

My name is Robert Moore , and I am the sixth generation to farm our land in Fundenhall, Norfolk. Six generation to work day and night, missing birthdays, weddings funerals and holidays to plough, sow, harvest and care for this countryside, to protect it, and pass it on in better condition than we received it.

And today, generations of work and care is under threat.

Farming, as everyone here knows, is not easy. It has not been easy for years. Margins are tight. Costs rise. Prices fall. We are constantly told we must “diversify” if we want to survive. So we listened. We adapted. We took a risk.

We poured every spare penny we had into creating a wedding venue and glamping site on our farm — not because it was fashionable, but because it was necessary. We built a business around what makes Norfolk special: open skies, uninterrupted rolling hills, sweeping views across unspoilt countryside. That landscape is not a luxury for us — it is our livelihood Couples book their weddings with us because of that view. Guests choose to stay because of that sense of space and peace.

Now we are being told that a line of large overground pylons may be placed along the very ridgeline that defines our setting.

Those pylons will not be small. They will dominate the skyline. They will industrialise a landscape that we rely upon — economically, emotionally, historically. You cannot market “romance under open Norfolk skies” with steel towers marching across the horizon.

The damage to our wedding and glamping business would be irreversible. Once the view is gone, it is gone. Once bookings drop, they do not simply bounce back. Years of investment, risk and hard work will unravel overnight.

And what makes this harder to accept is that we have not been unreasonable.

If this infrastructure must come, we have asked for it to be placed underground. At the very least, we have asked that it follow the valley bottom rather than the highest, most visually sensitive ground. At least seven landowners agreed that if pylons have to exist, the valley route is the least harmful option.

Yet the proposed route continues to place them along the top of the hills — the most exposed, most damaging alignment possible.

The Holford Rules exist for a reason. They were created to protect landscapes like ours — to guide infrastructure away from skylines and prominent ridges. Yet here we are, facing proposals that appear to ignore those very principles.

We feel unheard. We feel dismissed. We feel insulted.

Meetings have taken place. Concerns have been raised. Alternatives have been suggested. But it feels as though decisions were made long ago, and consultation has been little more than a box-ticking exercise. Subtle changes to the original plan do not address the fundamental issue.

After all these years, our own farm still does not even have electricity connected. And yet we are being asked to accept enormous transmission pylons towering over our land, carrying power elsewhere, while we receive little to no meaningful compensation for the permanent damage to our livelihood.

This is not just about one farm. It is about the character of rural Norfolk. It is about whether diversification — which government and industry encourage us to pursue — is genuinely supported, or whether it can be swept aside when convenient.

We are not anti-progress. We are not saying there should be no infrastructure. We are asking for responsible infrastructure. Infrastructure that respects the landscape. Infrastructure that follows established guidance.

I stand here not only as a business owner, but as a custodian. I want to hand this farm to my children in better condition than I received it — not blighted across its skyline for the sake of shareholder returns.

Once those pylons are up, they will stand for generations. Long after current board members have moved on. Long after today’s balance sheets are forgotten.

But my children will still be here.

And so I ask — respectfully but firmly — that this route be reconsidered. That the valley option be properly evaluated. That undergrounding be seriously explored. That the Holford principles be honoured. And that the voices of the families who live and work on this land be treated not as obstacles, but as partners in shaping its future.

We are fighting not just for a view, but for viability. Not just for a business, but for a legacy.

Please do not industrialise our horizon when there are better alternatives.

I wish to request a site inspection with all interested parties on our farm to help others to understand and demonstrate what can not be see on google maps! It will need to be accompanied as on private land

My interested party reference number is

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