

Appendix F - s111 Agreements and Compensatory Measures

The table below details the different funds secured by the s111 Agreements, identifies the residual effects the funds seek to address and provides an outline of the compensatory measures proposed and which could be provided.

S111 Agreements	Residual Impacts	Compensatory Measures
<p>EA1N - £200,000 & EA2 - £200,000</p> <p>To use the sum paid by the Developer to the Council under paragraph 1 of Schedule 1 in the area from the landfall to the substation including the AONB to:</p> <ul style="list-style-type: none"> i) Support ecological, landscape and habitat, enhancements; ii) Improve the public rights of way network in the vicinity; and iii) Fund measures to strengthen the existing quality of the AONB. 	<p>Chapter 29 - Landscape and Visual Impact Assessment of the Environmental Statements identifies significant landscape and visual effects at the landfall and along the cable route and significant effects on the special qualities of the Suffolk Coast and Heaths AONB between Thorpeness, Sizewell and Leiston during construction with one project alone and both projects EA1N and EA2 in combination. During operation (excluding the substations site) significant landscape effects remain in the short term in one section of the cable route with one project alone or both in combination.</p>	<p><i>Support Ecological, habitat and landscape enhancements</i></p> <p>Provision of ecological enhancements for bats and landscape through funding projects which undertake the following works in the area from the landfall to the substation:</p> <ul style="list-style-type: none"> • Reinforcing existing hedgerows • New hedgerow planting to provide connectivity between existing hedgerows • Opportunities for field corners to be planted with trees

	<p>Chapter 22 - Onshore Ecology of the Environmental Statements identifies an impact of moderate adverse during the construction phase on bats from one project alone and in the cumulative scenario with both EA1N and EA2 projects.</p>	
	<p>Chapter 30 – Tourism, Recreation and Socio-Economics of the Environmental Statements identifies an effect of negligible significance during construction and operation with one project alone and both projects in combination.</p> <p>SCC as the Local Highway Authority has stated the methodology utilised by the Applicants is inappropriate for assessing public rights of ways (PRoWs) as detailed in the Councils’ joint Statement of Common Ground (REP8-</p>	<p><i>Improve the Public Rights of Way Network in the vicinity</i></p> <p>Create new bridleway link from Leiston to the Thorpeness and the coast</p> <ul style="list-style-type: none"> Using existing bridleways and the creation of new bridleways to give an off-road link from the south-east edge of Leiston, from Grimseys lane alongside the old railway line into Aldringham Walks and existing public byway links into Thorpeness. This requires funding for legal order making, compensation, project management and physical improvement work. This would involve negotiations and co-operation of the landowners to achieve these network improvements. <p>Create new bridleway link from Thorpeness area to Aldeburgh</p> <p>Thorpe Road</p> <ul style="list-style-type: none"> Continue the sealed surface of Crag Path northwards to join Thorpe Road within the 30mph limit. This will offer cyclist an

	<p>114). Although Chapter 30 does not identify significant effects on PRoWs, Chapter 29 – Landscape and Visual Impact Assessment of the Environmental Statement does identify significant visual effects during the construction phase of one project alone and both projects in-combination. Significant adverse effects were identified from specific PRoWs including the Sandlings Walk and Suffolk Coast Path. The construction phase of the project will also cause a significant amount of disruption to the rights of way network.</p>	<p>alternative to cycling within a national speed limit section of Thorpe Road.</p> <ul style="list-style-type: none"> • Within the 30mph speed limit (approximately 0.5mi (850m)), add traffic calming to reduce speeds and install signage and infrastructure to prioritise cycling. <p>Former Railway Line</p> <ul style="list-style-type: none"> • Upgrade FP9, and FP43 between FP4 and FP39, to bridleway status. • Formalise the permissive route as bridleway. • Divert FP42 and FP40 to align with the railway track and upgrade to bridleway. <p>‘Gateways’</p> <ul style="list-style-type: none"> • Install gateway signage to include signposts, logo, branding, waymarking and distances to next destinations. • Install benches/seating in key locations. • Install bike racks in key locations. • Install interpretation panels in key locations. • Install route maps in key locations. • Develop associated website, QR codes, AR, audio and video content to interpret the route.
	<p>In addition to the significant effects identified in Chapter 29 – Landscape and Visual Impact Assessment of the Environmental Statements on the AONB, Chapter 28 - Offshore Seascape, Landscape and Visual</p>	<p><i>Measures to strengthen the existing quality of the AONB</i></p> <p>Fund measures to strengthen the existing qualities of the AONB. Examples of the types of projects which the fund could contribute to have been outlined below and are linked to the AONB Management Plan.</p> <ul style="list-style-type: none"> • Engaging all communities in the conservation, understanding and enhancement of the AONB through conservation work,

	<p>Impact Assessment of the Environmental Statements identifies significant effects on the Special Qualities of the AONB during construction and operation from EA2 and in combination with EA1N.</p>	<p>education projects and landscape scale wildlife/landscape projects.</p> <ul style="list-style-type: none"> • Produce a range of interpretative material, boards, leaflets, Apps, websites etc about the AONB • Access enhancements to PRoW (including Long Distance Routes such as Suffolk Coast Path, Sandlings Walk and emerging England Coast Path associated with enhanced interpretation • Academic Research into the AONB features-eg historic environment, biodiversity, social history, sustainable agriculture etc • Landscape enhancement projects eg restoring and/or recreating features eg hedgerows, woodlands, wetlands • Wildlife enhancement projects, eg targeting species eg water vole, barn owl, grass snake, otter etc.
<p>EA1/EA2 - £355,000</p> <p>To use the sum paid by the Developer to the Council under paragraph 2 of Schedule 1 to provide further landscape, environmental, access and amenity improvements and enhancements to Friston and its vicinity.</p>	<p>Chapter 29 - Landscape and Visual Impact Assessment of the Environmental Statements identifies significant landscape and visual impacts during the construction and operation phases of the projects alone and in combination.</p>	<p><i>Landscape, environmental, access and amenity improvements and enhancements to Friston and its vicinity.</i></p> <p>Provision of offside planting in accordance with a strategic planting plan and also a sum for private residential/landowner planting. The fund will cover:</p> <ul style="list-style-type: none"> • Delivery of the landscaping works, • Implementation of management and detailed design of planting and landowner liaison costs, • Annual maintenance and/or replacement of landscaping works or measures, • Residual impacts contingency fund.

		This fund reflects a similar fund provided for offsite planting under the EA1 DCO.
<p>EA1N - £75,000 & EA2 £75,000</p> <p>To use the sum paid by the Developer to the Council under paragraph 3 of Schedule 1 to undertake landscape, environmental, access and amenity enhancements within 1.5 kilometres of the Substation.</p>	<p>Chapter 29 - Landscape and Visual Impact Assessment of the Environmental Statements identifies significant landscape and visual impacts during the construction and operation phases of the projects alone and in combination.</p> <p>Chapter 22 - Onshore Ecology of the Environmental Statements identifies an impact of moderate adverse during the construction phase on bats from one project alone and in the cumulative scenario with both EA1N and EA2 projects.</p>	<p><i>Landscape and environment enhancements</i></p> <p>Provision of ecological and landscape measures through funding projects which include the following works:</p> <ul style="list-style-type: none"> • Reinforcing existing hedgerows • New hedgerow planting to provide connectivity between existing hedgerows or provide new hedgerows • Opportunities for the planting of trees for example in field corners • Provision of bat boxes and support of other ecological habitats
	<p>Chapter 30 – Tourism, Recreation and Socio-Economics of the Environmental Statements identifies an effect of negligible significance during construction and operation with one project</p>	<p><i>Access and Amenity enhancements</i></p> <p>Improve existing PRow infrastructure and maintenance in and around Friston to provide safe, year-round access to their green access network.</p> <ul style="list-style-type: none"> • Provide 4 cuts per year of the natural surfaced paths surrounding the village.

	<p>alone and both projects in combination.</p> <p>SCC as the Local Highway Authority has stated the methodology utilised by the Applicants is inappropriate for assessing public rights of ways (PRoWs) as detailed in the Councils' joint Statement of Common Ground (REP8-114). Although Chapter 30 does not identify significant effects on PRoWs, Chapter 29 – Landscape and Visual Impact Assessment of the Environmental Statement does identify significant visual effects (which includes PRoWs) during the construction and operational phases of one project alone or both projects in-combination around the substations site.</p>	<ul style="list-style-type: none"> • Surface improvement on parts of 260/013, Mill Road to Low Road, 260/023, 354/030 and 470/015A. • Improve accessibility by diverting crossfield path onto a field headland - south west section of 534/007/A (Grove Road to School Road) could be diverted onto the field headland thus giving year-round accessibility, not subject to periodic ploughing and cropping. <p>Create new bridleway link between Snape and Friston</p> <ul style="list-style-type: none"> • There are several possible options for creating a new bridleway on the west side of Friston village. This would involve negotiations with a third-party landowner to create a new bridleway on their land (alongside A1094 as a field edge route) or for a diversion and upgrade of an existing public footpath (e.g.260/021 or 470/015) to bridleway. This would require funding for legal order making (5000 per order), compensation, project management and physical works.
<p>EA1N - £200,000 & EA2 £200,000</p> <p>To use the sum paid by the Developer to the Council under paragraph 6 of</p>	<p>Chapter 24 – Archaeology and Cultural Heritage of the Environmental Statements identifies minor adverse</p>	<p>(i) <i>information boards and displays to assist in understanding the historic landscape character and features,</i></p>

<p>Schedule 1 as a contribution towards measures relation to the preservation and enhancement of heritage assets and their settings in Friston and its vicinity, which may include (i) information boards and displays to assist in understanding the historic landscape character and features, (ii) publications, (iii) archaeological community outreach work, and (iv) enhancements to historic buildings.</p>	<p>effect on a number of heritages assets at the substations site and a moderate adverse effect on Little Moor Farm and Church of St Mary with one project alone and both in combination. The Environmental Statements also identify a minor adverse effect on buried and above ground archaeological remains.</p> <p>ESC however considers that the projects would result in a moderate adverse effect on the significance of the following heritage Grade II listed assets:</p> <ul style="list-style-type: none"> • High House Farm • Woodside Farmhouse • Little Moor Farm <p>ESC also considers that the projects would result in a major adverse effect on the significance of the Grade II* listed Church of St Mary.</p>	<p>Production and display of information boards to assist in understanding the historic landscape character and features. Information could be provided on boards to detail the evolution of the area through time.</p> <p>(ii) publications,</p> <p>Production of a monograph and popular booklet which would include documentary research building upon the Rapid Historic Landscape Assessment produced by Suffolk County Council (Appendix 1 of the Local Impact Report, REP1-132).</p> <p><i>(iii) archaeological community outreach work</i></p> <p>Fund a community excavation or other archaeological outreach work including materials such as display boards, leaflets/posters/flyers etc.</p> <p>(iv) enhancements to historic buildings.</p> <p>Fund repairs to Friston Church, the Quinquennial Report 2017 identified approximately £20,000 worth of work was required to the building. ESC's Design and Conservation Officer has also noted that parts of the exterior of the church are covered with cement render which need to be replaced with lime render.</p>
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	<p>ESC has also raised concerns in relation to the impact on the historic landscape character (REP1-132).</p>	
<p>EA2 only - £465,000</p> <p>To use the sum paid by the Developer to the Council under paragraph 5 of Schedule 1 for measures to support access, environmental and ecological enhancements to the AONB which may include, (i) funding an AONB community engagement and education officer and projects, (ii) production of interpretation material, boards, leaflets and websites in relation to the AONB, (iii) improvements to public rights of way (including long distance routes), (iv) academic research on the AONB, (v) landscape and conservation enhancements, and (vi) wildlife enhancement projects.</p>	<p>Chapter 28 - Offshore Seascape, Landscape and Visual Impact Assessment of the Environmental Statements identifies significant effects on the Special Qualities of the AONB during construction and operation from EA2 and in combination with EA1N.</p>	<p>Provide measures to strengthen the existing Natural Beauty and Special Qualities of the Suffolk Coast and Heaths AONB, examples of projects that could be funded are detailed below. The references provided relate to the Suffolk Coast and Heaths AONB Management Plan (AONB Management Plan).</p> <p><i>i) Funding an AONB community engagement and education officer and projects</i></p> <p>Engaging all communities in the conservation, understanding and enhancement of the AONB through conservation work, education projects and landscape scale wildlife/landscape projects.</p> <p>Three-year new AONB Community Engagement and Education Officer to run awareness events and projects 1.0 FTE SCC G5 includes management budget to meet AONB Management Plan objectives:</p> <ul style="list-style-type: none"> • EtA8 (Residents and visitors are aware of and informed about the AONB's natural beauty and special qualities, including its wildlife; landscapes; geodiversity; archaeology; heritage and cultural associations) and • WT3 The AONB Partnership acts as a focal point and advocate of the AONB. In the form of events, seminars and information dissemination via a variety of media

		<ul style="list-style-type: none"> • LUW3: The AONB’s cultural, wildlife, archaeological, historical, and geological, heritage is better understood and more widely known about. <p>Three years support for AONB Volunteer teams to undertake practical conservation works to conserve and enhance the AONB to meet AONB Management Plan Objectives:</p> <ul style="list-style-type: none"> • LUW9: Wildlife management supports the conservation and enhancement of characteristic landscapes and protected sites are managed effectively. <p>Funding over three years to supplement the AONB Sustainable Development Fund to support the charitable sector, individuals, organisations (public and private) to deliver projects to meet the statutory purposes of the AONB that benefit the areas environmental, economic and social wellbeing see https://www.suffolkcoastandheaths.org/managing/grants/sdf/ to meet Management Plan objective:</p> <ul style="list-style-type: none"> • WT5: Grant aid is available for residents, businesses and organisations to undertake project activity that is consistent with AONB purposes. <p><i>ii) production of interpretation material, boards, leaflets and websites in relation to the AONB,</i></p> <p>Funding over three years to deliver a range of interpretive materials to raise awareness of natural beauty of the AONB by new AONB Community and Engagement Officer and existing AONB Communications Officer, building on work of ‘Balance’ project see</p>
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		<p>https://www.suffolkcoastandheaths.org/managing/projects/other-successes/balance/ to meet AONB Management Plan objective:</p> <ul style="list-style-type: none"> • EtA2: Tourism planning on the Suffolk Coast is strategic and future developments are planned and recognise the purposes of the AONB • EtA6: Responsible access is encouraged and managed to ensure it does not detract from the areas special qualities • EtA8: Residents and visitors are aware of and informed about the AONB’s natural beauty and special qualities, including its wildlife; landscapes; geodiversity; archaeology; heritage and cultural associations <p><i>iii) Improvements to public rights of way (including long distance routes),</i></p> <p>One year funding for AONB Suffolk Coast Path Officer to implement project to move existing Suffolk Coast Path onto route of emerging England Coast Path-to include physical works on route infrastructure (way marking), route guides (with Cicerone) and awareness, to include sum for deliverables (materials and works) to meet AONB Management Plan Objectives</p> <ul style="list-style-type: none"> • EtA6: Responsible access is encouraged and managed to ensure it does not detract from the areas special qualities • EtA5: The development of the England Coast Path is aligned to the purposes of the AONB and does not detract from its natural beauty or special qualities; <p><i>iv) academic research on the AONB</i></p>
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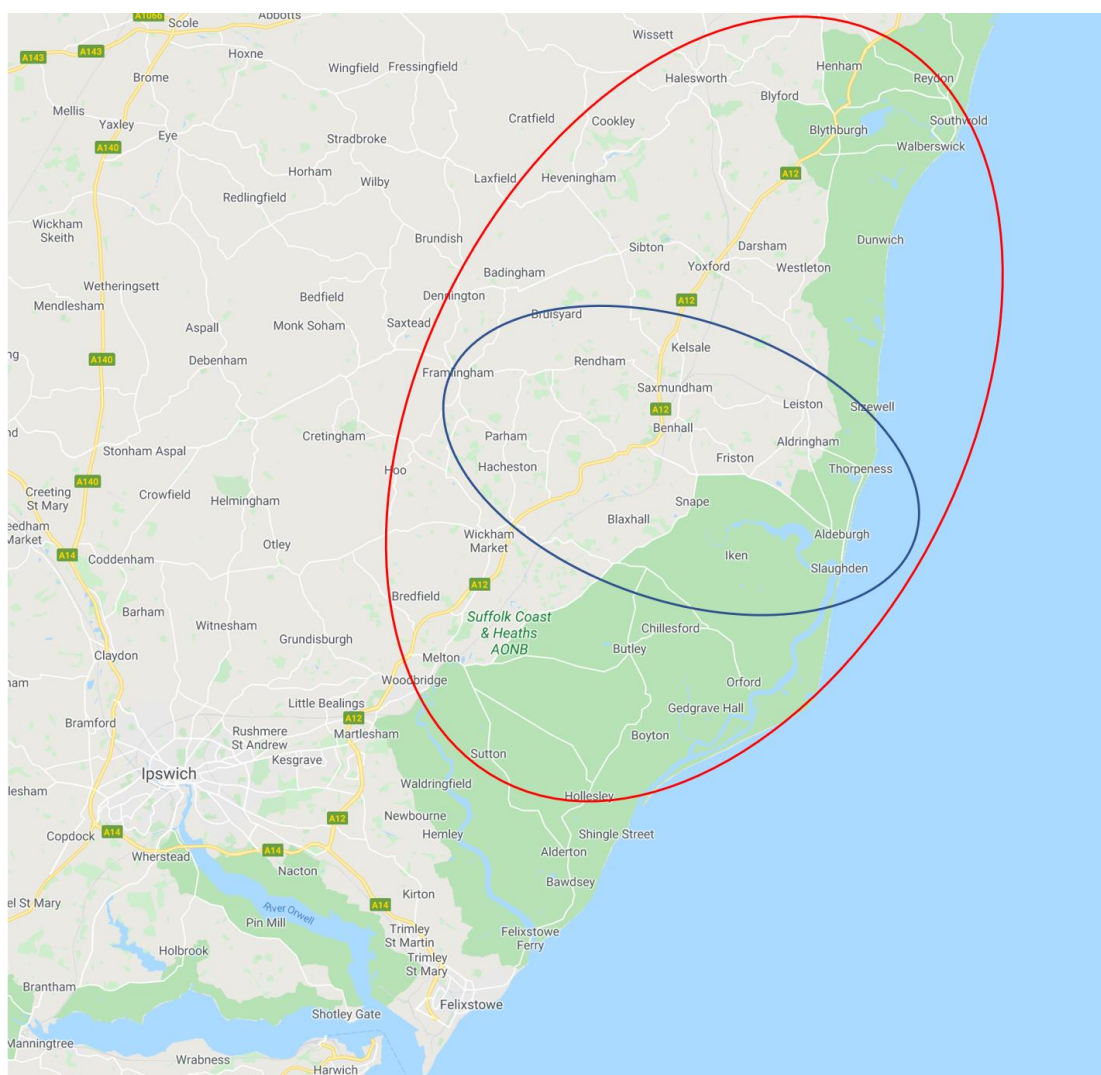
		<p>One year funding to undertake research into historic environment of AONB-Specific to be chosen post AONB Partnership decision on area to focus on to meet AONB Management Plan Objective:</p> <ul style="list-style-type: none">• LUW1: The AONB landscape and the factors contributing to its natural beauty and special qualities are conserved and better understood• LUW3: The AONB’s cultural, wildlife, archaeological, historical, and geological, heritage is better understood and more widely known about <p><i>(v) landscape and conservation enhancements</i></p> <p>Sum over two years to deliver a landscape feature restoration project(s) to be agreed by AONB Partnership decision to meet AONB Management Plan Objective:</p> <ul style="list-style-type: none">• LUW8: Habitats are managed to ensure wildlife thrives and measures to increase area, connectivity and ability to adapt to climate change are made.• LUW9: Wildlife management supports the conservation and enhancement of characteristic landscapes and protected sites are managed effectively. <p><i>(vi) wildlife enhancement projects.</i></p> <p>Sum over three years for existing AONB Nature Recovery Officer to implement the emerging AONB Nature Recovery Plan that meets the aspiration of the AONB Network offer to Government (The Colchester Declaration see Colchester Declaration) and the aspirations of Governments Review into Designated Landscapes (the Glover Review see Landscapes Review Final Report) and</p>
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		<p>Government's 25 Year Environment Plan see 25 Year Environment Plan to meet AONB Management Plan Objectives:</p> <ul style="list-style-type: none">• LUW8: Habitats are managed to ensure wildlife thrives and measures to increase area, connectivity and ability to adapt to climate change are made.• LUW9: Wildlife management supports the conservation and enhancement of characteristic landscapes and protected sites are managed effectively.
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Appendix G – Proposed Marketing Plan

Proposed marketing plan to support the East Suffolk visitor economy during the development phases of the EA1N and EA2 projects.

Primary area of impact will be the area within the blue Zone and secondary will be in the red zone.



The proposal is for a three-year plan.

Year one: Nature / Active and Culture

The audience groups for the first year reflect the natural assets within the primary and secondary areas indicated on the map.

First would target the natural beauty in the area, reaching out to the active hiking, cycling, outdoor community

The second would be looking at the culture and history of the area.

Google analytics shows this audience is from London, Birmingham, Nottingham, Manchester, Southend-On-Sea, Liverpool and Leeds.

To focus on this specific geographical area, filming and photography which reflects the character and businesses in this specific area will be commissioned.

Seasonal advertisement campaigns using Google and Social media platforms would be created to develop interest across the seasons extending the opportunities for local businesses.

Campaign year one

- Collateral to support the campaign
- Spring Ad Campaign
- Spring Ad Management
- Spring Social campaign management
- Summer Ad Campaign
- Summer Ad Management
- Summer Social campaign management
- Autumn Ad Campaign
- Autumn Ad Management
- Autumn Social campaign management
- Winter Ad Campaign
- Winter Ad Management
- Winter Social campaign management

Year one costs

£50,000

Year two: Coastal and Wellbeing

The audience groups for the second year are based on the more popular pages on The Suffolk Coast website and the known interests.

Google Analytics shows that the prospective overnight visitor audience visits the pages for Southwold, Aldeburgh, Thorpeness, Saxmundham and Dunwich in their top 10 pages and "Beaches" is the top page that is themed for activities.

Whilst wellbeing is trending in the visitor economy the reason for selecting this audience is not following a trend but because the analytics show that the interests associated with wellbeing features five times in the top ten of our audiences known favourites.

	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	
	News & Politics/Avid News Readers	
	Lifestyles & Hobbies/Green Living Enthusiasts	
	Media & Entertainment/Book Lovers	
	Sports & Fitness/Health & Fitness Buffs	
	Travel/Travel Buffs	
	Media & Entertainment/TV Lovers	
	Shoppers/Value Shoppers	
	Lifestyles & Hobbies/Family-Focused	
	Beauty & Wellness/Frequently Visits Salons	

To target this audience, we will need additional film and photography

Campaign year two

- Collateral to support the campaign
- Spring Ad Campaign
- Spring Ad Management
- Spring Social campaign management
- Summer Ad Campaign
- Summer Ad Management
- Summer Social campaign management
- Autumn Ad Campaign
- Autumn Ad Management
- Autumn Social campaign management
- Winter Ad Campaign
- Winter Ad Management
- Winter Social campaign management

Year two costs

£50,000

Year three: Welcome back the day trippers

The third year of the campaign will focus back on the day visitor market, encouraging people within 1 to 1.5 hour drive time to spend a day on the coast.

Analytics shows 7 out of the top 10 audience locations are within this distance.

1.	London
2.	(not set)
3.	Ipswich
4.	Chicago
5.	Norwich
6.	Colchester
7.	Lowestoft
8.	Cambridge
9.	Bury St Edmunds
10.	Chelmsford

Ignore Chicago – courtesy of Google bots!

New film and photographs will be required to tempt visitors to make a day trip to the area. These will show that the area retains its beauty, the open spaces and big skies. The quiet calm retreat that visitors love.

Campaign year three

- Collateral to support the campaign
- Spring Ad Campaign
- Spring Ad Management
- Spring Social campaign management
- Summer Ad Campaign
- Summer Ad Management
- Summer Social campaign management
- Autumn Ad Campaign
- Autumn Ad Management
- Autumn Social campaign management
- Winter Ad Campaign
- Winter Ad Management
- Winter Social campaign management

Year three costs

£50,000