



WRITTEN REPRESENTATION FOR SZC PROJECT (DEADLINE 5)

Interested Party: The Suffolk Coast Destination Management Organisation Ltd (TSC)
PINS Refs: 20026828
Date: 23rd July 2021

TSC thanks the planning inspectorate for the opportunity to speak at the hearing on 9th July.

We are following up in writing to make the following comments:

- TSC has held discussions with the applicant about a Tourism Fund. Negotiations are being handled by East Suffolk Council (ESC). TSC does not agree with the applicant's characterisation that the negotiations are "nearly there", but would agree that they are now underway.
- TSC understands that its members do not view the Tourism Fund as acceptable preventive mitigation. However if the project is consented to then our members agree a fund must of course be provided to limit the harm.
- Conscious that TSC needs to represent the views of tourism businesses, it will be carrying out a survey of our 220 members (and 100+ affiliated businesses) to gauge their latest views of the SZC project.
- TSC has commissioned a follow-up report to the BVA-BDRC 2019 tourism impact study. The updated report is not yet complete, but a high-level summary of the findings is enclosed.
- TSC would very much welcome an Issue Specific Hearing solely on Tourism.



Summary of New Commissioned Research

In 2019 The Suffolk Coast DMO commissioned BVA BDRC to evaluate the cumulative impact the SPR wind turbine projects and EDF Sizewell C could have on the Suffolk Coast from a tourism perspective.

With fewer people prepared to consider visiting during construction of the energy developments the initial findings were very concerning.

Since that report was published, consultations with EDF and SPR have been on-going. Other perception impact reports have been published, most notably EDF's own commissioning of Ipsos Mori for a similar survey published in October 2019 which echoed many of the same concerns.

There have been significant changes since these initial reports were published, most obviously a national pandemic that has hurt the visitor economy and challenged the traditional dynamics of the travel and tourism sector in the UK. The Suffolk Coast has not been unaffected.

Furthermore, as part of the government's commitment towards net zero emissions by 2050, we've seen the emergence of new plans to make the UK a leader in green energy which includes setting a target to up to double the capacity of renewable energy in the next Contracts for Difference auction, which opens in late 2021. Against this backdrop The Suffolk Coast asked BVA BDRC to update the 2019 research but with some important variations.

- Offer a deeper comparison between perceptions of the impact of EDF Sizewell C and perceptions of the impact of SPR's two offshore wind farms - EA1N and EA2 and their associated onshore infrastructure rather than focus on the cumulative impact of the two energy developments
- Gain a greater understanding of potential visitors' attitudes to nuclear and wind power.

Methodology

An online access panel was deployed to reach our target audience. Evolving the screener criteria slightly since 2019 we recruited only those adults in Great Britain who were

- ***At least fairly likely to take a days out or short-break/holiday on the Suffolk Coast in the next two years.***

Fieldwork took place between June 22nd and June 29th 2021.

Panellists were prompted with a description of the Suffolk Coast, unchanged since 2019, from which to base their decision. Of the 2000 'Prompted Considerators' recruited


- 17% were certain to visit in the next 2 years, 31% very likely.
- 86% were considering a short-break holiday, 64% a days out
- 74% had at least a little awareness of what there was to see and do on the Suffolk Coast
- 60% were previous visitors to the Suffolk Coast (39% had been for days out and 41% for a short-break / holiday)

Development plans for EDF Sizewell C and SPR Wind turbines with construction of onshore infrastructure were presented to respondents. Both had been updated from stimulus shown in 2019

After reviewing each stimulus respondents were asked to re-consider their propensity to visit the Suffolk Coast in light of the information shared.

Stimulus for EDF Sizewell C

Please click to watch this video



This shows the ongoing construction of Hinkley Point C. EDF Energy's new nuclear power station in Somerset. This is an indication of the level of construction that will take place in Suffolk during the development of Sizewell C.


Source: EDF Energy

The Application is for development consent to construct, operate and maintain the proposed Sizewell C nuclear power station, which would comprise two UK EPR™ reactor units with an expected net electrical output of approximately 1,670 megawatts per unit, giving a total site capacity of approximately 3,340 megawatts, along with associated development required for the construction, operation or maintenance of the Sizewell C nuclear power station or to mitigate its impacts.

The Sizewell C nuclear power station would be located in Sizewell in East Suffolk, approximately halfway between Felixstowe and Lowestoft; to the north-east of the town of Leiston.

Sizewell C and associated development site boundaries are shown on the map opposite

Figure 1.1: Sizewell C Project, Suffolk




Construction and temporary development

As a temporary site, the construction site will be used to store building materials and equipment, to assemble components and to store equipment prior to its use on-site. The site will be used for the construction of the Sizewell C nuclear power station and associated development.

In addition, we propose to use land near the existing road (A146) immediately to the east of the Sizewell industrial estate, for construction purposes.

Our temporary bridge would be required during construction to provide access across the Sizewell estuary and the river to the construction site and the industrial estate.

In order to prepare the Sizewell C site for development, we will need to take steps before construction of the power station and associated development. This includes the relocation of some Sizewell B buildings and early site development.



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BVA BDRG

To avoid survey bias half of the sample responded first to the stimulus for SPR and half to the stimulus for EDF – known as monadic testing.

Headline findings

Whilst we build out the final report there are some key findings of interest in relation to EDF from the overall sample.

The construction of EDF Sizewell C in isolation will discourage visitors during the construction phase.

- More than a third (34%) are net: less likely to visit during construction of EDF Sizewell C whereas just 15% are net: more likely to visit. This results in a net: negative position of -19 for EDF's Sizewell C.
 - The majority are unlikely to be put off visiting the Suffolk Coast by the construction of EDF Sizewell C, assuming it won't make much difference to their visit. However a minority of visitors are discouraged. These individuals believe their visit will be disrupted by noise and delays whilst unsightly construction will ruin the views and the peace and quiet they are looking for.
- More than half (51%) also believed the construction of EDF Sizewell C would deter other people like them from visiting the Suffolk Coast for days out, short-breaks and holidays.