

# Application by East Anglia ONE North Ltd for East Anglia ONE North Offshore Wind Farm Application by East Anglia TWO Ltd for East Anglia TWO Offshore Wind Farm

# The Suffolk Coast DMO's Response to The Examining Authorities' written questions and requests for information (ExQs2)

# 2.17.4 DMO 'The Energy Coast' Report 2019

The Applicants [REP5-029] describe the process of arriving at a figure of £24m cost to the tourism industry caused by the projects and Sizewell C within your report as 'fundamentally flawed', due to various reasons including evidence of changes to future behaviour and other methodological reasons.

a) Reply to the Applicant's critique of your Report.

b) Provide any comments you wish to make on the Sizewell C tourism perception study referred to by the Applicants.

#### **Dear Examining Authorities**

Following my email conversation with Caroline Hopewell please find our response to the Applicant's critique of The Energy Coast 2019 Report relating to 2.17.4. Having managed to catch up with our Consultant, Max Clapham at BVA BDRC this week we are pleased to report that we will not be sending in a further late submission in response to 2.17.4.

In the submission of the Applicant's Oral Case and point 3.2 Potential Economic Disbenefits, Including Tourism, Land Use and Arts and Culture and Including Potential In-Combination and Cumulative Effects [REP5-029], reference is made to the publication of the DMO Report and the business and consumer research The Suffolk Coast DMO had independently conducted to understand the cumulative effect on tourism from the construction of the proposed Sizewell C power station and the Projects.

It states that the evidence presented in the DMO report does not support the conclusion that the construction of the windfarms would negatively impact visitor spending. The Suffolk Coast DMO would counter that during the development of onshore infrastructure for the Applicant's wind turbines it does.

Perception-based studies play a vital part in helping planners understand the risk associated with their actions and our processes align with current practise. The lack of a fully viable and vibrant visitor economy on the Suffolk Coast during the construction of the Projects is a significant risk. We need to mitigate against these risks so that they do not become too much of a reality.

## Response to 2.17.4 (78) - Max Clapham, Director, BVA BDRC

The process of arriving at the estimated figure was structured to align with accepted approaches to calculating economic impact in the region i.e. independently for day visits and overnight stays.

#### Response to 2.17.4 (79) - Max Clapham, Director, BVA BDRC

The survey addressed the responses of a cross-section of audiences currently and potentially visiting the Suffolk Coast. Each respondent had their own level of understanding and familiarity with the area and the planned developments, independent of the survey construct. It was important to view reactions to developments through respondents own personal lens. Had the study adopted more of the 'wisdom of crowds' type approach, and asked respondents to consider the reaction in others, and responses came back equally negative, the findings would have rightly been questioned for not deploying accepted common practise in asking about that individual's personal reaction. Sizewell C's Suffolk Coast Visitor Survey would have had the option to adopt more of a 'wisdom of crowds' type approach if they were particularly concerned about respondents wildly overstating how they would react, but they chose not to.



## Response to 2.17.4 (80) – The Suffolk Coast DMO

The stimuli used in The Energy Coast Report 2019 replicated those used in the Applicant's Public Consultation 4 documents. The Applicants produced a fly through video towards the end of this consultation period which The Suffolk Coast DMO did not have access to in time to include in The Energy Coast 2019 survey construct. The survey states very clearly and consistently throughout that it is dealing with the onshore infrastructure not the offshore elements of the Projects.

If you have any further queries, please do not hesitate to get in touch.

Yours faithfully



Annie Willey Brand Manager The Suffolk Coast DMO