

From: [REDACTED]
To: [East Anglia ONE North](#); [East Anglia Two](#)
Subject: EAST ANGLIA ONE NORTH (EA1N) – Pins Ref: EN010077 EAST ANGLIA TWO (EA2) – PINS Ref: N0200078
Date: 02 November 2020 10:07:35

Dear Sirs,

I am the founder of Fishers Gin in Aldeburgh and opened the town's first distillery in February 2020. Apart from producing gin the distillery serves as a tourist attraction running two to three tours per day and provides a shop for visitors.

On arrival at the distillery visitors are shown a video I produced, featuring the Alde and Ore Estuary and surrounding land within Suffolk Coasts and Heaths AONB. The purpose of the video is not tell people why I decided to make gin, but to show why I chose to do so on the Suffolk Coast. It's an area that inspired me, drew me away from London and tempted me into taking a huge financial risk by opening a distillery and taking on four local employees. Apart from providing the majority of our profit, the hosting of tours and welcoming customers to the distillery is immensely enjoyable and makes me feel constantly lucky to live and work in this special part of the world. Every day I meet people seduced by the same charm of this coastline, its windswept shores, traditional farming communities and in more recent times the budding food and drink scene. Without tourism my business would not exist: I am completely reliant on visitors from outside East Suffolk.

I often wonder makes this part of the world so appealing. With a lack of hills, valleys and lakes its tempting to think the landscape here could be quite bland. The industrial revolution led to a relative decline in East Anglia and the areas between Ipswich and Lowestoft relied on agriculture and fishing to make a living. Aldeburgh itself went from a major port to a mere fishing town once the River silted up, but was popularised by Victorian tourists who found it quaint and the surroundings to be exceptionally beautiful. This trend continues today and I firmly believe that tourism is driven by East Suffolk's position as a relatively unindustrialised part of the UK and that the landscape inspires countless food and drink producers like me.

Clearly East Suffolk has found a speciality, in an area in which it thrives and out competes other parts of the UK: Tourism. The Suffolk Coasts AONB may be the jewel in its crown with three national nature reserves and numerous SSSIs. Food and drink producers and hospitality operators like me have spends years investing in businesses that play to this speciality and enhance the offering to visitors, whose expenditure allows us to make a living and employ staff. The idea of locating one of the largest substations in the UK at Friston, within the AONB is shocking and seems ill thought. The damage on tourism will be both short and long term. In the short term the construction work will make life misery for tourists arriving by car or from the stations on the East Suffolk line. This alone will be enough to cut of businesses from the visitors they need to survive. In the long term the disastrous effect on the landscape will significantly reduce our competitive advantage as one of the most unspoilt regions of the UK.

The economic damage this substation will cause surely outweighs any advantages and seems all the more illogical when there are parts of the UK in which a substation of this nature would benefit the economy rather than desecrate it.

Yours Sincerely,

Andrew



Andrew Heald, Founder
Fishers Gin

