

15 August 2022

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Dear Sir/Madam

**RIIO-ED2 Draft Determinations – ENWL – Response to ENWL-Q6**

**Support for Proposed Decarbonisation Advice Service**

I write on behalf of Cumbria Tourism, the county’s Destination Management Organisation, to express our strong support for Electricity North West Limited’s proposed Decarbonisation Advice Service.

Cumbria’s tourism offer is outstanding and attracts visitors worldwide. In 2019 the value of Cumbria’s visitor economy was £3.1bn, attracting 47m visitors and supporting 65,000 jobs.

However, 90%+ of those visitors come by car and whilst every effort is made to encourage active and sustainable travel within the county, and many do take advantage of boats, bikes, buses, trains and walking routes, the large rural nature of the county and lack of truly joined up and cost efficient public transport, means that the vast majority still continue to use their cars.

Cumbria has a decarbonisation target of 2037, ahead of government targets, and in order to achieve this a greater shift to greener technologies and energy saving is required. We know that tourism and visitor movement contributes a lot to the carbon footprint of the county, but businesses are looking for impartial help and advice to enable them to decarbonise.

Visitor and business demand for solutions, including EV charging, is significant and continuing to grow. Our visitor economy is made up largely of small sized businesses, many are suffering staffing issues and unsure where to start and what resources are available to them. Electricity North West is able to provide a clear overview of options available without any inherent bias.

In short, the ambition and desire from visitors and businesses to be greener is there. However, from the business perspective, what is lacking is a trusted source of simple advice and support that can offer solutions that are affordable to small businesses.

This is what makes this partnership so unique. Cumbria Tourism is the voice of the county’s visitor economy, a trusted source of information and representing circa 2,500 businesses. Through the partnership with ENWL, who share our objectives and ambitions to help small businesses to make the adaptations required to increase the amount of charging available, we are able to ensure two way engagement between ENWL and the businesses to provide the knowledge, expertise, and understanding they need. In turn, this is enabling tailored advice and simple solutions, as well as much needed funding, to upgrade the power network and provide businesses with up to three 7kw charging units per site and up to a maximum of 30 chargers.

Having opened up Expressions of Interest for such a scheme we have been had a strong response from small businesses and very much wish to continue the partnership with ENWL to support the decarbonisation of these small visitor economy businesses. We believe that through this partnership we can support hundreds of businesses to take some of the simple steps required to make the transition and, in doing so, help our millions of visitors each year to travel sustainably and, in doing so, help Cumbria meet its 2037 net zero target. We believe this partnership is unique and could be an exemplar for other rural tourism regions.

Yours sincerely,



Gill Haigh, Managing Director, Cumbria Tourism