

Submission ID: S122349C5

Please find attached my Summary and full document on Socio-economic, Health and Wellbeing Impact of the East Pye Solar Scheme. As a first class honours degree graduate in Economics, Finance and Banking, and having written a paper on the effects of net zero to the economy, I have paid particular attention to this part of the scheme and its effects to the local and wider area regarding this subject.

Socio-Economic, Health and Wellbeing Impacts Summary

East Pye Solar (the Scheme) should be assessed not only as an energy infrastructure project, but also in terms of its consequences for the communities required to host it. The proposed development is of exceptional scale, extending across approximately 3,000 acres and incorporating extensive solar arrays, substations, cabling, access tracks, construction compounds and associated infrastructure. Its effects would extend beyond individual environmental receptors and have the potential to affect the economic, social and wellbeing conditions of local communities for many years.

1. Disproportionate local burden

The principal concern is the imbalance between the wider national benefits claimed for the Scheme and the concentrated local impacts imposed upon the communities within and around the development area.

Renewable energy provides an important national benefit, but that does not automatically establish that this particular project, at this particular scale and in this particular location, is acceptable. The planning balance must consider whether the benefits justify the significant environmental, social and economic consequences experienced by those living and working in the affected area.

The proposed development would introduce a very large industrial-scale energy installation into an area currently characterised by agricultural land, villages, open countryside and relatively low levels of industrial infrastructure. This represents a substantial change to the environment in which local residents live.

2. Quality of life and residential amenity

The scale of the Scheme means that impacts cannot reasonably be considered solely on a field-by-field basis. Residents may experience a combination of visual change, construction activity, traffic, noise, vibration, dust, lighting, fencing, access restrictions and changes to the character of the surrounding countryside.

Even where individual effects are assessed as being acceptable in isolation, their combined effect may result in a meaningful reduction in quality of life.

For residents living close to construction routes, compounds, cable corridors, substations and solar arrays, the development will result in a prolonged loss of tranquillity and enjoyment of the rural environment particularly those that have chosen to live in a rural environment.

3. Health and wellbeing

Health should not be considered solely in terms of physical illness. Wellbeing is also influenced by people's living environment, sense of security, access to recreation, tranquillity, social connections and ability to enjoy their homes and surroundings.

The prolonged uncertainty associated with a major infrastructure project can itself affect wellbeing. Residents may face uncertainty regarding construction periods, traffic, landscape change, property values, future development and the long-term character of their communities.

The construction phase will create additional pressures through increased HGV movements, construction traffic, noise, vibration, dust, temporary lighting and road disruption. Where these occur repeatedly over an extended period, they may affect sleep, relaxation, enjoyment of gardens and homes, and the general sense of tranquillity.

This should not be interpreted as a claim that East Pye will necessarily cause specific medical conditions. Rather, the relevant planning issue is whether the combined changes to the environment in which people live could adversely affect quality of life and community wellbeing.

4. Loss of recreational and countryside amenity

The countryside around villages affected by the Scheme provides opportunities for walking, recreation and contact with the natural environment.

Public rights of way and rural lanes have value beyond their function as routes from one location to another. Their enjoyment is influenced by tranquillity, views, landscape character and the absence of heavy traffic and industrial activity.

The introduction of extensive solar infrastructure, fencing, access tracks, substations, cable works and construction traffic will reduce the recreational and amenity value of this countryside.

Consequently, the assessment should consider not merely whether rights of way remain technically available, but whether the quality and enjoyment of those routes are materially affected.

5. Construction traffic and community disruption

The construction phase will impose a particularly significant burden on local communities.

Large-scale construction will require deliveries, HGV movements, workforce vehicles and the movement of materials and equipment. These movements will interact with existing rural roads and settlements that were not designed around major infrastructure construction.

The effect on residents should therefore be assessed in terms of more than traffic capacity. Increased heavy traffic can affect perceived safety, noise, pedestrian and cycling conditions, journey reliability and the overall character of rural roads.

Where construction routes pass close to homes, businesses or community facilities, these effects will be particularly significant.

6. Local businesses and the rural economy

The socio-economic assessment should also consider potential adverse effects on existing businesses and the rural economy.

Local businesses will be affected by construction traffic, temporary access restrictions, disruption to customers and employees, changes to the attractiveness of the area and uncertainty concerning future conditions.

There may also be implications for tourism and rural businesses that depend upon the area's landscape character and reputation.

Although some construction expenditure would provide economic benefits, these benefits should be distinguished from permanent local economic benefits. Much construction expenditure will be temporary, while the changes to land use and landscape would remain for decades.

7. Property market and investment uncertainty

A further socio-economic consideration is the effect of prolonged uncertainty on residential property and investment decisions, already being seen.

It would be inappropriate to assert that every property near East Pye will automatically lose value. However, the presence of large-scale infrastructure, together with uncertainty about construction, landscape change, traffic and future amenity, may influence purchasers' perceptions and decisions.

Residents may also experience difficulty in making decisions about moving, extending, improving or investing in their properties while the outcome and consequences of a major development remain uncertain.

This impact should therefore be recognised as part of the wider socio-economic consequences, even where precise monetary values cannot readily be calculated.

8. Community cohesion

Large infrastructure proposals can also affect community cohesion. Where a development affects a large number of villages and rural communities, residents may experience disagreement about the project, uncertainty about the future and concern about changes to the identity and character of their area.

The cumulative effects of construction, traffic, landscape change and infrastructure should therefore be considered in terms of their potential impact upon communities as functioning social environments, rather than simply as a collection of individual properties.

9. Cumulative effects

A significant weakness would arise if the socio-economic and wellbeing consequences were considered separately from the environmental effects.

For an individual resident, the actual experience of East Pye will not be divided into separate categories of "landscape", "traffic", "noise", "visual impact", "construction" and "socio-economic effects". These impacts will occur simultaneously.

A resident will experience construction traffic outside their home, changes to views, increased noise, disruption to local roads and reduced enjoyment of the surrounding countryside. Each individual impact may be assessed as limited or temporary, but their combined effect will be considerably more significant.

The Inspector should therefore consider the **combined and cumulative effect on quality of life and community wellbeing**, particularly for residents and communities closest to the proposed infrastructure.

10. Planning balance

The central issue is whether the claimed benefits of the Scheme outweigh the scale and concentration of its local impacts.

The fact that renewable energy has national importance does not mean that all individual renewable energy projects are automatically acceptable. National benefits must be weighed against the specific consequences of the proposal and the particular characteristics of the communities and environment required to accommodate it.

East Pye would impose a substantial and permanent change upon a predominantly rural area. The consequences include the loss or alteration of agricultural land, industrialisation of the countryside, construction disruption, increased traffic, changes to tranquillity and landscape character, negative effects on local businesses and property confidence, and impacts upon residents' quality of life and wellbeing.

These impacts should not be dismissed simply because individual effects may fall below a particular technical threshold. The **overall socio-economic and wellbeing burden** experienced by local communities is relevant to the planning balance.

Conclusion

East Pye Solar offers a potential contribution to renewable energy generation, but its benefits must be balanced against the concentrated and cumulative burden placed upon the communities hosting the development.

The exceptional scale of the proposal, its extensive geographical footprint, prolonged construction period and associated infrastructure mean that the impacts extend beyond those normally associated with a conventional development.

Proper weight should be given to the potential effects on **quality of life, health and wellbeing, rural amenity, community cohesion, local businesses, tourism, property confidence and the wider socio-economic character of the area.**

The appropriate question is not simply whether East Pye provides a national renewable-energy benefit, but whether that benefit is sufficient to outweigh the **cumulative local socio-economic, health, wellbeing and amenity consequences of imposing a development of this scale upon the affected communities.**

On that basis, the socio-economic and wellbeing impacts should form a significant part of the overall planning balance and weigh against the granting of development consent.

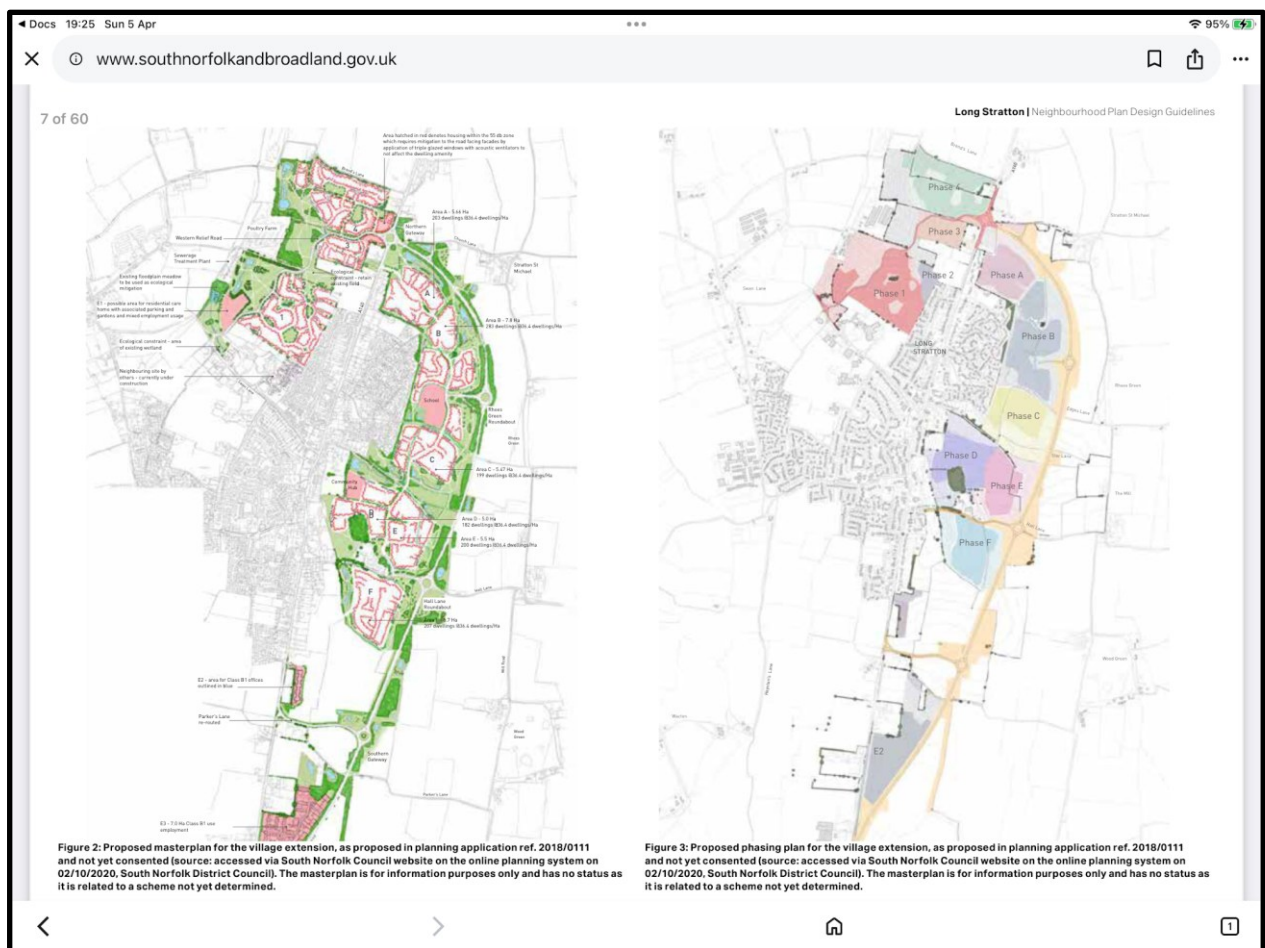
AI disclaimer: this submission has been created from manual research carried out by a human researcher. It has been checked by a bespoke GPT within a closed project folder. The submission has been argued, assembled, edited and checked manually by humans.

Socio-Economics, Health and Wellbeing Impacts

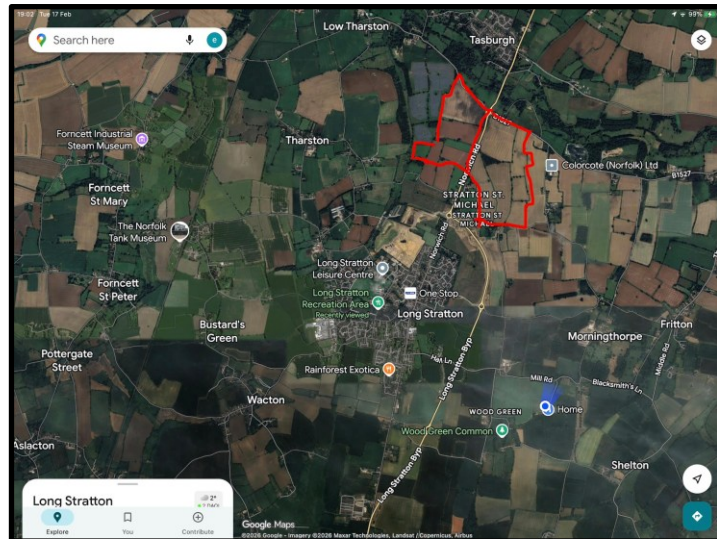
Introduction

In August 2025 the long-awaited Long Stratton by-pass was finally opened after ~£50m investment, 18 months construction and nearly 90 years since it was first proposed.

The by-pass is part of the Long Stratton Neighbourhood Plan 2019-2036 (adopted) to pave the way for 1800+ more homes; 600 homes are already in construction to the north west of the town, from Swan Lane to Brand's Lane. The other 1200 homes, new school and community area will be located in the area to the east of the town between the bypass and the current housing area.



The northern point of the bypass joins the A140 only a few hundred meters from site 4.



The bypass followed the construction of the Hempnall roundabout in 2018 at a cost of £4m which replaced the notorious Hempnall junction seeing 8 major accidents in 5 years. It now supports more than 20,000 vehicles daily.

The Hempnall roundabout was the start of the Long Stratton expansion plans and is the proposed location of access point A19 to Site 4A

Health, Wellbeing and Quality of Life

The health and wellbeing of local communities should be given greater consideration in the assessment of East Pye Solar. The development is not simply a change in land use. At the scale proposed, extending across approximately 3,000 acres and involving solar arrays, substations, cabling, access tracks, construction compounds and associated infrastructure, it has the potential to affect the everyday living environment of a substantial number of residents over a prolonged period, and already is.

Many local people have been fighting this proposal for over two years so far. Anxiety, stress, sleepless nights, uncertainty, financial worries are just a few emotions residents are feeling. When speaking to two 90 year residents at a Block East Pye Solar event, they spoke about living in Hempnall all their lives. They accepted that if consent was given that they probably wouldn't be around to see it built, however they said they feel so strongly against the proposal that they would rather go out in a box fighting for future generations and an area they love than do nothing at all. That is not what someone at the end of their lifetime should have to do, is it?

Health and wellbeing should be understood broadly. They include not only physical health, but also mental wellbeing, quality of life, access to amenity, tranquillity, the enjoyment of homes and gardens, access to the countryside, community cohesion and people's sense of security and permanence in their local environment.

Construction Impacts

The construction phase has the potential to be particularly disruptive. Residents will experience increased HGV and construction traffic, noise, vibration, dust, temporary lighting,

road restrictions and closures, construction compounds and disturbance associated with cable installation and other infrastructure works. These impacts will not necessarily be experienced independently. For residents living close to construction routes or compounds, the combination of repeated traffic movements, noise, visual activity and loss of tranquillity could create a prolonged deterioration in residential amenity.

The duration of construction is also important to acknowledge. A project of this scale cannot reasonably be considered a short-term inconvenience where construction activity is expected to occur across a large geographical area and in different phases. The cumulative effect of repeated disturbance should therefore be considered alongside the individual technical assessments.

Mental wellbeing and uncertainty

There is also a legitimate socio-economic and wellbeing dimension to prolonged uncertainty. Residents who live close to the proposed developments may face years of uncertainty concerning construction, traffic, landscape change, views, property use and the future character of their surroundings. This can affect people's sense of control over their home environment and their ability to make long-term decisions concerning their homes and businesses.

This is particularly relevant where people have chosen to live in a rural area because of its tranquillity, open landscape and access to the countryside. The introduction of extensive industrial-scale energy infrastructure will fundamentally alter those characteristics.

Loss of amenity and access to the countryside

The countryside surrounding villages such as Long Stratton and all those affected by the proposal provides recreational, visual and amenity value to residents and visitors, including tourists. Public Rights of Way, Bridle Ways, quiet country lanes, agricultural landscapes and open views contribute to physical activity, recreation and mental wellbeing.

The assessment should therefore consider not only whether individual rights of way remain technically open, but whether their recreational value and enjoyment are diminished by construction traffic, noise, fencing, solar arrays, substations, cable works and changes to the surrounding landscape.

Additionally, consideration should be given to increase risk specifically to women, young people and those more vulnerable where line of sight and 'escape routes' have diminished.

Cumulative effects

The health and wellbeing consequences should also be considered cumulatively. A resident may experience relatively modest effects from individual aspects of the proposal - traffic, noise, visual impact, construction activity or loss of tranquillity - but the combined effect will be substantially greater than any single assessment suggests.

This is particularly important for residents closest to the development and its infrastructure, including those affected by the proposed cable routes, construction compounds, access routes and substations.

The Applicant should therefore demonstrate that it has properly considered the cumulative effect of these factors on community wellbeing rather than relying on individual assessments which may each conclude that effects are acceptable in isolation and often labelled as insignificant or minor.

Socio-economic consequences

There is also a potential relationship between environmental change, wellbeing and economic confidence. Prolonged uncertainty about a major infrastructure project is already in some cases affecting people's decisions to move, invest, expand businesses, tourism, agricultural activity and the attractiveness of the area should therefore not be dismissed simply because individual financial impacts may be difficult to quantify.

The issue is ultimately one of proportionality. The benefits of renewable energy must be balanced against the consequences for the communities required to host the infrastructure. Where development of this exceptional scale imposes prolonged disruption, loss of amenity and substantial changes to the environment in which people live, those impacts should form a meaningful part of the planning balance.

Conclusion

East Pye should therefore be assessed not solely in terms of individual environmental thresholds, but in terms of its combined effect on the health, wellbeing and quality of life of affected communities.

During the Planning Process, appropriate weight should be given to the prolonged construction disturbance, changes to tranquillity and landscape, loss of amenity, potential community disruption and the cumulative burden placed upon residents throughout the process including now. These impacts should be considered alongside the project's socio-economic effects when determining whether the claimed benefits of East Pye Solar outweigh its consequences for the communities required to accommodate it.

Impact to tourism

Long Stratton sits in the heart of South Norfolk and within easy reach of multiple tourist destinations, local as well as county wide. The north Norfolk coast is within an hour's drive and the Norfolk Broads within 30 minutes.

Long Stratton is centrally located between the historic, and cultural county capital of Norwich to the north and the historic market town of Diss to the south; both only 10 miles away.

The Suffolk historic market town of Bungay is 8 miles to the east with Wymondham 8 miles to the west.

The impact to the local, and wider area, is likely to have a significant negative effect on the local economy and must be considered.

The City of Norwich is an easy 20-minute drive up the A140 and can also be reached by direct train from Diss or a direct bus from Long Stratton to the city centre.

Norwich is a popular destination for long weekends and short trips to enjoy the visiting London shows at the Norwich Theatre as well as the two impressive cathedrals of St John's Catholic Cathedral and the Norwich Cathedral in Tombstone. Pop-up galleries, many independent shops like Jarrod's Department Store as well as many restaurants serving locally sourced food. The University of East Anglia with the green space of Earlham Park is the home to the amazing Sainsbury's Centre art exhibition facility and are also very popular tourist destinations.

The proposed East Pye Solar project, including Site 4, raises major concerns that it will disrupt local tourism in South Norfolk by transforming rural landscapes into industrial-style energy sites and can't be ignored nor avoided by anyone using the A140 north or south.

The development of 2,700+ acres of land near picturesque local villages such as Hempnall, Saxlingham, Great Moulton and Brooke as well as the central hub of Long Stratton, has led to concerns about its impact on the "enjoyment of the countryside" and the viability of local, rural-based tourist businesses, such as holiday lets, local pubs and restaurants, and small activity sites like the Tank or Steam Museums. These businesses rely on tourism and can be the 'make or break' for some.

Potential impacts on local tourism include:

- **Alteration of Rural Character:** The 4.5m high solar panels (tracker panels), multiple substations and BESS at Great Moulton will negatively affect the scenic, quiet, and rural nature of the area, which is a major draw for visitors and tourists;
- **Impact on Local Accommodation:** Local residents, such as those running holiday lets fear that the industrial-like installations will make their businesses "completely unviable" because guests come for a quiet, rural experience;
- **Visual Impact and Amenity:** industrialisation of the countryside and the visual impact of the panels and industrial infrastructure will detrimentally impact tourism receptors;
- **Construction Disruption:** a minimum of 2 years construction noise, traffic, and road closures associated with the project could **permanently** discourage tourists and impact local tourism-based businesses;
- **Loss of Public Amenity:** The development will affect public rights of way, and inhibit the enjoyment of walking in the area, a popular activity in South Norfolk;
- **Construction Traffic:** road safety will be negatively impacted, making cycling, horse riding and walking on previously quiet roads and lanes unattractive.

The scale of the project will significantly alter the area's attractiveness, affecting the local tourism industry, particularly around the 26 villages where the solar panels and battery storage are planned.

The A140 and B1527 are main routes into and out of Norfolk and Suffolk. They will be significantly disrupted over the 24 or so months of construction, with traffic delays caused by

East Pye Solar construction vehicles and road alterations having negative impacts for tourism and businesses in local areas as well as county wide.

The A140 is a main route to the Norfolk Broads National park that attracts almost 8million visitors a year. The Old Buckingham Airshow, 9 miles to the west of Long Stratton, attracts 10,000 visitors over the two-day event, which includes displays by the Red Arrows.

Locally, the Tank and Steam museums at Forncett; the Woodlands Trust Tyrells Wood named as one of the most beautiful woods to visit; walking and cycle routes of Boudicca Way and Rebellion Way; and many local farms diversifying with family activities, tea shops, restaurants and farm shops.

With great transport and road networks to all areas of Norfolk, Long Stratton and the surrounding villages affected by the East Pye Solar scheme, are a good and popular choice for visitors not wanting to stay just in the city.

Two or more years of construction disruption as well the long-lasting visual effect of the scheme is enough to ruin multiple businesses in the local area.

South Norfolk alone contributes more than **£212 million** annually to the local economy.
Broadland and South Norfolk

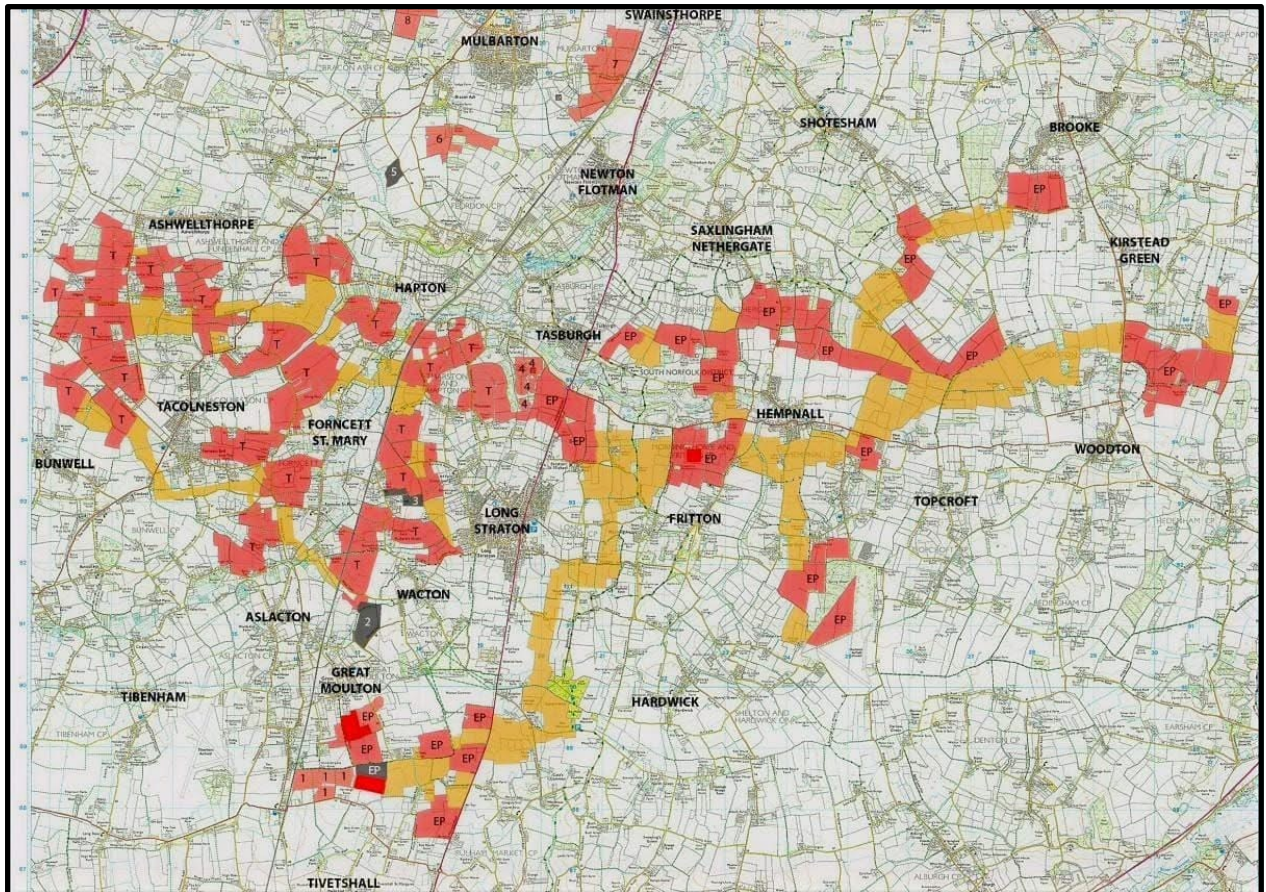
This figure reflects a significant visitor economy that supports nearly **4,000 jobs** and involves over **1,200 businesses** across the district and the tourist sector remains a critical pillar of South Norfolk's growth strategy.

Broadland and South Norfolk

Key points regarding the local tourism economy include:

- **Wider County Impact:** Tourism is one of Norfolk's largest sectors, worth approximately **£3 billion to £3.6 billion** per year to the county. Norfolk County Council
- **Strategic Growth:** South Norfolk Council recently identified the visitor economy as a priority for its 2024–2028 Strategic Plan, focusing on its eight market towns.
Broadland and South Norfolk
- **Employment:** The sector accounts for nearly **20% of all jobs** across Norfolk, including South Norfolk's rural areas. Norfolk County Council

With Tasway Solar Park paused in planning but proposing to use East Pye Solar infrastructure if passed, the cumulative impact of East Pye and any further renewable industrial infrastructure on Norfolk will have devastating effect to local and county wide tourism which will struggle to recover when the county is an unattractive place to visit.



Impact to local businesses

The Long Stratton by-pass was built to protect and support the growing area of Long Stratton as a central hub serving the surrounding network of villages and hamlets.

The Long Stratton Neighbourhood Plan (adopted) alongside the Long Stratton Enterprise/Community Plan is to help cement a foundation in the growing town that maintains the historic and heritage feel of the village with the expansion of housing and community resources. A correlation between the old and new.

Supporting local independent existing businesses within Long Stratton as well as those dotted around the scheme, like Tilla Farm Shop at Fairstead Lane, Goodies at Wood Lane and the Pulham Patch, will encourage new investment from independent retailers rather than large corporate chains.

Site 4 on the northern boundary and Site 2C to the south of Long Stratton will create a tunnel of panels along the A140 that can't be missed and will make people keep traveling through and not stopping. Whilst the 132kV substation at site 4B and the 400kV substation on 5A, a short distance along, will be fully visible from the B1527 to/from Bungay and the Suffolk coast.

With a considerable impact to the Hempnall roundabout and the A140 itself, the area will potentially be avoided completely which is what happened during the by-pass construction

when sat navs found alternative routes. Goodies Food Hall experienced a 25% downturn in business due to the by-pass construction that also coincided with construction of Bloy's Grove Solar and Swainesthorpe Bess further up the A140 that caused massive traffic disruption.

In addition to tourism, deliveries will take longer to arrive which will impact local jobs and businesses that rely on this service.

Trades, like building contractors and independent businesses like plumbers, will take longer to move about the area, impacting the number of jobs taken on per day and potentially raising prices or losing money.

Two businesses that will be forced to endure severe impact if East Pye Solar is consented aren't even listed within the documents yet are some of the nearest, if surveys were done.

**Goodies Farm Shop and Restaurant, Wood Lane, IP21 4XU has been significantly impacted by the construction of the Long Stratton bypass with road closures and traffic delays causing a reduction in customers whilst the area became challenging to access.*

I have permission to include Goodies Written Representation as part of my document

Stuart Gooderham

Director of Goodies Farm Shop and resident at French's Farm
French's Farm, Wood Lane, Pulham Market, South Norfolk, IP21 4XU

I object to the proposed construction compound and cable works near my home at French's Farm and Goodies Farm Shop because of their potential impact on our living conditions, business and access.

Impact on my home

I have been advised that a construction compound of approximately 13 acres could be situated immediately outside my home for around two years. I am concerned about prolonged noise, dust, lighting and heavy vehicle movements affecting my home and garden.

Please confirm the compound's exact location, size, duration and working hours, explain why this location was selected, and demonstrate that alternatives further from occupied homes have been considered.

Impact on Goodies Farm Shop and staff

Goodies is heavily dependent on passing trade from the A140. During disruption associated with construction of the Long Stratton bypass and the works at Swainsthorpe, **we recorded sales declines of over 25%, placing enormous financial pressure on the company.** The 2025 Swainsthorpe disruption was associated with electricity cabling works on the A140 for EDF's Bloy's Grove solar project.

Further congestion, closures or diversions could deter customers, reduce passing trade, delay deliveries and disrupt staff travelling to and from work. Keeping our entrance open would not, by itself, protect the business from these effects.

Please assess these impacts specifically for Goodies, including the combined effects of compound traffic, cable installation beneath the A140 and any other planned roadworks, closures or diversions in the surrounding area. This should cover customer journeys, staff commuting and delivery routes. We can provide supporting sales information.

Information and safeguards required

I request:

- Details of the A140 crossing method, programme, traffic restrictions and arrangements if works overrun.
- Construction traffic routes, expected vehicle numbers and measures to protect customer, staff and delivery access.
- Coordination with Norfolk County Council and other works promoters to avoid overlapping road disruption and minimise the combined impact on trade and access.
- Enforceable controls on working hours, noise, dust and lighting.
- Advance notice of disruption, clear access signage and a named contact to resolve problems promptly.

Our June 2026 Preliminary Ecological Appraisal also records nesting birds and identifies the need to control lighting near trees potentially used by bats. Please confirm that any relevant effects of East Pye's nearby works have been assessed.

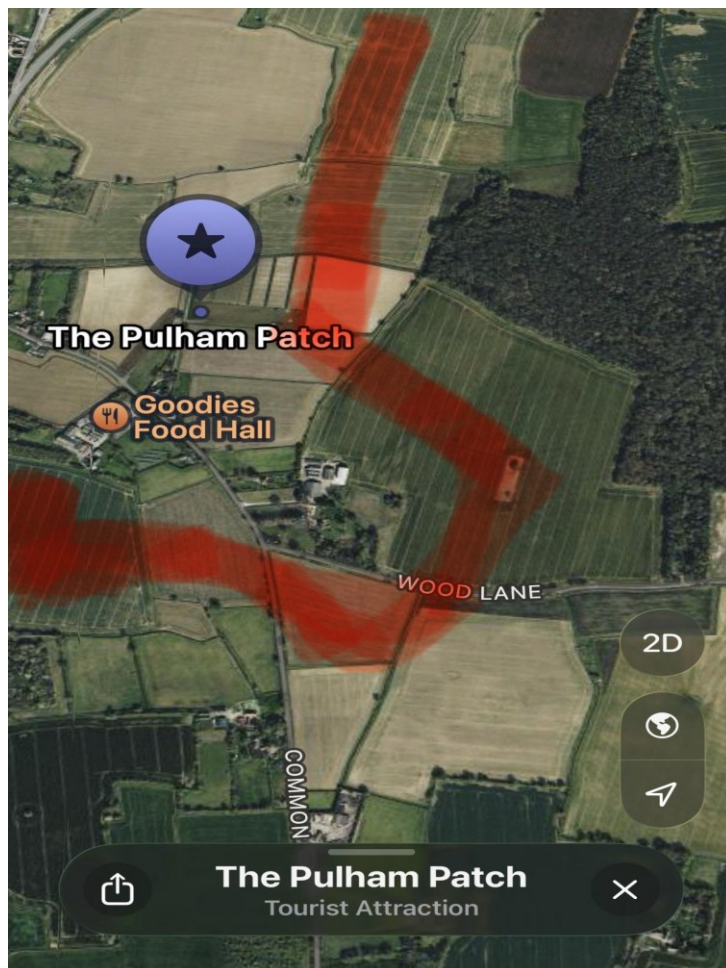
I ask that these concerns are addressed before consent is granted and that alternative compound locations and measures to minimise road disruption are fully examined.

Stuart Gooderham

Director, Goodies Farm Shop and resident at French's Farm

**Pulham Patch, Wood Lane IP21 4XU was created in 2023 to diversify some farm land from a fifth generation family farm that has been farming this land since the 1920's. The Pulham Patch opened the Pumpkin Patch in October 2023 and following the success of that has created an Easter Trail with PYO Daffodils, the Maize Maze and PYO Wildflowers/Sunflowers with rid-on tractors, bale mountains, play area and Craft Ark in the summer. A local, inexpensive family attraction that educates children about the land and allows families to enjoy time together.*

The CRC4 will go straight through this business destroying everything that has been created since it was started, including local employment, whilst removing external outlets that provide additional services like refreshments. This cannot be mitigated against.



The Red represents the Cable Route Corridor 4 that will dissect the Pulham Patch land that abounds Tyrell's Wood and comes within tens of metres of Goodies Food Hall

Impact to agricultural contractors

Employment to local residents in agricultural service is one of the main areas of employment in rural environments, particularly in South Norfolk.

Due to the large area of agricultural land proposed for East Pye Solar, there will be a drop in demand for agricultural workers as local farmers and landowners will require less help. This, in turn, could lead to a lower sense of worth within the agricultural employment sector as well as less income, poorer communities and less local food providers leading to food traveling further to meet demand.

Local contractors may re-vocate to other jobs or move to another area for work as supply and demand changes. Agriculture employs the largest workforce across the UK and food security relies on knowledge and experience often passed down through generations and from a very early age.

This makes jobs in the following areas vulnerable as agricultural workers do more than just 'work' the land, they are custodians of the land and countryside for generations to come:

- Ploughing
- Spreading
- Sowing
- Drilling
- Spraying
- Fertiliser spreading
- Harvesting
- Baling
- Hedge cutting
- Ditch maintenance
- Road drainage support
- Snow clearing
- Road clearing from fallen trees
- Footpath maintenance
- Seed Providers
- Agricultural Merchants
- Machinery providers

Land parcel 4, if taken for solar arrays and substation, will go towards the loss of 2718 acres of BMV agricultural land in South Norfolk and this will be for a time span of 60 years or forever as soil would be downgraded to poorer quality.

East Pye Solar have not indicated how many full-time jobs will be created during the operational phase of the scheme but based on other large scale solar projects such as Sunnica, typically very few permanent staff are required across the scheme during the operational stage of the proposal. This scheme will reduce local employment within the extended agricultural sector by more than the jobs created if allowed to go ahead and reduce a sense of worth in the industry.

East Pye has also stated that it is not anticipated that during the construction and decommissioning of the scheme that any local new jobs will be created as an existing

workforce, temporarily relocated, will be used. This is clearly at odds with Chapter 6 of the National Planning Policy Framework.

Impact to home values

Site 4 sits at the northern gateway to Long Stratton with site 2 at the southern gateway. The entrance and exit will be like a tunnel of panels announcing Long Stratton to anyone entering the area or bidding them farewell. However, why would anyone want to stop?

- Falls in the value of houses near to utility solar farms are one of several 'externalities' of solar farm construction rarely considered or, if so, routinely dismissed by solar farm developers;
- Although some developers and valuers claim there is no effect, or even a slight increase in the value of houses near to solar farms, more careful studies reveal an adverse effect;
- The closer to a utility solar farm and the larger the installation, the greater is the adverse impact on house values. Houses in more rural areas are more likely to be affected than those in more urban areas as the market is generally slower, although it is difficult to quantify this effect.

<https://www.solarq.org/propertyanalysis>

Some local estate agents have predicted a 30% drop in house price to anyone within the immediate vicinity, during and immediately post development compared to pre-proposal. To some that is several hundred thousand sterling and has already made their home unsaleable and in negative equity.

House prices are also less likely to recover post development, especially in the countryside where people want fields not industrial infrastructure. Who would choose to live in an area that has been industrialised or at risk of further industrialisation? I wouldn't, would you?

Long Stratton has planned expansion as part of the Long Stratton Neighbourhood Plan (2019-2026) for 1800+ homes, a school and community space over the next 10 years. Creating a sense of being, a desired place to live, work and invest.

Norfolk Homes are already building 600 homes on land north west of Long Stratton called Tharston park, with 213 homes launched February 2026 and phase 2 to follow. This development will border Brand's Lane. Tharston park will be within 100m of plot 4A and opposite plot 4B.

Within metres of Plot 4A and Plot 4B, and within full site of the development, are a number of listed properties including the Cedars, Cedars Cottage, Dairy Barn, Tumbrel Barn, The Red House, Well Meadow Cottage on Norwich Road; Thatched Cottage, Rectory Barn and The Old Rectory are on Church Lane; The Hollies, Brick Kiln Cottage, Hollies Farm on Brick Kiln Lane. Shrublands is an isolated home up Brand's Lane and surrounded by rural views across the Tas Valley. All these properties have clear and uninterrupted views over open farmland at present. This proposed development absolutely dwarfs all of these properties.

Destroys the property value, removes amenities and significantly ruins quality of life in this rural environment.

There is no way that all the properties that surround site 4 could avoid glint and glare. It would be an ongoing problem and constant source of complaint. In three cases, the listed buildings are sandwiched between sites 4A and 4B.

These lands have been farmed for hundreds of years by their respective generations. Worshipers and visitors to the St Michael's Church for the past 600 years have marvelled at the pastoral views.

This proposal would change that to a vista of security fencing, CCTV cameras and black glass panels higher than a double decker bus.

The negative effect of East Pye Solar on surrounding homes, Long Stratton and the surrounding countryside cannot be mitigated against.

Impact to home insurance

A large-scale industrial development nearby to residential properties can significantly impact home insurance policies, leading to:

- increased premiums;
- tighter underwriting restrictions;
- in some cases, difficulty in renewing coverage.

Increased premiums are the primary impact due to:

- Increased presence of machinery;
- higher traffic;
- potential environmental hazards increasing risk;
- Elevated fire risk

Large scale developments can change the local topography affecting natural drainage and potentially flood risks. Reducing natural barriers can exacerbate windstorm risks.

Restriction of coverage to basic perils, rather than comprehensive cover, if perceived risks are too high.

Construction Risks:

Ongoing development can cause;

- noise;
- vibrations;
- dust;
- heavy traffic

Hazards can be temporary but also can also cause more permanent damage especially to vulnerable, older structures like the Grade I St Michael's Church, clay-lump and wood framed structures.

Changing the nature of the soil can increase or reduce moisture which, in turn, can affect buildings close to developments potentially causing subsidence.

Large-scale solar farms can have an indirect impact on house insurance, primarily through potential changes to property value.

Cumulative Impact of all proposed development

The cumulative impact of the proposed East Pye Solar scheme, the Long Stratton Neighbourhood Plan, including Tharston park and the development for the by-pass land, and the associated infrastructure is expected to create a "re-engineering of South Norfolk's rural fabric". The combination of massive solar industrialisation and rapid urban expansion (doubling the town's size) will likely lead to significant, long-term changes to the landscape, traffic patterns, and community structure of South Norfolk.

Key Cumulative Impacts:

- **Industrialisation of the Landscape:** East Pye Solar coupled with other nearby proposals of Tasway, creates a massive, continuous "energy zone" of panels and battery storage (BESS) bordering and surrounding the residential growth in Long Stratton. Including the Bloy's Grove energy development at Mulbarton 5 miles away (in construction) and the massive energy development on the A47 this transforms a predominantly agricultural area into an energy-industrial landscape or factory.
- **Residential and Visual Impact:** The combination of 1,800+ new homes and solar panels up to 4.5m high (described as the height of a house) will cause significant visual impact on local residents and users of public rights of way.
- **Traffic and Infrastructure Pressure:** While the Long Stratton by-pass aims to relieve the town centre, the combined construction traffic from both the 1,800-home development over the next 10 years and the 500MW East Pye Solar project will likely place immense, prolonged pressure on the A140 and surrounding rural lanes. East Pye Solar have already reported the impact on the A140 by-pass is greater than acceptable and alternatives now need to be found;
- **Agricultural and Ecological Impact:** The loss of significant areas of productive farmland to both solar panels and housing development is a major concern.
- **Community and Social Changes:** The transformation of Long Stratton from a village to a small town (doubling its population), combined with the surrounding rural areas being filled with solar, will permanently change the character of the area.

Specific Project Details:

- **East Pye Solar (Island Green Power):** A Nationally Significant Infrastructure Project (NSIP) aiming for 500MW, impacting villages like Hempnall, Great Moulton, and Saxlingham Nethergate, with potential compulsory purchase of land.
- **Long Stratton Development Plan:** Aims for 1,800 new homes, new bypass, schools, and employment land, effectively doubling the town's size. Broadland and South Norfolk

The cumulative effect, according to CPRE Norfolk, is that the area could become a focus for further industrial development.

Conclusion

There is a very strong and defensible argument that East Pye Solar has the ability to cause localised economic blight, property-value effects, business uncertainty and changes to rural economy.

There is evidence that nearby houses are already being affected with the scheme now forming part of local authority searches and East Pye documents themselves acknowledge the issue.

Jenny Harrold has given me permission to share her experience as an example of how the proposed development is already causing a housing market downturn in the area. In a cost of living crisis, where mortgage rates have just hit 6%, homes are already unsaleable or and sales are falling through.

Her email was sent 6th October 2026 to the Planning Inspectorate requesting to be included as an Interested Party due to lack of consultation.

“Dear Case Team,

I am writing to urgently request that the Examining Authority exercises its discretion to grant me Interested Party status, or alternatively, accepts this correspondence as material evidence for ongoing examination.

Although I missed the initial registration deadline (in June), a significant change in my personal circumstances has occurred which directly relates to the socio-economic impacts of this proposed development.

I was in the process of purchasing a home in the immediate vicinity of the project area (a new build on Frith Way, Great Moulton). However, due to discovering the scale, proximity and potential impacts of the East Pye Solar Farm proposal, I have felt compelled to formally withdraw from the property purchase. I was not warned about its scale or impact by either my estate agent, the developer or my solicitor - all of whom have failed in their duty to legally inform me of this material information. This suggests that they each recognise the huge negativity this project brings to the area.

This is a direct, measurable example of residential and market blight caused by this scheme. I believe this serves as important real-world evidence regarding the project's impact on the local community and economy.

I have conversed with many locals regarding the East Pye proposals since my situation and realised there are others in the same position as myself, also pulling out of their purchases at the moment.

Many locals are so distressed by the proposals that they are unable to sleep at night due to the sheer worry of this huge disaster coming to our local countryside.

I kindly ask that the Examining Authority takes this evidence into consideration.

Yours Sincerely

Jenny Harrold

██████████@outlook.com” Please **redact** personal information before publishing

The project’s Equality Impact Assessment APP/7.19 says there is **mixed and limited UK longitudinal evidence** but acknowledges there are studies finding significant house-price impacts in particular distance and orientation circumstances. It specifically recognises concerns about both **housing prices and revenue of tourism-related businesses such as B&Bs and tourist accommodation**. NSIP docs

A peer-reviewed study of England and Wales found that properties **within 750 m south of an operational solar farm greater than 5 MW experienced a 5.4% reduction in relative prices**. The researchers found no statistically significant effect beyond 750 m or for smaller installations. The disamenity of solar farms; a hedonic analysis - University of Birmingham, 2022

However, it should be noted that a utility sized scheme has yet to be built, especially one that covers such a vast sprawl as East Pye Solar does.

Another peer-reviewed study found negative effects particularly associated with **large installations, rural locations and solar development on agricultural/greenfield land**, with estimated reductions of 2.5–5.8% for rural properties in its US dataset. ScienceDirect

Although these studies **do not establish that every house around East Pye would lose a particular percentage of value** they demonstrate that proximity to utility-scale solar can create a measurable property-market externality and because the vast scale and area covered by the development in comparison to a scheme covering a concentrated area, the larger area as a whole could be avoided in general. The villages are already being labelled ‘Solar villages’.

However, the economic effect can extend beyond individual homeowners.

Imagine a rural area where there is:

- a very large solar development;
- construction compounds and haul routes;
- substantial changes to the landscape;
- long-term fencing, substations, BESS, cables and other infrastructure;
- reduced agricultural land use;
- uncertainty over what will ultimately be built;
- several other proposed energy schemes nearby.

The effect isn’t necessarily simply:

solar farm → lower house price

It can potentially become:

solar development → uncertainty/blight → reduced attractiveness of properties → fewer potential buyers → longer marketing periods → reduced transactions → reduced spending/investment → uncertainty for local businesses.

There is some emerging evidence for that broader mechanism. A 2025 study of a utility-scale solar facility found not only house-price reductions but also **reduced housing turnover near the facility**, which the researchers associated with reduced demand.

ScienceDirect

Businesses are potentially vulnerable in a different way

For a rural area such as the East Pye area, businesses should be separated into several categories.

Tourism and accommodation

Potentially affected businesses include:

- B&Bs
- holiday cottages
- farm accommodation
- campsites
- rural attractions
- pubs/restaurants dependent upon visitors
- walking/cycling-related businesses.

If their selling proposition includes **rural views, countryside character, tranquillity or landscape**, extensive industrial infrastructure could potentially affect their attractiveness.

This is particularly relevant because **East Pye's own assessment expressly identifies tourism accommodation revenue as a concern**. NSIP Docs

Agricultural businesses

East Pye's scoping material acknowledges potential disruption to farming activities and agricultural productivity, while arguing that landowners can receive an alternative income stream. NSIP Docs

That distinction matters: **a financial benefit to participating landowners isn't necessarily equivalent to a benefit to the wider local agricultural economy.**

It should also be noted that the 9 landowners that have signed up to the scheme will significantly benefit over the very many landowners that have not signed up and do not want it. These are being bullied, intimidated, threatened and forced to give up their land for cabling through compulsory access laws (or acquisition if refused), if consent is given.

Other local businesses

Construction could provide temporary expenditure and employment, but East Pye's own scoping assessment says much of the construction workforce is expected to be a **specialised workforce rather than new local jobs**, with opportunities for local residents therefore limited.

The documents also state that there are no full time jobs created on site once in operation.

The economic benefits are **temporary and concentrated, whereas some of the potential adverse effects are long-term and dispersed across the wider community**.

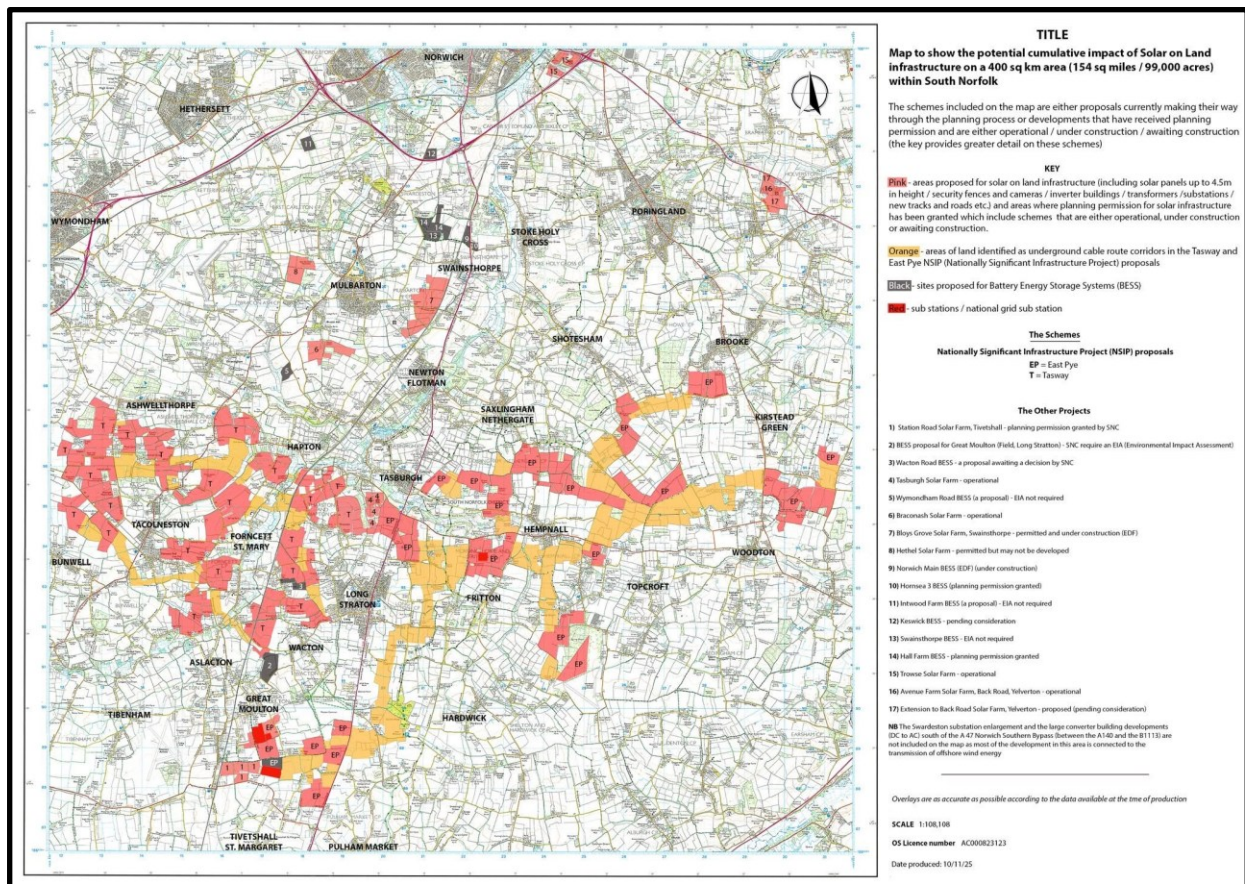
It should also be recognised that in any time of economic blight, especially during a cost of living crisis, people tend to 'tighten the purse strings' and reduce expenditure on home improvements and other non-essential items and works. This can have a knock on effect on local trades that rely on local expenditure.

The cumulative issue is particularly important:

East Pye in isolation is not the main issue but if the Long Stratton and further South Norfolk area is potentially exposed to **multiple large energy developments**, the question becomes:

Has the assessment adequately considered the cumulative economic consequences of concentrating large-scale energy infrastructure in the same rural property and business market?

The East Pye scoping documents actually record representations arguing that cumulative socio-economic effects from other solar NSIPs in the accumulative area should be considered because of potential impacts on **local property prices and tourism businesses**. NSIP Docs APP/6.3.2.2



East Pye Solar could cause “Potential localised economic blight and adverse cumulative socio-economic effects.”

Property-market effects



Reduced housing demand/turnover



Investment uncertainty



Potential effects on tourism and rural businesses



Loss/disruption of agricultural activity



Temporary rather than permanent construction employment



Cumulative effects from multiple energy developments

could produce **a materially adverse effect on the economic resilience and attractiveness of the affected rural communities.**

Can a developer dismiss this as simply an emotional objection?

East Pye’s own documents acknowledge that evidence concerning **long-term UK house-price effects of large-scale solar is mixed and limited.**

Has East Pye actually quantified the potential economic consequences for the affected housing market and businesses, rather than simply acknowledging that evidence is limited?

For example:

- number of homes within 250 m / 500 m / 750 m / 1 km;
- number of businesses within those distances;
- tourism accommodation potentially affected;
- current property values;
- likely change in marketability;
- transaction times;
- cumulative exposure to other solar NSIPs;
- agricultural economic displacement;
- construction employment actually available to local residents;
- permanent operational employment;
- potential reduction in visitor expenditure;
- and the combined effect of all these factors.

Does this not form a **quite substantial socio-economic objection to East Pye**, particularly when considering the scheme sprawl across multiple villages in a 15 square mile area.

AI disclaimer: this Written Representation has been prepared by local residents in response to a Development Consent Order application comprising many thousands of pages of technical reports, Environmental Statements chapters, plans and consultation responses. Given the scale and complexity of the application, ChatGPT were used as drafting and document review tools to assist with summarising documents, improving clarity and cross-referencing information. Any images included within the Written Representation that have been adapted from the Applicant's documents were edited manually by the author and were not created or modified using artificial intelligence.

All arguments, conclusions and opinions contained within this Written Representation have been reviewed and approved by the authors, who accept full responsibility for its contents.