting is also attached to the owners' 2 acre garden, so attracts people with a horticultural interest. The garden, under development for 5 years, aims to open for the National Gardens Scheme (from 2022), which will add value to the holiday lets. There are no great gardens in this area and an extensive amount of money has been spent turning a pony paddock into what will become a landmark Suffolk garden that tourists will want to visit. This business model will become financially unviable should the route to the west of Foxburrow Wood proceed; it is not only close but also faces the route and is adjacent to the site boundary.

Comment in Common

17 A new reservoir was built in 2020 above Pond Cottages. The works required 3 diggers and were 517m from The Old Vicarage and 500m from The Cartshed. The constant digger noise, with additional beeping on reversing, caused major disturbance and, if the wind was in the wrong direction, the noise of diggers moving back and forth made the living environment most uncomfortable to be in. This was just a taste of the appalling living conditions that would result from the construction of EDF's alignment and business use would suffer accordingly. These business owners would have to be

honest in marketing and will almost certainly suffer a loss of trade during the construction period and most probably thereafter, from sheer proximity of the EDF 2VB.

18 These are smaller tourism businesses than Mollett's Farm but nevertheless provide benefits to the wider economy of East Suffolk, by attracting visitors to the area, who shop, dine out and drink, and enjoy other attractions.

19 Whatever compensation might eventually come in respect of an EDF 2VB option (if approved, which it should not be) will not be an adequate remedy. The alternative route for a 2VB is a better option, as detailed previously, but if the EDF option is allowed then proper mitigation measures must be a condition, again as detailed elsewhere now in a separate submission.

20 To date, EDF has not offered any compensation for business loss at Farnham. It should meet proven business losses during the construction period and for the years following.

21 There has been no consultation with these two business owners by EDF or the Councils on the impact of EDF's 2VB alignment on their tourism businesses. EDF may be offering a Tourism Fund but unless these particular tourism businesses are given adequate compensation from that source EDF should set up a specific compensation scheme. EDF claims "the public good" as justification for the Sizewell C project. How can it be to the public good to cause such damage to thriving tourism businesses like these without proper compensation?

Sources:

* [Appendix 1: \(https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/EN010012/EN010012-004137-East%20Suffolk%20Council%20-%20Suffolk%20County%20Council%20-%20Local%20Impact%20Reports%20\(LIR\)%20from%20any%20local%20authorities%20The%20Energy%20Coast%20%E2%80%93%20Implications,%20Impact%20and%20Opportunities%20for%20Tourism%20on%20the%20Suffolk%20Coast%202019.pdf.pdf](https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/EN010012/EN010012-004137-East%20Suffolk%20Council%20-%20Suffolk%20County%20Council%20-%20Local%20Impact%20Reports%20(LIR)%20from%20any%20local%20authorities%20The%20Energy%20Coast%20%E2%80%93%20Implications,%20Impact%20and%20Opportunities%20for%20Tourism%20on%20the%20Suffolk%20Coast%202019.pdf.pdf)

*Appendix 2: [https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/EN010012/EN010012-003909-East%20Suffolk%20Council%20-%20Comments%20on%20Relevant%20Representations%20\(RRs\).pdf](https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/EN010012/EN010012-003909-East%20Suffolk%20Council%20-%20Comments%20on%20Relevant%20Representations%20(RRs).pdf)

*Appendix 3:
<https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/EN010012/EN010012-003910-East%20Suffolk%20Council%20-%20Summaries%20of%20all%20RRs%20exceeding%201500%20words.pdf>
East Suffolk Council Appendix B Summary of East Suffolk Councils Relevant Representation 2020