

Towards ICZM

on the Manhood Peninsula

2011



*In my lifetime I have played cricket, grown onions
and caught prawns, on the same spot.'*
(George Woodland – retired Second Coxswain, Selsey RNLI, 2011)

*'The boathouse at the turn of the century was actually on the beach,
which would probably be 300 yards out at sea now.'*
(Martin Rudwick – Coxswain, Selsey RNLI, 2011)

*Good spatial planning can encourage sustainable development that brings
real benefits to rural coastal areas, taking into account
rural character and distinctiveness.*
(RTPI Response to APPG Inquiry, 2009)

*'Plan your future as well as your sea defences' By looking ahead and maximising
your potential, you will increase the importance of protecting your area but you
will also be able to judge better what type of coastal management
is preferable for your economy and environment.'*
(Going Dutch II, 2008)



Foreword

The Manhood Peninsula is a small, low-lying triangle of land on the south coast of England bordered by the open coast and two harbours. Long hours of sunshine, a mild climate and open skies mean it has long been recognised as a desirable area to live, holiday, start up businesses and grow food. Despite these considerable assets, the Manhood is also a fragile environment in need of an Integrated Coastal Zone Management plan to ensure it has a sustainable future.

The local community has recognised this need for a long time. In 1997, two local residents – one a Dutch spatial planner, the other a risk management journalist – approached Chichester District Council (CDC), West Sussex County Council (WSCC) and the Environment Agency (EA) – suggesting that a more integrated approach to planning, based on water management, was necessary for the peninsula's economic, social and environmental future survival.

This started a process that has literally put the Manhood Peninsula on the map in an international debate on both community-led planning and climate change mitigation. As a result of this community led initiative:

- the Manhood Peninsula Partnership (MPP) was created in 2001
- the Manhood Peninsula has hosted two Dutch/Anglo spatial planning workshops
- the MPP's work been a key component of two European Union funding bids for climate change planning strategies
- the area has been recognized and awarded a DEFRA Coastal Change Pathfinder grant for working with coastal communities to plan for and adapt to coastal change
- In 2008 local residents formed the Manhood Peninsula Steering Group (MPSG), a direct and spontaneous reaction to the (then) proposals for coastal defence
- Selsey Coastal Trust (Pre Trust Group at this stage) is investigating the feasibility of forming a Trust to help regenerate Selsey and put surplus income into sea defences.

In many ways the community has recognised the risks and opportunities the area faces more comprehensively than the local authorities. Local people have, on the whole, accepted the EA and CDC's scheme to create a managed coastal realignment at Medmerry, in Bracklesham Bay. Although they recognise that the untested, pilot scheme carries risks, they can also see that it may in turn offer benefits to the area's main economic provider – tourism. Residents are concerned that gradual environmental degradation in the Manhood and coastal erosion will eventually impact their tourism product, causing local shops and services to close. However, the managed realignment offers a huge opportunity for the area to reassert its position as a unique area of attraction to tourists.

At the same time residents recognise that the peninsula is a living and working environment. This is where ICZM is vital. Housing for local people and support for local businesses is essential. The Manhood Peninsula is at a critical juncture, with its economy, social well-being and environment at a tipping point. Water management pressures are severe and likely to worsen, land-use pressures are great and often contradictory, and for a long time infrastructure has failed to keep up with development.

An adaptable and flexible planning approach is needed that recognises the fragility of the area and can maximize its opportunities while recognising its threats.

Whilst recognising that there may be some reservations in individual parishes about specific issues, there is general approval for a co-ordinated approach to Integrated Coastal Zone Management on the Manhood Peninsula. The community wants an ICZM approach, and together we can make it happen.

(Carolyn Cobbold, Manhood Peninsula Partnership Joint Project Leader, 2011)

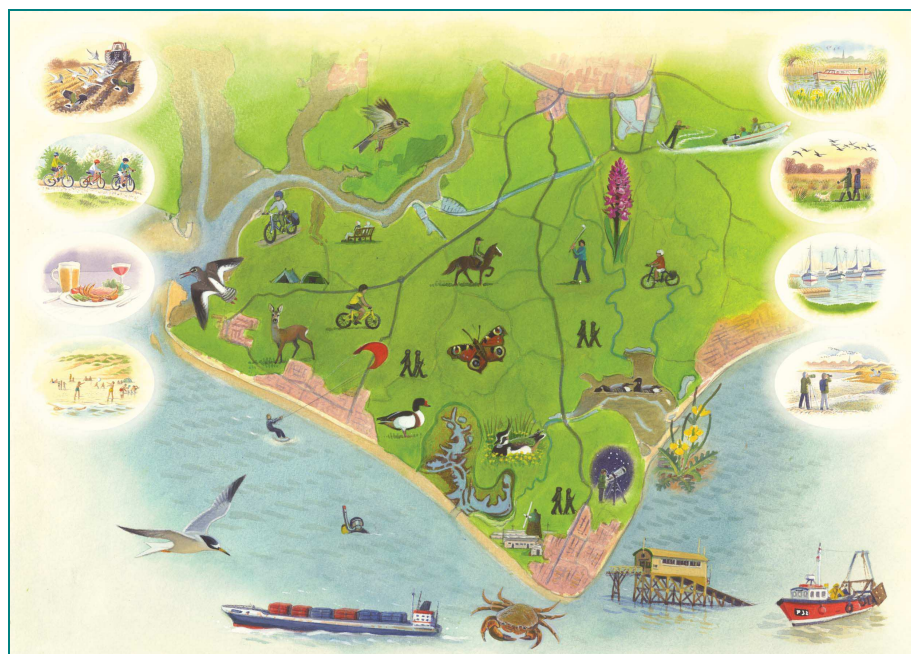


Figure 1.1 Artist's map of the Manhood Peninsula showing popular activities and locations. Commissioned by the RSPB 2011

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Structure

The structure of *Towards ICZM* introduces the concept of Integrated Coastal Zone Management (ICZM) and why it is important to the Manhood Peninsula. The ten-year history of striving for ICZM is outlined in the initial chapters, and the desired outcome presented in the Action Plan at the end of the document.

1. Integrated Coastal Zone Management – introduces the concept of ICZM and why it is relevant to the Manhood Peninsula study area.
 2. Introduction – outlines the ten-year build up towards ICZM on the peninsula.
 3. Context – outlines the geographic and historical context of the peninsula, and presents the policy context for *Towards ICZM*, both nationally and locally.
 4. Local Assets and Priorities – are listed in the context of the Sustainable Community Strategy for Chichester District, which will also be used in the structure of the emerging Local Development Framework.
 5. Challenges – outlines the not just the physical challenges afforded by climate change and sea level rise, but also those applicable to coastal communities in terms of transport and social challenges.
 6. ICZM: The Dutch Vision – explores the recommendations from the instrumental Going Dutch Workshops in 2001 and 2008, and the aspirational projects these generated.
 7. Objectives and Action Plan – summarises the SWOT Analysis undertaken for the peninsula, the outcome of which is reflected in the projects and aspirations that follow. These are divided into sections similar to those of the Sustainable Community Strategy for Chichester District.
- 8-13. Appendices.

Status

Towards ICZM was formally adopted at a Full Council meeting of Chichester District Council on 20th September 2011 as an aspirational plan, and a material consideration for planning and Development Control purposes. *Towards ICZM* was recognised as a Manhood Peninsula Partnership document that reflects the views and aspirations of the community.

The plan will be kept under review and will be discussed with neighbouring coastal authorities.

For further information or to obtain further copies, please contact the Manhood Peninsula Partnership website:

www.peninsulapartnership.org.uk

1. Integrated Coastal Zone Management

The objective of the Manhood Peninsula Partnership in producing *Towards ICZM* is to identify what needs to be achieved strategically on the Manhood Peninsula. The businesses and community interest that need to be meaningfully involved with Integrated Coastal Zone Management (ICZM) are numerous. Hence, this document is aimed at the public and professionals alike.

The ultimate aim is to implement an ICZM partnership to formulate an ICZM strategic plan based on the key principles of Integrated Coastal Zone Management from the European Recommendation published in 2002, and informed by the findings of *Going Dutch On The Manhood Peninsula 2001*⁽³¹⁾ and *Going Dutch II 2008*⁽³²⁾:

1. A broad holistic approach
2. Taking a long term perspective
3. Adaptive management
4. Specific solutions and flexible measures
5. Working with natural processes
6. Participatory planning
7. Support and involvement of all relevant administrative bodies
8. Use of a combination of instruments

Integrated Coastal Zone Management seeks to balance environmental, economic and social objectives to enable the sustainable management of the coastal zone. It is a process, which seeks to integrate the different policies that have an effect on the coast whilst bringing together various stakeholders to inform, support, and implement these policies. There is a strong focus upon partnership working and informed collaboration between stakeholders.

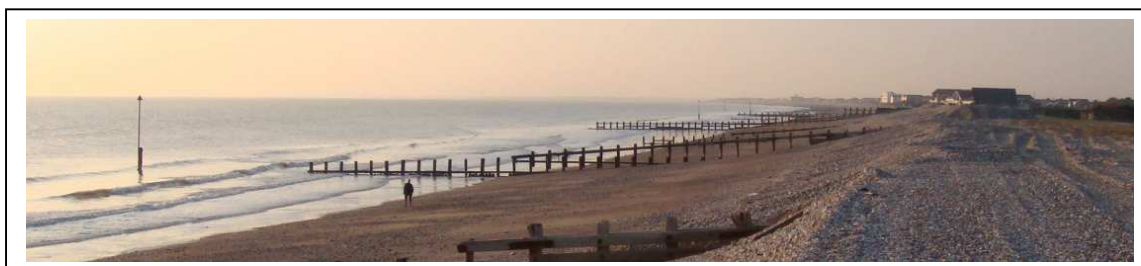


Figure 1.2 Medmerry Beach looking north west towards Bracklesham

Various bodies have developed a number of local plans and projects for specific settlements on the Manhood Peninsula. Donnington⁽⁴²⁾, Hunston⁽⁴³⁾ and North Mundham⁽⁴⁴⁾ each have Parish Plans; there is a CDC commissioned Masterplan for regenerating East Beach in Selsey⁽⁵⁸⁾; a Foreshores Report⁽⁵⁾ that includes proposals for projects along the sea front and Selsey's Community Plan⁽⁵⁷⁾ (in progress) to name but a few. The Chichester Harbour Management Plan covers the Chichester Harbour AONB⁽⁸⁾, while Shoreline Management Plans^(59, 60) and Coastal Defence Strategies^(11, 12, 13) make an important contribution along the entire coast.

The Pathfinder Project has supported the MPP to produce the Manhood Peninsula Destination Management Plan 2011- 2016⁽³⁵⁾ and the Pre Trust Group to engage the South Coast Design Forum to produce designs for Selsey Coastal Trust Project⁽⁶¹⁾. It has also enabled the drafting of SP14: Integrated Coastal Zone Management Policy for the Manhood Peninsula (See Appendix 3: LDF Spatial Plan 14). This is to be included within the draft Core Strategy of the Local Development Framework, currently being prepared.

All these plans and projects can function in isolation but clearly would benefit from the greater interaction and integration suggested by *Towards ICZM on the Manhood Peninsula*.

The intention is to capitalise on the peninsula's strongest assets, which include its natural environment and clean air, while ensuring their protection. The ambition is to create a vibrant place attractive to a wide range of visitors, businesses and residents.

1.1 Study area

The Manhood Peninsula is a small area, approximately fifteen by twenty kilometres in size, situated south of Chichester, in West Sussex on the south coast of England. It is one of the last relatively undeveloped stretches of coastline between Newhaven and Southampton. Forming part of the coastal plain south of Chichester it is semi-rural, open and low lying. The peninsula is bordered by the English Channel on its southern side; Chichester Harbour to the west; Pagham Harbour to the east and Chichester and the South Downs to the north. Part of the peninsula is located within the Chichester Harbour Area of Outstanding Natural Beauty (AONB).

The study area lies south of Chichester and includes the following parishes: Apuldram; Birdham; Donnington; Earnley; East Wittering & Bracklesham; Hunston; North Mundham; Selsey; Sidesham; West Itchenor; West Wittering.

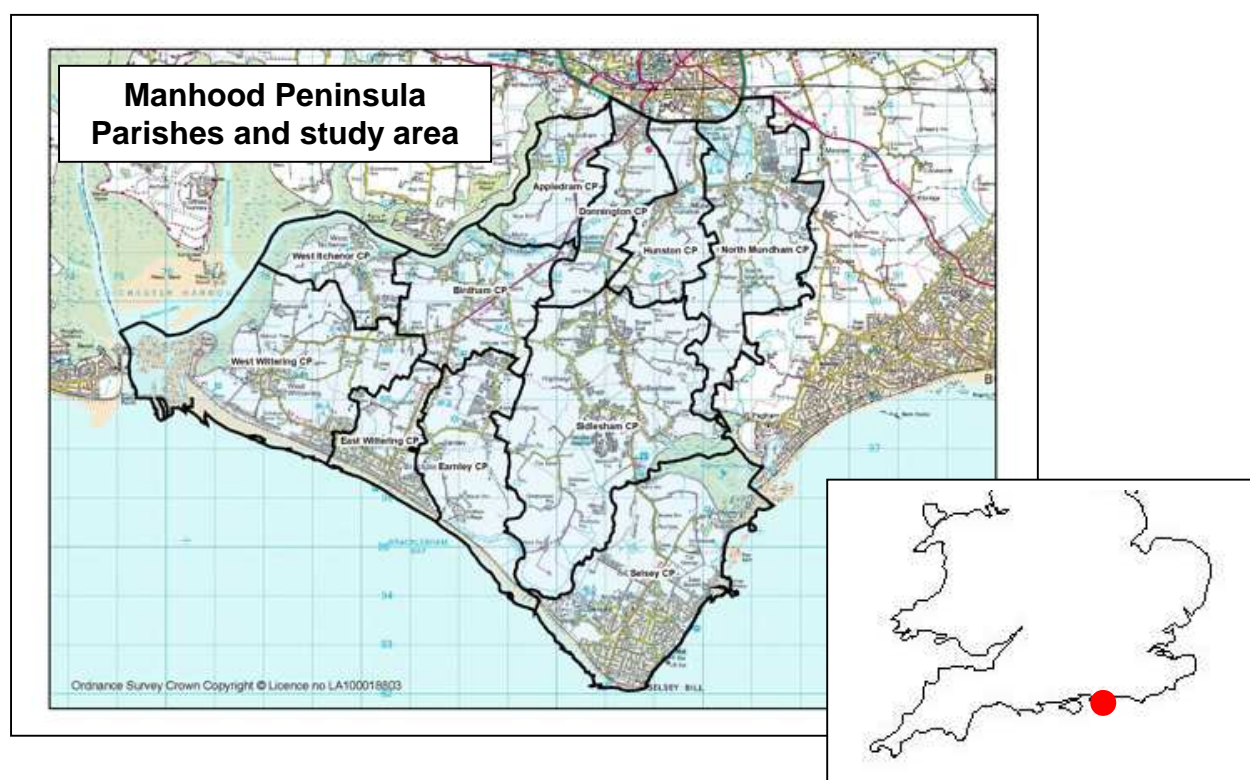


Fig 1.3 Map showing Manhood Peninsula parishes in the ICZM study area, and the location of the Manhood Peninsula on the south coast of England.

2. Introduction

Ten years ago a group of 18 Dutch and 10 British experts on coastal and water management and spatial planning spent 5 days on the Manhood Peninsula. Their task was to formulate ideas for a sustainable integrated planning approach for the future of the area. These European colleagues were members of the Dutch Institute for Physical Planning and Housing: NIROV, and for the first time in its history, at the instigation of two local residents, NIROV was persuaded to hold its annual workshop overseas on the Manhood Peninsula. It became known as **“Going Dutch on the Manhood Peninsula”**

The ideas and visions proposed at this extraordinary event included:

- Targeting Selsey for housing and tourism by concentrating all housing demands on the town and encouraging small businesses related to tourism, while maintaining the rural tranquillity of the rest of the Peninsula to enable greater investment to protect Selsey from the sea
- Cycleways and footpaths to link Selsey and Bracklesham to encourage and promote off road access and tourism
- A Park and Ride hub at Chichester Marina and a policy of resident only owned cars
- Use of redundant gravel pits as floodwater storage facilities for both urban and horticultural uses.

The planning system at that time was seen as “gridlocked” by the participants because of the number of organisations involved, and the lack of collective goals. A framework for co-operation and comprehensive financing was advocated, along with a need for greater community stewardship.

This unique and inspirational event led to the creation of the Manhood Peninsula Partnership (MPP).

The Manhood Peninsula Partnership

Comprising all local and regional agencies working with community and parish representatives as well as third sector wildlife and environmental organisations, the MPP has been meeting regularly since 2001.

True to its aspiration for integrated planning, early on in its life the MPP became part of a European funded project – European Spatial Planning: Adapting to Climate Events (SPACE)⁽²⁹⁾. The project promoted adaptation to climate change and advocated its incorporation within spatial planning mechanisms at local, regional, national and European levels.

MPP Membership:

Chichester District Council (MPP Secretariat)
Chichester Harbour Conservancy
Environment Agency
Manhood Peninsula Steering Group
Manhood Wildlife & Heritage Group
National Trust
Natural England
Peninsula Community Forum
Royal Society for the Protection of Birds
Selsey Town Council
Sussex Association of Local Councils
West Sussex County Council

In 2007, the Environment Agency and Arun and Chichester District Councils launched their initial consultation on proposals for managing the coastline. The draft Pagham Harbour to East Head Coastal Defence Strategy⁽¹³⁾ (CDS) provoked an immediate and spontaneous reaction from the community. Residents of the Peninsula made their views clear and unambiguous through petitions, websites, campaigns and the formation of the protest group **Save our Selsey** (SOS). It also resulted in the formation the **Manhood Peninsula Steering Group** (MPSG) a lobbying organisation concerned with national coast defence policy. The strength of local feeling took their campaign to central government level.

At the suggestion of a local resident, the MPP organised a second workshop – **Going Dutch II**⁽³²⁾. Coastal, infrastructure and planning specialists from the Netherlands and the UK were invited back to 'test' the draft CDS and provide an independent review of other options put forward by local residents.

Along with visions and ideas from the earlier event, the findings and recommendations of the Dutch experts and the lobbying of the campaign groups are an integral part of the community engagement story and will be revisited later in this document.

In 2009 Defra published "**A Strategy for Promoting an Integrated Approach to the Management of Coastal Areas in England**"⁽²⁷⁾ in which the Government set out its vision. The MPP critically reviewed the document, concluding that whilst it finally had a label for its aspirations and a policy "hook" on which to hang them, without the funding to take it forward, integrated coastal zone management (ICZM) was not within reach.

Later that year, Chichester District Council was announced as one of only 15 authorities nationally to have been successful in its bid to become a **Coastal Change Pathfinder** Authority. In a unique collaboration between the Council, the MPP and two Selsey councillors from the MPSG, the £450,000 grant has enabled a variety of local projects and initiatives including investigation of a community owned trust that could contribute to the funding of sea defences for Selsey, a Destination Management Plan for sustainable tourism and a pilot project to progress ICZM.

Going Dutch II event participants criticised the UK system of coastal funding and the lack of integrated planning and design but urged us to:

"Be positive; plan your future so that you work with its environment and special features to make it economically viable and socially sustainable; create sea defences and a coastline that will work for the area in the long term. This is an area with outstanding qualities that are becoming increasingly scarce on the South Coast of England. It is up to residents to work with their local authorities and vice versa to enhance those qualities."

The purpose of creating a document that explores moving **Towards ICZM on the Manhood Peninsula** is to capture the knowledge gained from ten years spent working in partnership and engaging with the community on the Manhood Peninsula. The aim is to use that knowledge to inform and influence the development of spatial policy.

2.1 About the Manhood Peninsula

The Manhood Peninsula is a remarkable place. Bordered by the coast and two Harbours, the historic Roman city of Chichester is within easy reach, and it also features Medmerry, soon to become the largest coastal managed realignment scheme in the UK. Containing dykes, watercourses, rifes, a canal and lakes situated on the coastal plain south of Chichester, it is one of the most environmentally important coastal landscapes between Portsmouth and Brighton.



The Manhood Peninsula has above average sunshine for the UK making it attractive for agriculture and tourism, the area's two most important industries. Recent statistics from Tourism South East (2010) ⁽³⁶⁾ reinforce the importance of tourism and its contribution to the visitor economy across Chichester District. Total expenditure by visitors to the Manhood Peninsula is estimated in 2009 to be in the region of £146,570,000, or 41% of the Chichester District total.

Figure 2.1 The beach at Bracklesham Bay

Water quality along the open coast is generally good, and outdoor leisure pursuits such as cycling, walking, horse riding and tennis are extremely popular. Additionally sailing, surfing and a beach culture thrive. Employment is mainly in tourism, agriculture and horticulture, boat building and the service sector including schools and shops.

The peninsula has very low lying land. Large areas of the Manhood Peninsula are less than 5m above sea level and at risk from flooding, both inland and coastal. It is likely that climate change will increase this risk, through rising sea levels, rising water tables and a marked increase in winter precipitation.

Tangible proof of measures taken to mitigate climate change is soon to be seen at Medmerry. The existing shingle bank is costly to maintain and is designed to withstand storms that are so severe they are predicted to happen only once a year. An increase in the number of storms of this intensity has been anticipated ^(31, 72) making the existing protection clearly inadequate.

Under the new scheme the current shingle bank will be breached, allowing the area between the bank and new defences built inland to flood, thus changing the coastline. This is known as managed realignment. The new defences will provide more effective long term flood controls, new intertidal saltmarsh habitat for plants and birds, and leisure opportunities in the form of footpaths, cycleways and bridleways.

Coastal processes such as sediment movement along the shoreline are hugely affected by storms. Increased storminess will increasingly cause removal of sand and shingle from flood defences such as Medmerry, leaving coastal areas and the hinterland more vulnerable to flooding from the sea and exacerbating flooding caused by inadequate land drainage, unless defences are sustained.

Local concerns about water management and flood defence on the peninsula have been directed at local government and national agencies for a number of years. Concerns over funding have fostered doubts by some in the community about whether it was morally or practically viable to continue development on the Manhood Peninsula without strategically rethinking the future of the area ⁽³¹⁾. Increasing problems with drainage on the peninsula have been exacerbated by recent development and heavier rainfall, with existing ditches proving inadequate to handle the increased run-off.

In addition, poor transport links onto the peninsula make access for residents, visitors and the business sector difficult at peak times. The town of Selsey would benefit from regeneration to ensure a viable economic future, while elsewhere on the peninsula

picturesque villages suffer from a lack of identity to visitors and the wider planning context.

The Peninsula contains several important nature conservation areas including Chichester and Pagham Harbours. Both harbours are designated as Special Protection Areas (SPAs) under the EU Birds Directive; Wetlands of International Importance under the Ramsar Convention (Ramsar Sites); and as Sites of Special Scientific Interest (SSSIs) notified under section 28 of the Wildlife & Countryside Act 1981. Chichester Harbour is also designated as a Special Area for Conservation (SAC) under the EU Habitats Directive, and as an Area of Outstanding Natural Beauty, a designation recognising landscapes of national importance. Chichester Canal is designated as a Site of Nature Conservation Importance, one of a number on the peninsula.

The area has a long history of lively engagement between local people and public authorities. In a low lying flat peninsula containing water, and surrounded by water, it is unsurprising that flooding, especially coastal and fluvial, preoccupies its inhabitants.

3. Context

3.1 Geographic context – topography, location, links to the coast and South Downs

Located on the south coast, the Chichester District is one of seven districts and boroughs within the county of West Sussex.

Along with other coastal areas in Sussex, the coastal plain in the south of the district suffers from the same structural and economic weaknesses identified elsewhere along the Sussex coast. Compared with South East averages the region has higher levels of multiple deprivation, lower levels of Gross Value Added, lower earnings, higher levels of unemployment, lower rates of business formation, a poorer qualified workforce and an ageing population.

The Manhood Peninsula is situated on the most southern section of the coastal plain south of Chichester. Bordered by the coast the peninsula contains two environmentally significant harbours – Chichester, and Pagham. Pagham Harbour is a Local Nature Reserve, while Chichester Harbour is designated as an Area of Outstanding Natural Beauty (AONB) and covers a significant part of the western peninsula. The designation is awarded to landscapes of the highest quality and are nationally recognised.

The landscape also features a constantly evolving shingle spit at East Head; the UK's largest managed realignment site at Medmerry; outstanding geology; a historic canal and a network of ponds, rifes and ditches. North of the peninsula is the city of Chichester - the largest settlement area in the district. To the north of Chichester is the South Downs National Park.



Figure 3.1 The Manhood Peninsula coastline looking along the Medmerry frontage towards Selsey

There are 16 villages and settlements on the Manhood Peninsula, with populations varying from 186 in Apuldram (Office for National Statistics, 2001 Census – April 2004 update) to around 11,000 in Selsey (Office for National Statistics, 2001 Census - November 2010 update). In 2009 the West Sussex Ward profiles published by West Sussex County Council and West Sussex Public Health Authority, showed the total population of all wards in the Manhood to be just over 27,000, similar in size to Chichester, its nearest city. Employment is mainly in tourism, agriculture and horticulture, boat building and the service sector including schools and shops. Agriculture, farming, fishing and tourism are the main industries on the peninsula.

The peninsula is situated in an area with good access to major cities such as Portsmouth, Brighton and London, however there is poor road access on and off the peninsula itself. Each side of the peninsula is joined to the A27 by a single road. In the west the A286 runs along the western side to the Witterings and Bracklesham, in the east the B2145 provides access to Selsey. There are very few links across the peninsula, creating a division between the destinations on the east and west.

3.2 History

The name Manhood is thought to derive from the Anglo-Saxon *maene-wudu* meaning 'common wood'. It has long been known as a particularly attractive area because of its fertile soils and its rich, varied natural resources. This popularity is borne out by concentrations of archaeological sites and findspots of all periods. Selsey is believed to have been the site of an important Roman harbour that is long gone, lost to coastal erosion. It is likely the area was occupied by hunter gatherers, and evidence of Saxon occupation has been found at Medmerry, though further evidence has probably been lost as a consequence of sea level rise. Relative sea-level rise is currently quite marked in the region, and the implications are that the archaeological record could be lost before it has been properly investigated (CDC Archaeologist).

The open coast of the Manhood Peninsula is a high-energy coastline affected by complex coastal processes⁽⁵²⁾. These include the Solent double tide and the reaction of the flooding and ebbing of Chichester Harbour every tidal cycle. Combinations of these factors and the soft, low lying landmass have led to erosion and flooding threatening the coastal towns and hinterland.

This is an exceptionally complex environment. The peninsula tip, Selsey Bill, separates two shorelines that face in different directions, and have always been subject to different intensities of wave energy. Offshore and nearshore banks, bars, shoals, and reefs have further complicated the picture by affecting waves and currents, and their interaction with the shore.



Figure 3.2. Historical map of the retreating coastline round Selsey.

Historical maps show that the Manhood Peninsula has suffered from steady coastal erosion over many centuries, even without sea level rise. Consequently net loss is a natural development⁽³²⁾.

The city of Chichester did not have a direct connection to the sea until the opening of the Chichester Canal in 1823. However, for centuries before this, Chichester had its own port, located at Dell Quay, the only place in Chichester Harbour legally allowed to receive foreign trade. Other places along the open coast, such as Wittering, were also used to load and unload ships involved in the English coastal trade, which covered the area between Selsey and Pagham, through to Sidlesham Mill.

The entrance to Chichester Harbour has historically been affected by East Head, a small but significant sand and shingle spit. Documentation from old maps and charts show that the south-west facing coast is rapidly eroding and that the spit, originally also south-west facing, has rotated around the "Hinge" to have a west to north-west outer face.

Smuggling was carried on in various parts of the Harbour and on the coast. Selsey in particular was known as a centre for smuggling, particularly in the area of East Beach.

3.3 National policy context

A Strategy For Promoting An Integrated Approach To The Management Of Coastal Areas In England produced by Defra in 2009 ⁽²⁷⁾, sets out the Government's visions for coastal management, objectives and future actions to achieve the vision, and briefly explains how all the changes currently being taken forward will work together in coastal areas.

The government approach to implementing ICZM is set out in the Defra strategy, and the planning principles further promoted through PPS 25, the Development and Coastal Change policy ⁽⁵⁰⁾ reflect this approach.

National Planning Guidance sets out the planning policies of government in the form of Planning Policy Guidance notes (PPGs), to be replaced gradually by Planning Policy Statements (PPSs). All of these can be found on the Communities and Local Government (CLG) website (www.communities.gov.uk)

The Government's overall objectives for planning are set out in PPS1 – Delivering Sustainable Development. This identifies sustainable development as the core principle underpinning the planning system, whereby planning should ensure a better quality of life for everyone, both now and for future generations.

Other Planning Policy Guidance notes of particular relevance to the Manhood Peninsula are: PPS 9: Biodiversity and Geological Conservation ⁽⁴⁸⁾

PPS 12: Creating Strong, Safe and Prosperous Communities Through Local Spatial Planning ⁽⁴⁹⁾.

PPG 20: Coastal Planning ⁽⁴⁶⁾

PPS 25: Development and Flood Risk ⁽⁵⁰⁾

PPS 25 Supplement: Development & Coastal Change (Guidance Notes) ⁽⁵¹⁾

SP14: ICZM Strategy for the Manhood Peninsula. This is the suggested Spatial Plan 14 in the Core Strategy of the Local Development Framework being prepared by Chichester District Council. (Appendix 3: LDF Spatial Plan 14).

The Government intends to produce a National Planning Policy Framework. A draft was published in July 2011 ⁽³⁸⁾ and says that:

In coastal areas, local planning authorities should take account of marine plans and apply Integrated Coastal Zone Management across local authority and land/sea boundaries.

Local planning authorities should identify as a Coastal Change Management Area any area likely to be affected by physical changes to the coast.

The Localism Bill ⁽³⁵⁾ proposes changes to plan making, including the introduction of Neighbourhood Plans.

Shoreline Management Plans and Coastal Defence Strategies also inform planning decisions on the Manhood Peninsula. National coastal policies are drawn from two Shoreline Management Plans. The North Solent SMP covers the coast from Hurst Spit to Selsey Bill (west) ⁽⁵⁹⁾. The South Downs SMP affects the coast from Beachy Head to Selsey Bill (east) ⁽⁶⁰⁾.

Recommendations are taken from the Pagham To East Head CDS ⁽¹³⁾, and the Portchester Castle to Emsworth Draft CDS ⁽¹²⁾. The west coast of the Manhood Peninsula within Chichester Harbour is covered by the North Solent SMP. The forthcoming East Head to Emsworth Coastal Defence Strategy ⁽¹¹⁾ will consider this area in greater detail.

3.4 Local policy context

The local policy context for *Towards ICZM* is the Sustainable Community Strategy developed by the Local Strategic Partnership for Chichester District, entitled 'Chichester District: A Very Special Place' ⁽⁶⁴⁾. The strategy sets out a shared vision for Chichester District from 2009 to 2016. Naturally forming communities are defined as settlement hubs based round housing, shopping, businesses and facilities. The two local hubs on the Manhood Peninsula are Selsey and East Wittering & Bracklesham.

Selsey is a town with a population of around 11,000 (Office of National Statistics (ONS), 2001 Census – 2009 update). It is a popular holiday destination with one of the largest caravan parks in Europe, and a population that doubles during the holiday season.

East Wittering and Bracklesham have a combined population of 4,951 (ONS, 2001 Census – 2009 update). The population of nearby West Wittering is 4,516 (ONS, 2001 Census – 2009 update), inflating the population of the western peninsula to just under 9,500 and bringing it closer to that of Selsey, an important factor when considering transport and facilities on each side of the peninsula.

Chichester District Council is preparing the Core Strategy for its Local Development Framework. Until there is a Core Strategy in place, the Development Plan for Chichester District will be the 'saved' policies of the District Local Plan Review 1999. Several Interim Policy Statements agreed by the Council supplement this in order to provide guidance in areas where the Local Plan is markedly out-of-date, and while the Core Strategy is being progressed. It is intended that the Interim Statements will apply unless circumstances change or until the saved Local Plan Policies are replaced by adopted Development Plan Documents.

A number of other documents produced in consultation with local communities promote inclusive and sustainable development such as the Village Design Statements for Pagham ⁽⁶⁸⁾, Sidlesham ⁽⁶⁹⁾, West Itchenor ⁽⁷⁰⁾, West Wittering ⁽⁷¹⁾; and Parish Plans or similar for Apuldram ⁽⁴¹⁾, Donnington ⁽⁴²⁾ and Hunston ⁽⁴³⁾; and Conservation Area Character Appraisals

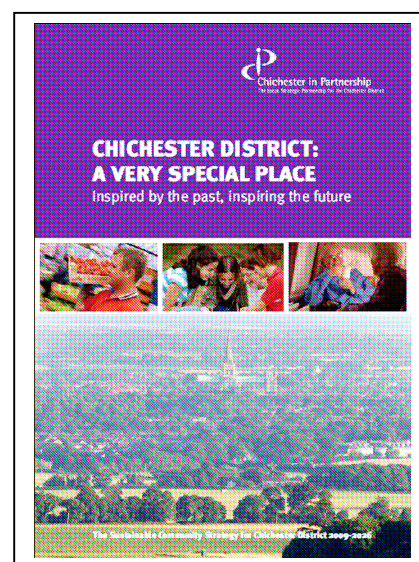


Figure 3.3 Sustainable Community Strategy for Chichester District

for Dell Quay ⁽¹⁷⁾, Donnington ⁽¹⁸⁾, Earnley ⁽¹⁹⁾, Hunston ⁽²⁰⁾, Selsey ⁽²¹⁾, Sidlesham Church ⁽²²⁾, Sidlesham Quay ⁽²³⁾, Somerley ⁽²⁴⁾ and West Wittering ⁽²⁵⁾. Chichester Harbour Conservancy has produced the Chichester Harbour AONB Management Plan 2009-2014 ⁽⁸⁾ and the Chichester Harbour AONB Landscape Character Assessment 2005 ⁽³⁴⁾.

Village Design Statements include planning guidelines related directly to saved policies from the Local Plan, details of which can be found at:

Local Plan - <http://www.chichester.gov.uk/index.cfm?articleid=5080>

Interim Statements - <http://www.chichester.gov.uk/index.cfm?articleid=7647>

3.4.1 Suggested ICZM Policy

It is suggested the Core Strategy of the Local Development Framework being prepared by Chichester District Council will include a policy similar to SP14, the spatial plan outlined below (See Appendix 3: LDF Spatial Plan 14). The final form of SP14 will be confirmed during the Core Strategy consultation process.

Policy SP14 - Integrated Coastal Zone Management Strategy for the Manhood Peninsula.

The Council will prepare plans, strategies, projects and other measures, in partnership with other organisations and local communities, to ensure that the Manhood area is planned for in a coordinated and integrated manner, whilst recognising the individual needs of the communities which populate the area.

Subject to the other policies in this Strategy, development in the Manhood Peninsula will, in principle, be supported providing it contributes to one or more of these outcomes:

- i. Facilitates the economic and social well-being of the area;**
- ii. Addresses proposals for the coastline and coastal communities set out in Coastal Defence Strategies and Shoreline Management Plans;**
- iii. Contributes to greater safeguarding of property from flooding or erosion and/or enables the area and pattern of development to adapt to change, including the relocation of current settlement areas, and vulnerable facilities and infrastructure that might be directly affected by the consequences of climate change;**
- iv. Provides resources to improve the process of harbour and coastal management, incorporating and integrating social, recreational, economic, physical and environmental issues and actions;**
- v. Improves infrastructure to support sustainable modes of transport, especially cycle ways, bridle paths and footpaths;**
- vi. Provides the means of supporting regeneration on the Manhood Peninsula.**

Towards ICZM on the Manhood Peninsula aims to inform development on the Manhood Peninsula, but will pre-date Chichester District's Local Development Framework.

4. Local Assets and Priorities

Towards ICZM aims to capture what the community have told us through various engagement events and consultations that have taken place over the last 10 years. These are listed in Appendix 1 References.

The multi-agency ICZM Working Group compiled a list of local assets and these are set out below, grouped under the relevant headings from the Sustainable Community Strategy. These were further tested at the *Towards ICZM Workshop* ⁽⁶⁵⁾ held in April 2011:

Pathfinder ICZM Working Group:

Chichester District Council
Environment Agency
Kingsbridge Estates
MPP Project Leaders
Natural England
Selsey Town Council
West Sussex County Council
West Wittering Parish Council

4.1 Economy

The peninsula is home to a thriving range of businesses most importantly: tourism; leisure; marine; agriculture; manufacturing; and fisheries. Some of the most prominent examples in each category include:

Tourism: Bunn Leisure – located at the tip of the peninsula, Bunn Leisure is the largest caravan park and leisure centre, not only on the peninsula, but also in the UK and Europe. The size of Bunn Leisure makes it one of the largest economic generators on the peninsula and critical to the economy of the district.

Leisure: Chichester Marina - Chichester Marina is the UK's second largest marina, located at the end of the old Chichester Canal, and opening out onto Chichester Harbour. It provides berths for over 900 boats and is the largest marina on the South Coast

Marine: Northshore Yachts – based at Itchenor, and with over 30 years experience in the boat building industry, Northshore combine traditional boatbuilding skills with the latest technology. The most recent addition to their range of yachts is the Southerly brand, which has become internationally recognised as the market leader for variable draft cruising yachts and received recent acclaim at the 2011 London International Boat Show.

Agriculture / Horticulture: Natures Way Foods – a leader in fresh produce manufacturing, supplying prepared bagged salads and fruit products to major retail and food service companies. Nature's Way operates from two cutting edge factories in the area, and was recognised in 2010 as one of the UK's top employers.

Manufacturing: Ocean Air - Selsey based Oceanair has been at the forefront of innovation, design and manufacture of marine blinds and shades for over 20 years. The company now supplies blinds to most of the world's leading boat builders, and in 2008 was honoured for a third time with Queens Award for Enterprise for outstanding performance in International Trade.

Fishing: Crab & Lobster- fisheries have a small but iconic role to play in the local economy, particularly in Selsey, where locally caught crab and lobster are in great demand both at Billingsgate for export, and in London and local restaurants.

4.2 Environment

The beach and sea – the shoreline of the Manhood Peninsula is one of the area's greatest assets, particularly from the commercial fishing and leisure perspectives. The open coast features sandy beaches for visitors and residents at its western end, and shingle banks (leading down to sandy beaches) with launching facilities in the east.

Chichester and Pagham Harbours provide shelter for the environmentally designated salt marsh environments and the wildlife associated with them. Additionally Chichester Harbour is home to a number of sailing clubs and their associated businesses.

Sunshine hours and weather - this area has the most hours of sunshine in the UK, making it a particularly good area for growing food, and tourism. Shielded from prevailing south westerly weather fronts by the Isle of Wight, the resulting micro-climate is attractive for tourism and agriculture, the area's two most important industries.

Light quality - the clearest atmosphere in southern Britain shows the night sky to its best advantage, a feature not overlooked by Sir Patrick Moore and colleagues when putting together the South Downs Planetarium project. In the rare instances when it is visible, there is even video footage showing the aurora borealis over Selsey. In addition to astronomers, an increasing number of artists have been attracted to the area due to the special quality of the light.

Harbours - environmental uniqueness is a feature of the Manhood Peninsula. The area is home to a number of important nature conservation sites in particular Chichester Harbour, Pagham Harbour and Bracklesham Bay.

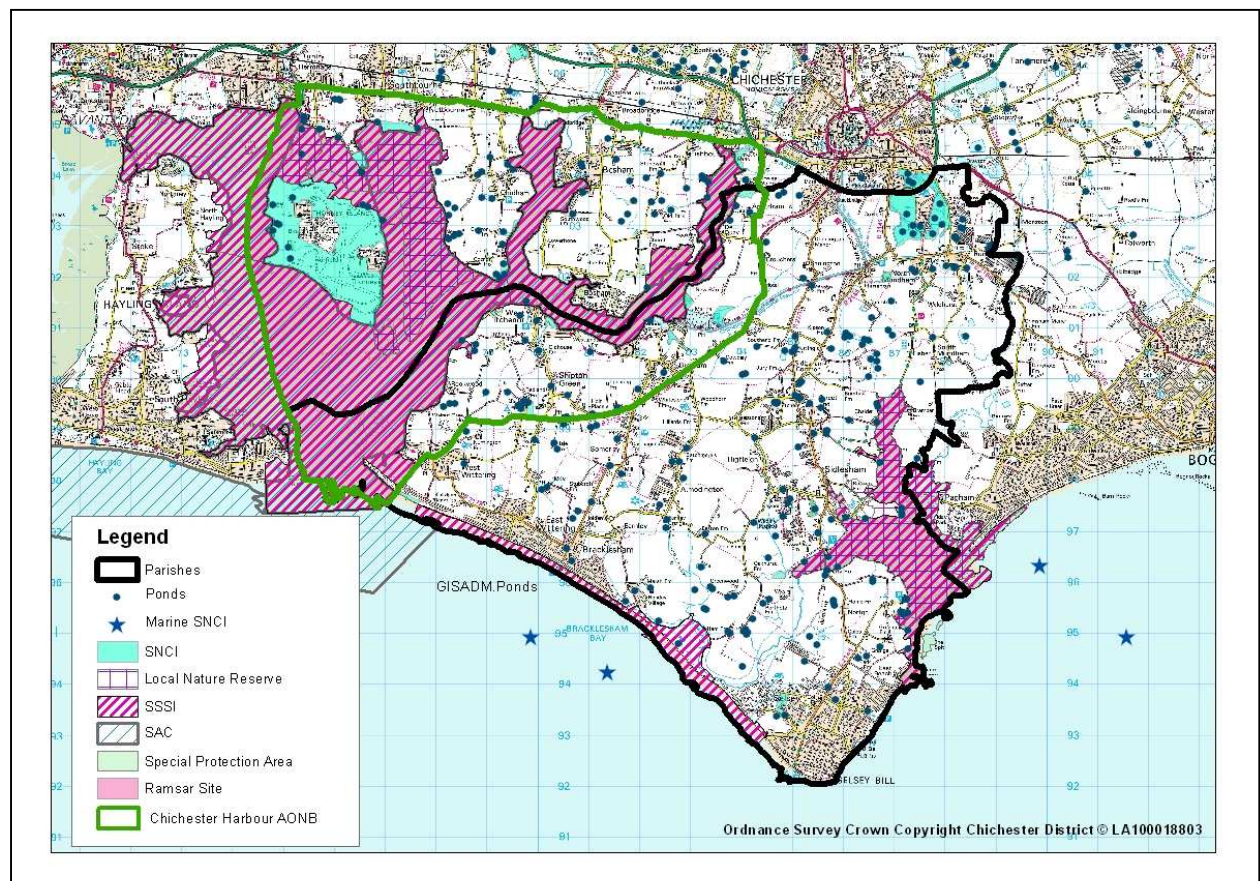


Figure 4.1. Map showing environmental designations on the Manhood Peninsula

Chichester Harbour and Pagham Harbour are part of a network of internationally important sites that have legal protection to make sure they are conserved. The Chichester Harbour AONB covers a significant part of the western peninsula as well as the harbour. The AONB is a designation for landscapes of national importance and a great asset to the Manhood Peninsula.

A section of Selsey's East Beach and the beach between Bracklesham and Medmerry Cliffs are designated nationally as Sites of Special Scientific Interest (SSSI) important for geological interest. The land where the Broad Rife loops inland at Bracklesham Bay is also designated as a SSSI for its plant and bird life and is run as a nature reserve by the RSPB. The forthcoming Medmerry realignment includes this area.

Medmerry – the realignment scheme was given planning permission in the summer of 2010 and works are scheduled to begin in the autumn of 2011. The scheme by the Environment Agency, the largest of its kind in the UK, was approved following extensive public consultation. Long-term protection against flooding will be provided for the B2145 - a major access road on the peninsula, the Sidlesham sewage works and electricity sub-stations. Future benefits of the project include public access improvements and the creation of new wildlife habitats.

Rural hinterland – rifles, ditches and hedgerows are such an important and integral part of the landscape, increasing the connectivity between coastal areas, Sites of Nature Conservation Importance (SNCI) such as Chichester Canal, and undesignated farmland. This is essential for the migration routes of species that include both birds and mammals

The network of inland waterways also includes ponds, which provide a local stronghold for many plants and animals. The Water Vole is of particular importance as an environmentally significant species. Hedgerows are traditionally part of the UK landscape and havens for wildlife such as rare species of mammals, moths, butterflies and trees.

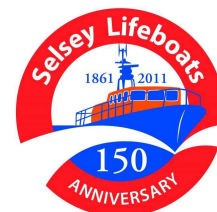
Chichester Canal - Chichester Canal is six kilometres of partly navigable channel running from Chichester Basin south of the city centre, and joining the harbour at Chichester Marina in Birdham. Just over three kilometres remain navigable at the Chichester end, on which Chichester Ship Canal Trust run regular trips between the Canal basin and the Crosbie Bridge at Donnington.

At the seaward end boats began using the canal for mooring purposes in the 1920's, because by then it was disused. This small section of the canal between Cutfield Bridge and Salterns Sea Lock, is dredged and used as a location for moorings.

Built environment – the peninsula is characterised by cottages and quayside buildings. Historic buildings include: warehouses; mills; quayside buildings; 16th century cottages; medieval churches; flint barns; timber framed listed buildings; Roman and medieval roads and footpaths and a number of medieval moated sites.

There are a large number of listed buildings scattered across the Manhood Peninsula among the villages and farms. Many listed buildings are manor houses such as Hunston Manor, a moated manor house built in 1670, which is now a listed Grade 2 building. A large number of unlisted historic buildings also make a positive contribution to the character of the area. A spread of medieval sites, mostly buildings, is represented in the archaeological record. The Norman ringwork at Church Norton is protected as a Scheduled Monument.

One of the most iconic buildings is the lifeboat station at Selsey. A lifeboat service was first established in Selsey during 1861, several years after the RNLI first came into being in 1824. During 2011 the Selsey Lifeboat celebrates 150 years of saving lives in the eastern stretch of the Solent.



4.3 Health and Wellbeing

Topography – the flat topography encourages outdoor pursuits such as tennis, sailing, cycling, riding, cycling and walking. There are many opportunities for taking part in sailing or

tennis, and yet the current provision for bridleways, cycle routes and footpaths is inadequate. However the base for building a network started when Saltern's Way and Bill Way were opened.

Community Groups - the Manhood Peninsula has many thriving village communities with clubs and societies to cater for all residents. These range from special interest groups such as photography and gardening clubs to sports clubs covering football, cricket, dance and other activities; to clubs focused on different age groups or genders, such as Scouts and Women's Institute and Lunch Clubs and those aimed at helping others such as the Manhood Mobility group, which offers transport to those in need.

The area has a large number of part-time residents, who own second homes or caravans in the area, as well as one-off stay visitors. These visitors and part-time residents are considered a valuable part of the community, bringing in money and helping to support local shops and services. However, local communities recognise the need to maintain a supply of housing appropriately priced for local residents. A number of schemes are being considered to support the building of limited supplies of new housing designed to be permanently available for local residents.

Community Centres:

Selsey Centre – this is a community centre located in Manor Road, Selsey. Opened in April 2007, the centre consists of three main rooms, a Conference Room, Dance Studio & Multi use Sports Hall. The latter two can be converted into one room named the Selsey Arena. There is also a Kitchen, WC's and Changing Rooms, and the entire facility is wheelchair friendly. The centre is home to a wide range of community activities and can accommodate large groups.

Bracklesham Park Community Centre – started by two residents and fostered by the Bracklesham Bay Community Association, this exciting project is a home to educational, social and recreational groups in East Wittering and Bracklesham. The new centre acts as a hub of community activity and people of all ages and from all walks of life benefit from this exciting facility, which was very much needed in the area. The scheme received Big Lottery funding, developer contributions and an award from West Sussex County Council.

4.4 Housing and Neighbourhoods

Towns and villages – eleven towns and villages on the peninsula contain areas designated as Conservation Areas for which Conservation Area Character Appraisals (CACAs) have been written. The buildings within these towns/villages are important because they preserve the character of each area, while enhancing the overall impression of the Manhood Peninsula.

4.5 Transport and Access

Bridleways, cycleways and footpaths – consultation has shown us that although people primarily visit the area for water-based activities, they also come to the area to ride, cycle and walk (Manhood Peninsula Destination Management Plan 2011 – 2016). Local residents lobbied strongly for the inclusion of off road routes within the Managed Realignment Area at Medmerry. Sustrans, the Manhood Greenway Project and the RSPB are in the process of assessing countryside access and habitat needs across the southern part of the Peninsula. Chichester District Council and the RSPB have collaborated on a bid for European funding, which if successful, will enhance bridleways, cycleways and footpaths across Medmerry and improve links into the wider Rights of Way network.

4.6 Priorities and objectives

Towards ICZM on the Manhood Peninsula seeks to address each of the Sustainable Community Strategy priorities and objectives as outlined in the table below. The responses were derived from previous consultation exercises such as Village Design Statements and the Going Dutch workshops.

Sustainable Community Strategy Priorities	Sustainable Community Strategy Objectives	<i>Towards ICZM on the Manhood Peninsula</i> response
Economy	A strong local economy where businesses can thrive and grow	Diversification and adaptability should be encouraged and supported where appropriate. Improve broadband services to businesses and private dwellings. Focus on eco-friendly high quality tourism. Recognise the contribution of farmland or horticultural land to the area character. Develop policies for horticulture. Improved foreshore facilities.
	Employees with good skills relevant to local employers, prepared for national and international competition and with well-paid and secure jobs	Ensure that the local schools and colleges and the University are producing more young people with training and skills relevant for the local employers and for the longer-term development of the economy.
	Vibrant and sustainable City and Market Towns with a good range of business and retail types	Attract, support and develop businesses that are suitable to the characteristics of the district and will provide secure jobs such as encouraging more hotels and restaurants into the area. Improve transport links onto and within the peninsula
	The District to be known as a centre for creative and innovative industries building on our rich arts and heritage base	Create links between local pursuits of fishing, water sports and tourism, using public art as a mechanism. Make provision to record and monitor historic sites and monuments at risk, including underwater sites considered integral to the area. Encourage the spread of information within the local community by facilitating exhibitions and special projects
Environment	Managing a changing environment	Enhance the landscape and habitats through partnership working arrangements such as the Manhood Wildlife project. Support the local Shoreline Management Plan policies and Coastal Defence Strategy recommendations.

		<p>Ensure conservation of the SSIs and other designations within the area.</p> <p>Improve opportunities to make use of the beach, sea and hinterland as key environmental and visitor resources.</p> <p>Mitigate effects on habitats and species caused by increased population following large-scale development elsewhere in Chichester District.</p> <p>Provide a means of addressing the long-term spatial vision for the coastal area of the Manhood Peninsula including Chichester Harbour, that takes into account community needs, with reference to the Chichester Harbour AONB Management Plan 2009-2010, the Solent Disturbance and Mitigation Project and the Pagham Harbour Management Plan 2007.</p>
	Greener living	<p>Promote sustainable living such as reducing waste, increased recycling and the recovery of value and energy from waste, to local businesses and private householders.</p> <p>Support the provision and promotion of alternatives to private motor vehicles.</p> <p>Enhance public open space.</p>
	Environmental resources	<p>Achieve sustainable development by managing existing energy resources and exploring supplies of local energy – solar, wind, and water.</p> <p>Create additional water storage areas and new wildlife habitats.</p>
Health & Wellbeing	A reduction in health inequalities	Encourage projects to reduce health inequalities
	Encourage healthy and active lifestyles for all	Encourage greater involvement with outdoor pursuits such as walking, by improving the provision of sport and leisure facilities such as bridleway, footpath and cyclepath networks.
	A culturally enriched and empowered community	Provide the means to address proposals for the coastline and coastal communities set out in Coastal Defence Strategies and Shoreline Management Plans.

		<p>Promote leisure and physical activity in relation to the natural environment.</p> <p>Value and preserve the built environment of Manhood Peninsula villages as stated in Village Design Statements and Conservation Area Character Appraisals</p>
	Services for older people	<p>Investigate transport improvements for the elderly.</p> <p>More petrol stations on the peninsula</p>
	Accessible health and wellbeing services in rural areas	Take into account recommendations in the Selsey Community Plan
	Health protection	The development of safe and secure living and working environments
Housing & Neighbourhoods	Increasing housing supply	Develop a long-term strategy for use as the basis for locating new housing sites including affordable housing.
	Vibrant, safe and clean neighbourhoods	Ensuring foreshore safety is prioritised as demonstrated in the Foreshores Management Plan 2011.
	Housing fit for purpose	<p>Ensure housing is flood and climate change resistant</p> <p>Take into account recommendations for housing location described in Village Design Statements.</p>
	Understanding and meeting community needs	Take into account recommendations in the Selsey Community Plan, Village Design Statements, Conservation Area Character Appraisals, Parish Plans and the Chichester Sustainable Community Strategy.
Transport & Access	Traffic management in the district will improve in order to reduce congestion	<p>Improve traffic management on and off the peninsula.</p> <p>Local congestion to be reduced by providing car parks to service the Medmerry scheme.</p> <p>Working with local amenity sites to speed up car parking processes and reduce traffic queues</p>
	Improved cycling networks and strong links to public transport to ensure that cycling is a viable alternative to using the car	Provide cycle routes linking many local tourist destinations
	Decrease in the numbers of road traffic collisions in the district	Bicycle friendly redesign of existing roads
	Easier access to services at a local level	<p>Improved signage to destinations across the peninsula</p> <p>Improved public transport</p>

Table 4.1 Sustainable Community Strategy priorities and objectives

5. Challenges

5.1 The big picture

In 2007, the Communities and Local Government Select Committee undertook an inquiry into English coastal towns ⁽¹⁶⁾. Many successful cases of heritage led regeneration and economic diversifications were found, but the report also highlighted the complex issues shared by many coastal towns. None of these characteristics are unique to coastal areas, but combined with the particular environmental challenges found in coastal areas, coastal communities can be seen to face significant and specific challenges:

- Changes in tourism trends
- Lower employment levels
- Lack of Affordable Housing
- Seasonality of the poor coastal economy
- Need for economic diversification
- Inward migration of older people and outward migration of younger people
- Transport connections
- Business development

All these points apply to the Manhood Peninsula. Additionally the following points were raised in the Village Design statements, Parish Plans and Conservation Area Character Appraisals produced by/for the parishes listed in section 1.4, in *Going Dutch on the Manhood Peninsula* and *Going Dutch II*:

- Coastal erosion and flooding
- Coastal defences
- Water table and land drainage issues
- Regeneration, particularly in Selsey
- Environmental uniqueness of the Manhood Peninsula
- Expansion of the tourism product beyond the summer season
- Lack of tourist and recreation facilities on the peninsula
- The impact of increased human populations on Chichester and Pagham Harbours from large developments within the vicinity of, though not necessarily located on the Manhood Peninsula.
- The treatment of archaeology and historic environmental assets including underwater maritime heritage lost as a consequence of sea level rise and flooding.
- Provision for sustainable transport

Planning obligation mechanisms in the planning system are already mitigating the impacts of expanding populations adjacent to the peninsula.

While the Manhood Peninsula has a tremendous range of natural and community assets, there is a need to explore the above challenges to bring together and make the peninsula a better and easier place in which to live, work and visit.

5.2 Manhood Peninsula: physical and environmental challenges:

The beach and sea defences – over the past 150 years man has made a number of changes to this coastline. There have also been natural changes from flood events and erosion. For example 19th Century historical records at Pagham show that the harbour entrance was closed and the land reclaimed for agriculture. A storm event in 1911 changed this by breaking defences and re-opening the harbour to the sea.

Before the large concrete defences were built at Selsey in the 1950s, **erosion rates were among the fastest in the UK**. Concerns about building on low lying ground prone to flooding and erosion from the sea, and lack of integrated planning on the coastal plain were voiced by residents and experts during the Going Dutch and Going Dutch II workshops.

Significant changes have also been experienced at East Head at the entrance to Chichester Harbour. Here the spit has changed position in response to the effect of waves, sea currents sediment supply, and the alignment of the coastal defences (groynes, gabions and breastworks) around the Hinge at East Head.

Sediment is highly mobile along the open frontage. There is a major divide in sediment transport at Selsey Bill; sediment flows east from Selsey Bill to Pagham Harbour, and west from Selsey Bill to Medmerry, Bracklesham and the Witterings. Various beach recharges and recycling activities take place along the open frontage, the most noticeable of which is undertaken by the Environment Agency along the Medmerry frontage. The Environment agency recycles material along the Medmerry bank on an annual basis, and has historically replenished the beach from inland-quarried materials.

Shingle currently accumulates east of Bracklesham, partly due to the way it has been imported and recycled at Medmerry. The large quantity of shingle here, frequently buries the access ramp at Bracklesham in front of the Foreshores Office. This build up is gradually moving west along the Bracklesham frontage, which will benefit East Wittering in the long term due to the current sediment shortfall here fronting the developed area. At West Wittering and East Head, a lot of sand material migrates onshore from sandbars that originate on the seabed. Much of this forms the sand dunes at the back of the beach.

Access and movement – major concerns about traffic have been expressed during consultation, both at the Going Dutch workshops (2001 and 2008) and in the Selsey & East Wittering Visitor Survey 2010. This is partly because the peninsula is accessed at only two major junctions off the A27, and by a couple of smaller side roads. Traffic volume during peak holiday periods is also a contributory factor.

The A286 provides access to the west side of the peninsula as far down as Birdham. At Birdham the road branches into the B2179 for access to East Head and the bathing beaches at West Wittering; and the B2198 to Earnley and Bracklesham. These two roads turn towards each other parallel with the coast, and join up at East Wittering creating a circular route in the southwestern corner of the peninsula. A minor route onto the west side of the peninsula is Appledram Lane South, linking Fishbourne and Dell Quay, and then joins the A286.

The B2145 is a main road directly linking Selsey to the A27, carrying the bulk of domestic and commercial traffic from outside the Manhood Peninsula to Selsey and local businesses. A minor route onto the east side of the peninsula is Vinnetrow Road, which leaves the A27 at a third junction, and then curves round to join the B2145.

Links across the peninsula are via a handful of options created by an extremely limited network of small roads. These are useful only for very local traffic and not as a major cross-peninsula transport network. Cyclists encounter similar problems because cycle routes are situated either in the west or east of the Peninsula, not linking across.

Signage is adequate from the main linkages on the A27. The Highways Agency brown signs on the main trunk roads such as the A27 and B2145 give a good indication of places to visit on the peninsula. However few signs show alternatives for traditionally crowded locations such as bathing or surfing beaches.

Transport – the peninsula highway system is little changed from 100 years ago, when it served the agricultural industry, fishing interests in the Selsey area, the limited coastal shipping industry at Dell Quay, and a much smaller human population.

Transport is now therefore a major problem in the area. Traffic congestion southward from Chichester to West Wittering is acute from May through October. Although this congestion is at its worst at the weekends during summer holidays due to the attraction of West Wittering beach for day-trippers, it is also an issue for locals at many other times. Fortunately, locals are able to make use of back roads across the peninsula, not so well known to the day-trippers. As a result, moves to displace tourists from the congested roads onto other routes may well be regarded negatively by locals. This also applies to suggestions to close some of the roundabouts on the A27 (eg Stockbridge and Hunston), which may also restrict local people's ability to avoid the congested A286.

The A27 is also a major issue of concern for locals and through traffic. As the peninsula, by its very nature, is a cul-de-sac there are often queues exiting the Manhood onto the A27. Many Manhood residents believe that a fast-through road should be constructed north of Chichester that will interact less with local traffic entering Chichester. This may be a long-term aspiration but unlikely to happen in the near future. Any short-term plans to change the current configuration of the A27 exit points need to take into account road usage and congestion on the Manhood, particularly the frequent congestion on the A286 and B2145, and the undesirability of sending large amounts of traffic across the peninsula.

The less-used rural roads of the peninsula are perceived as both an asset and a handicap. They are more suitable for cycling and horse-riding than the other roads in the area, which makes them popular with local residents and visitors as a recreational facility and, therefore, a potential asset for the community's environmental tourism aspirations, new cycle paths and bridleways linking Birdham and Sidlesham with Medmerry via Almodington Lane. The handicap is that lorries servicing local commercial and horticulture businesses in the area also use these roads. This is a potential conflict that needs to be carefully considered in future planning strategies.

A similar argument applies to the B2145, the main road to Selsey. The road to Selsey has not kept pace with the large increase in the town's population. On the negative side this may deter new businesses from setting up in the town, put off day visitors and make it more difficult for people to commute to work from Selsey. On the positive side, some locals don't want an improved B2145 because it acts as a traffic regulator, and it may encourage residents to shop locally. Future significant development in Selsey however, should ideally be linked with upgraded access.

Public Transport - the largest communities on the peninsula, Selsey and the Witterings, are well served with buses. However, bus fares are expensive for those without passes. Also bus links across the peninsula are infrequent and there are threats to cut evening and Sunday services. There have been no studies undertaken to examine whether increased use of public transport could improve the area's traffic problems such as the provision of a dedicated bus-lane in Stockbridge, subsidising bus fares for full-paying passengers or other initiatives to change people's habits.

5.3 Manhood Peninsula: demographic and social challenges

Consultation revealed that those living in the area had made an active choice to live there. They love the rural and coastal nature of the area, the village communities, the variety of things to do and places to go, and the range of facilities in Chichester. However, even the most positive of people felt serious concern about the changes happening now and about how their views were being heard and represented. As the most densely populated town in

the Manhood Peninsula, and the area with the most diverse demographics, Selsey demonstrates a cross section of difficulties encountered across the peninsula. A lack of infrastructure is seen as stifling development or progress, which would improve local amenities and services.

Coastal protection – although the District Council does not have a statutory duty to provide coastal protection, the vast majority felt provision of this service important. Information about coast protection was thought inadequate.

Interviews conducted for a Coastal Literacy study in 2010 found that members of the public considered hard engineering the best option for coastal defences. This was in fact the option recommended for Selsey by the Pagham to East Head Coastal Defence Strategy. However the Coastal Literacy study concluded that this response by the public was partly due to a lack of knowledge about the alternatives that could be applied, particularly to some specific non-urban frontages such as Medmerry (see TICZM Section 5.2 Manhood Peninsula: physical and environmental challenges: the beach and sea defences).

When viewed from the parish or ward perspective there are extreme contrasts within the peninsula. At its most fundamental there is an east/west split due to the lack of decent connections between the Witterings in the west and Selsey or Pagham in the east. Further divisions in affluence and priorities are also found in these geographic areas, however residents regard the diversity of the peninsula population favourably.

5.4 Manhood Peninsula: economic and branding challenges

A number of important local economic drivers are present on the coastal plain, particularly tourism and market gardening. The marine environment directly fosters economic drivers such as fishing and water sports. Many consider that the fishing industry in Selsey is an important part of the locality. Coastal walks are popular with visitors, while water based activities and watching boats attract others.

A recent visitor survey ⁽⁵⁵⁾ noted that the clean beaches and sea were highly rated. However, although the range of activities available was considered reasonable, facilities such as toilets and cafes were found lacking.

The survey also noted that the amount of traffic detracted from the experience of the area. Parking charges at West Wittering Beach were perceived as high by some summer visitors, however the Selsey Wittering 2010 report noted that 42% of those questioned felt the charges were reasonable ⁽⁵⁵⁾. A few visitors thought Selsey and the Witterings had a 'dated look' ⁽⁵⁵⁾. Conversely many respondents said they visit the peninsula for its beaches, and because it is regarded as a peaceful area with old fashioned charm.

6. ICZM: The Vision

The following chapter explores the recommendations from the Going Dutch Workshops held in 2001 and 2008. Subsequently other projects followed, which pushed the recommendations forward and suggested ways of implementing the ideas.

The first conclusion reached by Going Dutch in 2001 emphasised the need for a new long term and integrated approach to coastal management. However the number of parties involved in UK legislation makes the adoption of this process protracted. The table in Appendix Two demonstrates the complexity of legislation in the UK coastal zone.

A new long term integrated approach is needed for both planning and coastal management in the UK, which takes into account the effects of climate change. This approach should link together land use planning, coastal management, water management, housing development, infrastructure, transport, economic, employment and social issues, and should be based on a long term vision.

Management of the coast and planning of the coastal plain, in particular, must become more integrated and greater planning constraints placed on coastal and river flood plain areas. Exposure to natural hazards, such as flooding, should be reduced by planning.
(Going Dutch 2001)

The Going Dutch II participants urged Manhood Peninsula residents to 'plan your future as well as your sea defences' By looking ahead and maximising your potential, you will increase the importance of protecting your area but you will also be able to judge better what type of coastal management is preferable for your economy and environment.'

The following key conclusions and recommendations from the Going Dutch reports provide the framework for an area vision, applicable to the concept of ICZM and spatial management for the Manhood Peninsula:

6.1 The area's potential

The peninsula should be marketed and branded more, bringing it to the attention of a wider range of people who could bring more money into the area. Think of marketing the area's products, which can be food products such as Selsey seafood, but also 'products' like clean air, bright light, good climate, sandy beach, quality of life, etc. Make sure that visitors stay for longer than just a day: encourage the creation of more facilities such as hotels and B&Bs, holiday homes, restaurants, cycle ways, surf, beach and diving facilities, horse riding, fishing etc.

6.2 Reducing the divide

The peninsula is sometimes perceived as being divided into two parts, the east and west. Investing in and upgrading Selsey and establishing good quality tourist attractions, such as a lobster and crab restaurant with stunning views across the sea, plus creating cycle ways across the peninsula, will encourage movements from one part to the other and mix the two, strengthening the area as a whole.

It is also important to recognise the relationship between tourism on the Manhood Peninsula, Chichester, and the South Downs. Relating the three will produce a stronger tourist product of direct benefit to the peninsula.

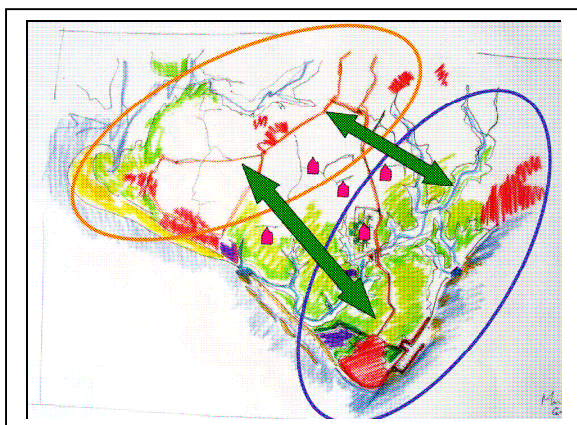


Figure 6.1. Reducing the divide. Intertidal landscape in combination with cycle ways and additional B&B accommodation could reduce the east -west divide on the peninsula
(32)

6.3 Holistic approach

Coastal defence must be looked at holistically, i.e. in an integrated manner: from Pagham to East Head and including the hinterland; don't divide the coast into parts and find a solution for each part; or expect landowners to finance their own solutions. Even when looked at holistically there may be a need for different defence options along different stretches of coast, but that decision should be based upon a wider perspective.

6.4 Hard or soft sea defences

The peninsula, which is not densely populated and has difficulty attracting new industry or non-tourist based commercial activities, is unlikely to be able to justify an expensive, hard 'everlasting' sea defence unless it is going to be developed for more housing and business. The geographic shape of the peninsula and poor road infrastructure is unlikely to attract large employers or businesses. However too much development will mean the area will lose its unique selling points (i.e. its environmental features) and it will become "one of many".

Meanwhile, the fact that the land is sinking and sea levels are rising mean that defences will always need constant maintenance, along some stretches of coastline more than others. Existing defences will need to be raised by 0.5m to meet current sea level rise predictions. Maintenance costs of hard sea defences will increase because there will be more resistance to the natural forces. Alternatively, working with natural forces will allow nature do its work and create a more sustainable defence, as expected from the Medmerry managed realignment scheme. Wider benefits and opportunities for use as a recreational resource are also anticipated.

6.5 Main economic forces

Tourism and agriculture are the main economic forces at the moment. Going Dutch II recommended that they should both be developed together with the coast and the landscape features to provide mutual benefits.

Economic and infrastructure goals should include:

- Creating higher rated employment.
- Upgrading recreational facilities.
- Developing the local economy.
- Better beach and sea defence management.

Economic and social goals can be achieved by:

- Recognising the core qualities of the area such as the fact that it is a rural idyll close to major urban areas in southern England and so make the most of and enhance the area's natural assets such as beaches, sheltered natural harbours and unhindered sea views.
- Recognising the economic importance of tourism and agriculture and enhancing and increasing these products. A great many tourists visit the Manhood Peninsula, however many of them are just day visitors. Lengthening their stay will boost the local economy, and this can only be successful when there are more possibilities for small-scale accommodation, such as B&Bs in old cottages and farmhouses.
- Combining existing employment sectors e.g. horticulture / agriculture and tourism. Local produce can be used to promote tourism and vice versa. Stating an intention to promote high-quality tourism will encourage private investment in to the area, such as the establishment of small hotels, good quality B&B's, restaurants serving local produce e.g. lobster, etc. These issues were investigated in the recent Manhood Peninsula Destination Management Plan 2011 – 2016 ⁽³⁶⁾
- Looking at and plan the area as a whole, including sea defence. This implies planning for coast defence on the scale of coastal cell management. Develop strategies that make sense on the level of a coastal cell, but also on a regional scale, not just along the frontage.

Going Dutch II thought the creation of an organisational structure comprised of local and regional authorities and community representatives would be beneficial. It would help develop the area and fund sea defences with an integrated and medium term approach that would maximise its assets, be sustainable, and allow the area to benefit economically while protecting and enhancing residents' quality of life. This led directly to the creation of the Manhood Peninsula Partnership.

6.6 Long term vision

With a vision for the area, which looks ahead and maximises the area's potential, you can be a better judge of the type of coastal defence and management necessary for the area's economy and environment.

A long term vision for the future would create more room for recreational facilities, better anticipation of climate change, allow Selsey to develop as a more attractive recreational centre, create a Medmerry Harbour as an economic asset. On the other hand, uncoordinated actions by individuals tend to aim at short-term solutions, which may not only be less cost-effective but may prove also to be a hindrance to more integrated and better solutions.

The following tables outline further aspirations and recommendations from the Going Dutch workshops in 2001 and 2008:

Going Dutch On The Manhood Peninsula 2001

Sector	Aspirations
Coastal Management	No new development along the seafront
	Consider the retreat of built up areas
	Relocate Bunn Caravan Park to a safer location. Bunn Leisure is currently situated below the 5m mark
	Prepare for accelerated coastal erosion by allowing the broadening of hard and soft sea defences, including the removal of some shoreline properties.
	A mixture of hard and soft defences should be used to enhance the natural characteristics of the area, creating a more attractive environment and increasing the area's economic potential, particularly by upgrading its tourism and recreational features.
Future Housing	Golden rule: No new permanent development below the 5m mark (this was according to PPG25, subsequently replaced by PPS25 in March 2010).
	Above 5m: safe building zone
	Between 4 and 5m: intermediate zone. Can be used for a mixture of functions, with moveable structures.
	Include restoration of the canal as a feature in new developments south of Chichester
	Create a Blue Belt round Chichester - a completely new water based landscape comprised of the canal, the gravel pits, the River Lavant, new housing developments south and east of Chichester and the A27, the new horticultural sites east of Chichester.
	Urban waterfronts using the canal, gravel pits and new housing development. Create Chichester Lake Park
	No new development until road infrastructure has been improved.
Infrastructure and Transport	Park 'n' Ride hub near Chichester Marina linked to cycle routes accessing many local tourist destinations including Chichester, Pagham Harbour, Fishbourne Roman Palace
	New main road between Chichester Marina, the proposed hub and the A27
	West zone of peninsula – limited car access for non residents
	East zone of peninsula – bicycle friendly re-design of existing roads
	Strengthening the causeway at Sidlesham Ferry nr Pagham Harbour
	Improve junctions at the A27
	Use the gravel pits for fresh water storage
Horticulture and Agriculture	Planning policy for horticulture. Relocation and concentration are key factors.
	Relocate businesses from the central peninsula to the east – reduce lorry movements on small roads
	Grow saline crops to accommodate increasing salinity resulting from rising sea levels

Table 6.1 Going Dutch On The Manhood Peninsula 2001

Going Dutch II 2008

Sector	Recommendations
Coastal management	Consider beach nourishment at Selsey Bill seriously
	Consider the overall view of the entire coastal zone first (challenges and opportunities for the area, desired quality and risk), only then decide on the defence strategy
	Consider the long term first and only then decide for the short term
	Adopt coastal cell management rather than frontage management
	Adopt integrated coastal zone planning and management
	Ensure safety by making improvements to flood defences for example. This will attract investment and create economic wealth.
	Work with natural processes to create more economic assets, such as beaches.
	Follow sea level rise. All major structural works need to take into account expected sea level rise, at least for the duration of their functional lifespan.
	Build a small scale harbour for fishermen and tourists.
Infrastructure and Transport	Better access to the A27
	Concentrate car traffic on the two main roads, and make the others safe for cycling by restricting users to locals and cyclists.
	Create a cycle network across the entire peninsula
Economy	Create higher rated employment
	Upgrade recreational facilities
	Develop the local economy
	Combine existing employment sectors such as horticulture, agriculture and tourism
	Stimulate tourism
	Encourage tourism spend into the wider area and market the whole peninsula as a product.
Community	Recognise the core qualities of the area, such as being close to other large urban areas.
	Enhance the area's natural assets such as beaches, sheltered natural harbours, unhindered sea views
	Use spatial planning for the whole peninsula, and include sea defences in the plans
	Work with the local community to create a local vision and plan to stimulate the local economy
	Promote high quality tourism
	Use and enhance what is already in the area such as cycleways.
Plan for middle not short term.	Allows planning to take place on the scale of landscape systems
	Allows the less wealthy to gain as well
	Is more environmentally sound
	Is more cost effective
	Creates opportunities for local development
	Allows confidence in the future

Table 6.2 Going Dutch II 2008

Common themes can be identified in the tables above, particularly the need for improved road infrastructure and the importance of tourism to the area.

6.7 Aims and conceptual considerations

The proposed remedies for many of the problems identified involve the need for short-term direct actions and long-term objectives. Another remedy is inward investment which, on the Manhood Peninsula requires confidence in coastal protection.

Promoting the character of the peninsula and consideration of local priorities was termed Local Distinctiveness in the Manhood Peninsula Destination Management Plan 2011 ⁽³⁵⁾, in which a number of sustainable tourism aspirations were suggested.

The idea draws on a number of features:

- Natural features – the landscape; characteristic habitats; vegetation; wildlife.
- Man-made features – the urban landscape, architectural styles; building materials; field boundaries; visitor attractions and historical sites.
- Heritage, culture and traditions – history, famous people (both living and past) cultural mix; events; festivals; music and the arts.
- Produce and industries – food and drink; crafts; shops and means of production such as farming, fishing, mining and industrial manufacture.

There was a strong feeling that the East Beach end of Selsey where the fishermen process their catch was ready for regeneration, and to this end a scheme was proposed.

6.8 Selsey East Beach Regeneration

In 2009 the Council commissioned a masterplan for regeneration in Selsey. The Selsey East Beach Regeneration ⁽⁵⁸⁾ scheme made the following suggestions:

- The Hub: a building including sea fish cookery school and marine centre
- Play and sports zone: a coastal themed play area, maritime adventure play area, and wheel / ball and skate park
 - The Seafront strip: a new paved walkway with attractive seating areas and co-ordinated street furniture, an outdoor performance/event space and the planting of willow trees and other native coastal species.
- Improvements to East Beach car park
- Improvements to East Beach Pond including a cycle friendly route adjacent to Cycle Network Sustrans route 88 Pagham Harbour to Selsey
 - Improved signage and interpretation
 - New tree planting of local species / provenance to strengthen southern perimeter and increase planting in and around parking area.
 - New willow planting to pond edges.
- Orchard Parade: improve the public realm and enhance the Grade II listing post.
- Wider links: improved circulation trails linking the local nature reserve to the seawall via the car park and interpretation to support this.

In 2010 many more ideas were put forward as a result of public consultation by the Selsey Coastal Trust Pre Trust Group.

6.9 Selsey Coastal Trust Project

It is hoped that the Selsey Coastal Trust will gain full trust status in 2011. Before then it must have completed a program of work with the community and special interest groups to develop and test proposals to regenerate a number of sites or amenities around Selsey. The projects will have to be self-funding and provide mitigation for local coastal change.

Proposals will seek to enhance and utilise the natural assets of the coastline around Selsey, and where necessary, include physical interventions to address specific issues such as coastal erosion, or to provide amenities for existing users funded in part through private enterprises. This initiative is aimed at the residents and visitors who use and enjoy Selsey today. The concept of the Selsey Coastal Trust already has the support of Selsey Town Council, Chichester District Council and several community groups.

Consultation design workshops were organised by the Selsey Pre Trust Group and run by the South Coast design Forum during autumn 2010⁽⁶¹⁾. During these sessions members of the community were asked to offer ideas about how to regenerate a number of sites in Selsey.

- Oval Field - an observatory was proposed at Oval Field. The concept involved setting the building into the seaward facing side of a landscaped bank. The observatory would be built on a series of concrete concave units. In summer the concave units could be used as beach huts equipped with removable frontages. In winter the frontages can be removed and stored, allowing the units to function as sea defences and wave reflectors.
- East Beach Café - the café would be built on stilts, on the same level as the sea wall and uppermost slope of the beach. In front of the café is the beach itself, giving direct access to the café for beach users. Underneath the café is an open area, which can be used either for storage in winter or a covered market in summer.
- Kiosk - the proposed kiosk would be styled to look like an armadillo, a metal canopy that can be folded over the kiosk in winter like a large shell affording protection from the elements.
- World's Longest Bench - a project linking the ideas above is a continuous bench that functions as a sea wall, but also as a work of public art. Inspiration was taken from the Longest Bench in The World in nearby Littlehampton designed by award winning London-based designers Studio Weave.

The common themes to all the suggestions and recommendations are work with the natural environment, improve the human environment.

6.10 Transport Vision

A number of proposals have been made regarding transport improvement. Transport has been identified as a major impediment to access on and across the peninsula. Although this isn't always negative because it ensures that the quiet rural ambience is maintained, transport is in need of a major overhaul.

Two measures have been suggested by Brian Waters, MPP project leader⁽¹⁴⁾.

1. The provision of under or over passes on the A27 to obviate some of the traffic queues, together with other work to accommodate increased flows on the trunk road. This is on the assumption that re-routing the A27 north of Chichester is unlikely.

2. The second was tied into the District Council and Chichester City Councils' proposal for the 'Southern Gateway' to Chichester itself, an idea to enhance the city overall. The proposal was originally discussed in a paper to the 2003 International Conference on Coastal Management by Cobbold and Waters (The Manhood Peninsula – Coastal Zone Management in Practice).

It has the advantage of staged implementation. The proposal is for one grade separated junction on the A27 between Chichester and tangmere. The purpose is to utilise this to feed a brand new road down to the railway, and there build a new station, 'Chichester Parkway', with assorted car parking, minibus feeder, refueling (including electrical chargers) and other

services. This would take traffic off the existing Chichester Station approach and assist the Southern Gateway Project.

In due course this road should be extended as a totally new route to a hub located near to the north of Sidlesham. The 'Hub' and associated parking would be a focal point for local cycle ways, footpaths and minibuses. Later still, a link across to the A286 could be constructed.

The intention would be to save existing highways for slower vehicles, cycles and horses; provide a relief to villages such as Hunston; and allow an emergency access / egress route to the peninsula. It is based on the expectation of increased tourism and a greater number of 'staycation' breaks, requiring better access while maintaining the the attractive ambience of the peninsula.

6.11 Towards ICZM Workshop

The most recent vehicle for exploring issues on the Manhood Peninsula was the Towards ICZM Workshop ⁽⁶⁵⁾ held on 6th April 2011 and run by the charity CoastNet, one of Chichester District Council's partners in the Coastal Change Pathfinder Project. Approximately 55 people from a variety of backgrounds and interests attended. Among them were representatives from Chichester District Council; local parish councils; local natural environment and heritage organisations; businesses; West Sussex County Council; Natural England; RSPB and the Environment Agency.

The workshop was set in the context of ten years of coastal management on the Manhood Peninsula, and was designed to:

- Evaluate research, ideas and proposals from 10 years of integrated thinking
- Map ideas and identify conflicts that can be resolved through the planning process at both District and County levels
- Identify which solutions are best delivered by other partners, and how and when the community can contribute.
- Deliver to Chichester District Council the basis for an integrated policy for the Manhood Peninsula

It was acknowledged there are new approaches on the horizon that will have a significant impact on the planning process. Five key drivers were identified making integrated planning for the Manhood Peninsula a necessity:

- Localism Bill and 'Neighbourhood Development Plans'
- Localism Bill and Community Infrastructure Levy
- PPS25 and designation of Coastal Change Management Areas
- Manhood Peninsula Destination Management Plan
- Medmerry Managed Realignment Scheme

Delegates were presented with a number of reasons for considering ICZM now:

- To summarise everything happening on the Manhood Peninsula
- To ensure the best use is made of current scarce resources
- Create a plan that will ensure issues have been considered and prioritised, in preparation for an improving economy.
- To give planners and developers a definitive guide to acceptable development on the Manhood Peninsula

Delegates were divided into groups addressing the themes of Transport, Environment and Water Management, Economy, Infrastructure, Housing, and Community. They were then asked to review the Threats, Opportunities, and Aspirations affecting each theme using their expertise and experience to inform the outcome.

The most important of these, from the planning perspective, was considered to be the 'threats'. The groups were asked to identify the top two most significant threats and resulting conflicts affecting the theme under discussion by their group.

The Medmerry realignment was thought to provide an excellent opportunity to produce a peninsula-wide premium tourism product that would reduce the area's reliance on beach-based tourism; overcome the peninsula's east/west divide and encourage tourism in the rural hinterland.

Future development in both business and housing sectors should be assessed to determine whether it would have a detrimental impact on the area's environmental quality, and how it would impact the local tourism economy.

The discussion then revolved round resolving the conflicts. The general consensus was that spatial planning could be a difficult business, especially in coastal areas like the Manhood Peninsula where there are often multiple competing demands. Furthermore, the impacts of climate change on the coast require long-term thinking and signal the need for significant change in vulnerable areas.