



# SELSEY EAST BEACH

## - Reconnecting with the sea





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# Introduction

## 1.1 Reconnection with the sea

Selsey's culture is characterised by an ambivalent relationship with the sea. On the one hand, it is its lifeblood; St Wilfrid taught the locals to make nets in the seventh century and ever since it has been, first and foremost, a fishing community.

On the other hand, however, the sea threatens the town's destruction. When it was occupied by the Romans, the coast was around two miles further off shore than it is now. In the 1950s, 26 yards were being lost to the sea per year. Coastal defence therefore figures very strongly in the local consciousness.

It is perhaps because of this tension and its relative isolation at the tip of the Manhood Peninsula that Selsey people are strongly independent and motivated to drive change. In March 2001, and then again in July 2008, Selsey was one of the Peninsula communities that supported a series of workshops, entitled 'Going Dutch' in which over twenty Dutch and British coastal spatial planners, engineers and environmentalists worked with the local authorities, Environment Agency and community representatives to explore coastal defence options and propose a sustainable future for the Peninsula.

Community-led initiatives such as these form the background for our proposals at East Beach. We are seeking to demonstrate how sensitive development that is founded upon and enhances local identity can drive sustainable development. Through raising Selsey's economic, social and environmental qualities we also hope to raise its profile and prioritisation for the continued maintenance of its sea defences.

This vision seeks to capture the spirit of previous and proposed initiatives, through the commissioning of this Masterplan, and build on them to make a cultural reconnection to; to embrace and celebrate Selsey's relationship with the Sea.

## 1.2 The Vision

Selsey has a unique position jutting out from the end of the Manhood Peninsula into the English Channel. Its uninterrupted views South, East and West overlooking the Isle of Wight; its wonderful light and above-average days of sunlight; its ever-changing seascape where Easterly and Westerly currents meet; and its exposure to the elements have historically made it a popular tourist destination; an important strategic location for the RNLI and the centre of a successful fishing industry supplying the famous Selsey Crab to restaurants nationwide.

However, after decades of declining traditional seaside tourism, the town, which has expanded dramatically, from a simple, fishing village to a dormitory settlement is in need of regeneration. Attempts to bring new industries and work to the town are thwarted, largely because of its position at the end of a peninsula.

It also faces huge changes and challenges arising from climate change. Proposed plans put forward by the Environment Agency and the local authorities include dramatic changes to its coastline including the creation of new wetland areas at Medmerry to the West of the town.

Its uncompromising geographical position and its coastal heritage is becoming increasingly recognised by the community and the local authorities as its strongest asset. By enhancing its inherent qualities its historical connection with the sea, its rural location, its low-key, relaxed atmosphere and its pro-active approach to climate change the town has the opportunity of restoring its position as a unique destination on the South coast. The time is right for the town to once more turn its face to the sea and celebrate its roots as a coastal community.

Selsey is the largest community in the Manhood Peninsula, a low-lying coastal area already recognised locally, regionally, nationally and internationally as being at the vanguard of climate change adaptation. Two Dutch/Anglo workshops held on the Manhood at the instigation of local people and supported by the local authorities identified the area as one that will be impacted by climate change but that, with far-sighted and integrated planning and policies, could use the threat as an opportunity to benefit the community, culturally, socially, economically and environmentally. (See Going Dutch report I and II). These opportunities have been recognised by the local community and local and regional authorities, which recognise the growing opportunities associated with eco-tourism. The Government Office for the South East has identified the Manhood Peninsula as an area of strategic opportunity for biodiversity improvement; and there are moves to introduce an Integrate Coastal Zone Management approach for the Manhood Peninsula. Ecotourism and cultural tourism is already a strong and growing part of the economy for the Chichester district as a whole, with nearby Chichester and Pagham Harbours, both internationally designated sites of natural beauty and special scientific interest, and the South Downs to the North now a National Park. However, Selsey so far has been unable to tap into this market. Indeed, the Going Dutch workshops identified a strong need to ensure that initiatives and investment were undertaken to ensure that Selsey could benefit from a growing eco-tourism market and take advantage of the opportunities the area offers.

The Vision is the creation of a Masterplan to act as a catalyst for regeneration, benefiting Selsey as a whole. Selsey is the most deprived area in Chichester District in terms of income. The project has the potential to directly affect and improve the income levels of the fishermen whilst catalysing additional income-generating activities elsewhere. The provision of a range of retail outlets has the potential to create a number of jobs and will benefit other businesses in Selsey and the surrounding region through the promotion of local seafoods, farming produce and crafts. It will help to consolidate the Selsey Crab brand and encourage other food producers to market their products under a shared banner. The proposed retail outlets might also house the stalls of other local producers, complementing the retail provision of the High Street and Orchard Parade. Selsey already has a high proportion of independent retailers so the promotion of the town as being locally distinctive and providing an authentic shopping experience will also benefit the wider retail environment.

As Selsey is threatened by coastal erosion and rising sea levels, an important function of the masterplan will be to raise awareness and understanding of issues of climate and environmental change. The forging of a reconnection with the undersea environment is key to the project and the aim is to facilitate a wide range of educational, research and leisure activities directly related to the sea.

The environmental benefits of the scheme relate largely to the improvement of the visual amenity of the area through the replacement of the miscellaneous huts and equipment with a planned facility. This will help make the area more attractive to visitors and will encourage people to choose to visit East Beach. There are also environmental benefits to be derived from the sustainable and energy-efficient design of the replacement buildings.

It is the intention that the East Beach Masterplan and intended funding bids (CABE Sea Change amongst others) will place Selsey once more at the leading edge of the Manhood Peninsula and Chichester's coastal zone, reinvigorating Selsey's connection with the sea and breathing new vitality into the town to ensure that its community, the most disadvantaged in the Chichester District, benefits from its unique location.



## 1.3 Introduction; Aims and Objectives

Chichester District Council (CDC) approached Terra Firma in April 2009 to assist in the promotion of the regeneration of the East Beach area of Selsey through the production of a Masterplan, with the intention of pulling together different strands of previous research and consultation work undertaken by the Council.

The intention is that the Masterplan can be used in funding applications to various bodies, including the intended application for funding from the CABA Sea Change Programme, which it is hoped will raise awareness of the scheme and attract other sources of partnership support. The intention is that the Masterplan will be a strategic framework, guiding the delivery of smaller project parts that will together contribute to the implementation of the whole vision, with the proposals developable and executable in incremental stages over the long term.

The main focus of the regeneration scheme is to enhance and promote the existing interaction between Selsey and the Sea. The intention is that the Masterplan will be well grounded in Selsey's history and traditions, genus loci and strong local identity, promoting a Selsey's unique cultural identity.

CDC have identified various other criteria that the project should seek to achieve; engagement of the whole community, addressing social problems such as exclusion and encouraging 'Crime Diversion'; clarity of the need, benefit and viability of proposals; engagement with a wide range of partner organisations; complement other local facilities, rather than compete; sensitivity to local issues such as coastal defences; promote local skills and crafts; encouragement of a robust programme of physical and leisure activities, educational collaborations; accessibility to all; ...and to 'be brilliant and exceed expectations'.

The study area brings together a wide range of independent but complementary aspirations for new or improved functions, businesses and activities. The intention is that these are drawn together in a central hub focussed on the existing collection of public amenity buildings and fishermen's huts to the South of the East Beach area. The aim is that the Hub will have a strong tourism draw and also be a catalyst for wider regeneration across Selsey.

The Masterplan also addresses the wider area of East Beach including the car park, waste recycling, the pond (a Local Nature Reserve) and Orchard Road Parade of shops, and makes reference to areas outside the study area, such as the Lifeboat station, the two Fisheries further South and the High Street amongst others.

The Masterplan must also be backed up with realistic economic forecasts and be very clear about project timescales.

This report sets out the process of the masterplan development, from site analysis and research, economic and tourism research (essential to support decisions made in this project), development and discussion of conceptual ideas, consultation with stakeholders and public, culminating in a final masterplan vision supported by a viability report and consultee comments.

## 1.4 The Team

The appointed Design Team comprises three companies, led by local Landscape Architecture firm **The Terra Firma Consultancy**:

### **Terra Firma**

For over 24 years, Terra Firma have been creating simple, sustainable and well designed solutions for all scales of external environmental design since their founding in Portsmouth in 1985. From its current base in Petersfield and offices in Dubai, the practice is currently engaged with over 50 projects in 10 different countries, spanning every sector and scale.

Committed to both people and the environment and driven by a strong belief in design intervention and regeneration, Terra Firma are passionate about the vital role landscape architecture plays in transforming our towns and cities into more creative, enjoyable and sustainable places.

### **Marks Barfield Architects**

Founded in 1989 by Julia Barfield and David Marks, Marks Barfield Architects is the team behind the creation of the London Eye. The practice received the Queen's Award for Enterprise in April 2003, was 'Practice of the year' in 2004 and has won almost 60 design awards. Marks Barfield brings a fresh approach, years of building experience and the commitment to sustainability and innovation that clients need in an effective 21st century building partner.

The practice's portfolio is diverse with work in key areas of arts and culture, sports and leisure, education, infrastructure such as bridges and railway station design, and housing. The practice's approach is not about style, but about analysing, understanding and responding to the brief and the site in a way that leads to unique, often unexpected solutions, providing good architectural design that is an imaginative response to context and a pleasure to experience.

### **Planning Solutions**

A specialist consultancy working in the fields of tourism, recreation and regeneration, Planning Solutions' previous projects have included regeneration studies in Littlehampton, Thanet, Weston-super-Mare, and Kent where they have advised on the viability and sustainability of leisure and tourism strategies and on commercial elements within the schemes. Their sister company operates Conkers, a £16 million day visitor attraction in the National Forest in Leicestershire, and manages The Savoy, a £20 million luxury holiday resort on the Isle of Wight. Planning Solutions key role has been in helping to shape the vision from a market perspective and assess the initial commercial potential of the proposals.

## 1.5 Outline of the Masterplan Process

Further to extensive research and background work undertaken by Chichester District Council, the initial consultant's project briefing took place in April 2009. A day's site walk by the full design team, with informal meetings with various stakeholders en-route was followed by specific locational site visits, analysis of land use and landscape character and research into current issues. This was followed by stakeholder meetings to discuss issues further

The design team then prepared initial masterplan ideas which were presented for comment at a public consultation day held at Selsey Town Hall on Thursday 28th May. Useful feedback from this session, and subsequent website posting of the display material, led to a refinement of ideas, prior to the production of this Masterplan report.

The Masterplan gives a proposal for phasing of future works, along with an indication of funding sources that are proposed for approach. This can be found in the Appendices.



## 2.1 Site location

Selsey is a small coastal town situated at the Southern tip of the Manhood Peninsula, in the Chichester District of West Sussex. It is the second largest settlement in the district with a population of about 9,900 people, which more than doubles in the summer with the arrival of tourists visiting the area. Selsey is accessible by road along the B2145 from Chichester and there is a bus route linking the town to Chichester, however, Selsey's relatively isolated position has impacted on the economic strength of the area.

Selsey, derived from the Anglo Saxon name 'Seal Island', has an important history. It was where St Wilfrid first established his monastery and cathedral. Selsey Abbey was the cathedral for the Sussex diocese until this was moved to nearby Chichester in 1075. Originally separated by tidal inlets, Selsey was joined to the Manhood Peninsula in 1809 through the construction of the causeway. Known for its excellent sea food, historically the local economy has been dependent on fishing and agriculture, but by the 1900's had become a popular retreat for the middle-classes including writers and musicians, and because of this, the Selsey Tram was introduced to provide an accessible link between Chichester and Selsey. Selsey's tourism industry boomed between the First and Second World War's with holidaymakers staying in the new holiday camps that continued well into the 1980's. Today Selsey accommodates one of the largest temporary villages in the whole of Western Europe, known as West Sands Caravan Centre which makes provision for some 15,000 residential visitors each week from April to October.

Over the years the population has increased steadily due to further housing developments, particularly in the 1960's, with many past holidaymakers relocating to the area seeking a better quality of life. In 1994 Selsey became a town.

Whilst East Beach itself is ranked as average, areas of Selsey adjacent to East Beach rank quite highly in deprivation indices. The population of Selsey as a whole is an ageing population and there is a large proportion of migrant workers (principally Eastern European and Portuguese, many of whom are employed by Nature'sWay).

With its unique position on the tip of the Manhood Peninsula; panoramic views south, east and west overlooking the Isle of Wight; wonderful light and above-average days of sunlight; ever-changing seascape where easterly and westerly currents meet; and its exposure to the elements, Selsey, historically is a popular tourist destination; an important strategic location for the RNLI and the centre of a successful fishing industry supplying the famous Selsey Crab to restaurants nationwide.



## 2.2 Impressions of Selsey...

Open views punctuated by stands of Poplars • Windy exposure, mud, horses, birds and sun • Hawthorn trees shaped like parasols by the Westerly wind • Miles and miles of warm shallow water to lay in • Distinctive calling of seabirds; gulls, cormorants, curlews • Black but Starlit night sky • Salt spray on the face and wind whipping your hair • Upturned boat hulls with girlish names • Rusty winches • Shingle



• Feeling the wind on your face • Exposed to the elements • Open, fresh air • Large, open, expansive blue skies • Sunshine, heat • Sound of shingle • Sea cabbage flowers • rounded, smooth cobbles in white, ochre, yellow and blue • Waves crashing • Wave worn, timber Groynes half buried by shingle • Moving shingle, ever changing views • Rough, worn pebble dashed concrete • Crab sandwiches, locally caught seafood • Colourful fishing vessels moving on the tide



Rubber mats, beach shingle, tarmac; change of texture underfoot • Fisherman lining the beach with their fluorescent tipped rods • Ducks quacking • Sparkling oyster shells (that lose their fluorescence if they are removed from their beach home) • Winter trees silhouetted against the sunset • Shafts of piercing sunlight at night • Amazing quality of light along the beach • Fishing boats bobbing in the bay • the boom of the lifeboat's call to arms • Sea mist • Children shouting and laughing • Dogs running and barking • Smell of the sea, a salty tang



Black and white painted timber, horizontal weatherboard, split flint, red brick and tile, light colour render, thatch • Bare, patchy worn grass • Slabs of concrete • Trees • Open space • Bungalows • Static caravans • Low key, quiet • Convoluted roads and avenues • Concrete lamp posts and orange glow • Salad and Lettuce leaves • large scale, flat, open agricultural fields • Shingle • Fishermen • Caravans • Old railway carriages • Sea • Flint walls • Stars • Pastel colours • Wind • Flat • Low-rise • Lobster pots • Crab pots • Crab • Lifeboat • Big sky, small views • No see glimpses except from coast • No obvious boundaries or impression of size • Social aspects • Self contained • Self reliant • Independent • Villages within the village • Welcoming • Seasonal activity • Insular • Cosy • Quaint • Old fashioned • High average age for residents



**& Design inspiration...**

## 2.3 Land based heritage

Selsey, owed its historical importance to its strategic position between the West Sussex Coastal Plain and the sea. It provided a reliable, sheltered harbour to enable trade from one to the the other.

The Island's importance in the late Iron Age is indicated by the discovery of gold and silver coins eroded from the sea cliffs either side of the Bill in the early twentieth century, which possibly represent the site of a major tribal capital now lost to the sea. Following the Roman invasion in AD 43, the important early centres at Fishbourne and Chichester were connected to Selsey and its harbour by a Roman road.

Very little is known of the 'dark' period after the fall of Rome but it is thought that the traditional landing place of the first South Saxon settlers was at Selsey in about AD 450 and became the capital of the South Saxons kingdom, possibly founded by Ælle. Wilfrid arrived circa 680 AD and converted the kingdom to Christianity, as recorded by the Venerable Bede, building a monastery, Selsey Abbey, the cathedral for the Sussex diocese until this was moved to Chichester in 1075, around which time what is believed to have been a sizeable settlement. But Selsey suffered for its position; the settlement was abandoned to the encroachment of the sea. Coastal erosion has left only a remnant of the ancient island and the harbour has been lost entirely.

The Hundred and Manhood Tramway was opened in 1897 from Chichester to Selsey Town and extended a further mile to Selsey Beach in 1908, with this final section falling out of use in 1914. Generally known as the Selsey Tram, the light railway suffered greatly from road competition after World War I. It fell into bankruptcy in the early 1930s and closed in 1935. Parts of the old route can now be followed via a way-marked path.

The High Street, which is an extension of the main Chichester road, is the centre of commercial Selsey with its shops and banks at its Southern end. The Northern end is populated with a wide variety of private houses, many of them the typical flint and thatch cottages found in the area. These include the pretty 'Crablands' and 'Sessions House', and at the Southern end of the street, 'Homestead' which was built five centuries ago. Selsey contains many other interesting and historic buildings; the 'Listening Post', was built during the First World War as a facility that listened for enemy airships; and the Lifeboat Station, an iconic symbol of Selsey.



'The Beach at Selsey Bill' by Whistler



The 'Selsey Tram'



The Listening Post



RNLI Lifeboat Station





## 2.4 Undersea heritage: natural and human

The coast off Selsey is rich in natural and cultural heritage and provides some of the best diving in the UK with Submerged prehistoric landscapes, former historic terrestrial areas now under water and a wealth of shipwreck sites - including designated historic wreck sites all within reach. There are more modern wrecks than the rest of Britain's coastline due to both the activities of German U-Boats in both World Wars and the fact that the Channel is narrow and one of the busiest shipping lanes in the World.

Natural features are varied; there are a number of reefs with holes, crevices, canyons, boulders and cliffs. Both the reefs and the wrecks attract prolific marine life including bib, pouting, wrasse, bass, blennies, lobsters, conger eels, crabs, shellfish, cuttlefish, rays and skate in addition to the profusion of soft corals and sponges including jewel and snake-locks anemones and dead men's fingers.

A unique feature lies one mile off Selsey Bill: the Mixon Hole. This is a deep incision into submarine clay and is a nationally famous dive site. The hole plunges from a shallow shoal of sand down a precipitous wall of clay rock that runs East-West 6 metres below the surface, dropping 29 metres straight down to a gravelly seabed. It is at the entrance of a submerged river entrance, and filled with lobsters, hermit crabs and hundreds of fish, and is home to sponges, anemones, sharks such as tope, dogfish and thornback ray. The Hole is swept by fierce currents, and one diver wrote of it 'evoking fascination and scaring the pants off you just as easily'.

Remains of Mulberry Harbours are found around 2 ½ miles off East Beach at a depth of around 10 metres. These were a type of temporary harbour developed in World War II to offload cargo on the beaches during the Allied invasion of Normandy. After more than 60 years under the water, the Far Mulberry is a wonderful reef approximately 60m long by 17m wide. The North end is the best preserved and is covered in white and orange dead men's fingers, various anemones and two patches of jewel anemones. There is a wealth of World War Heritage to explore including Aeroplanes, U-boats, E-boats, Coasters, Landing Ships and Landing Craft. Some of the more popular military wrecks to explored by Divers include:

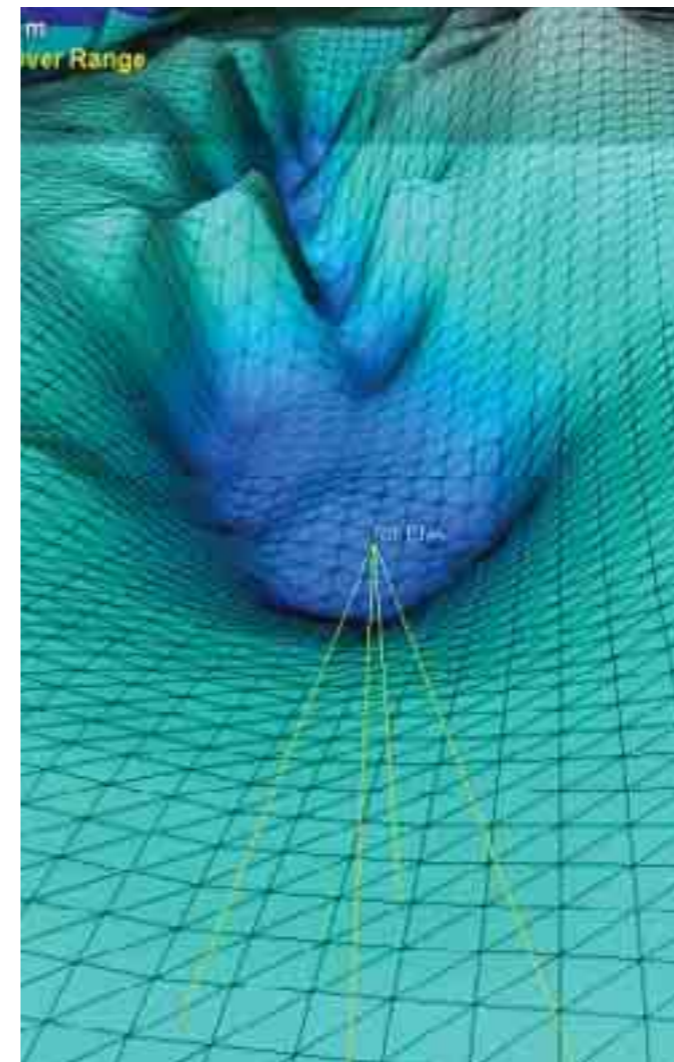
**HMS Northcoats** - Known locally as the 'Armed Trawler' lying upright in 26m of water; **The Brigitta**, known locally as the 'Tea Pot'. This is an armed merchant ship lying in 16m of water and is a very popular dive site with plenty to see including the large Congers in the boilers; **The Luis** which had been carrying a cargo of 18lb Anti Personnel Shells for the French Battlefields when torpedoed by a U-Boat in 1918. She has been heavily salvaged for the intricate brass shell heads although some can still be found amid the wreckage; **HMS P12** - Only the stern section of this Patrol Boat remains in 20m but the wealth of recovered heritage can be seen in the book 'Dive Wight and Hampshire'; **The Gascony** was another U-Boat victim now upside down in 30m. She is however broken up with Gun Carriages and the inside exposed; **The Britsum** which is very broken up in an average depth of 10m on the Pullar Bank with plenty of fish life. **HMS Prince Leopold** sitting in 32m, an Infantry Landing Ship (LSI) sunk by a U-Boat in 1944; a fantastic dive with teak decking and davits still in place.



World War I U-Boat



World War II Submarine



Digital mapping of the Mixon Hole



Edible Crab



Old Selsey Fishing Smacks

The sea has always provided a living to the inhabitants of Selsey. It was St Wilfrid who was credited with having taught the Saxons to fish and now one of the largest fleets of fishing boats in West Sussex is located here, on East Beach. They provide an annual income to the area of £3 million, with their catches of lobsters, crabs and prawns. The sea also provides ample opportunity for the amateur fisherman. Flounder, dab, sole, plaice, thornback, stingray, silver eel, and bass can be found off the West Beach, with bass, sole, cod and flounder available off the East Beach. Two centuries ago, income to the area was supplemented through smuggling. Silk, tea, wool and spirits were brought ashore at Selsey in order to by-pass the government's duty laws - by 1789, more than 12,000 gallons of spirits were being imported per year.

With this wealth of undersea interest, the famous Mixon Hole, the Mulberrys, in excess of over 200 wrecks, and fishing industry, Selsey has the potential to be a national centre of undersea exploration, research and interpretation.



Old Fishermens's Huts

## 2.5 Current Issues

The main concerns of the local councils, community, and commerce focus on the need for economic and social regeneration coupled with the need for increasing coastal protection.

### 2.5.1 Coastal Defences

The potential risk of flooding and erosion on the Manhood Peninsula is, understandably, one of the main concerns of Selsey residents and businesses. As the main body responsible for the overseeing the management of all coastal flood risk and erosion in England, the Environment Agency, in partnership with Chichester and Arun District Councils, has produced a draft Coastal Defence Strategy (2008).

Selsey is divided into three frontages in the report: Selsey East Beach, Selsey Bill and Selsey West Beach, and these are treated as a whole, with the policy 'Hold the Line (sustain)'. This is explained as a strategy where 'defences are raised and strengthened as sea levels rise keeping the level of flood risk the same as it is now.'

The draft report goes on to state that the cost of the recommended option is some £31 million over the next 20 years and is unlikely to secure central government funding, with the onus on Chichester District Council to develop plans for when defences fail.

If funding to undertake the above approach cannot be obtained the EA advise that there will be a need to reconsider the strategy approach with the possibility of the Operating Authority (Chichester District Council) developing an Exit Strategy to advise all stakeholders over the future withdrawal of maintenance leading to a No Active Intervention scenario, where nature takes its course, with no work being carried out to maintain or repair defences, allowing them to deteriorate over time. In this case the Exit Strategy would inform affected landowners, occupiers of the land and the other interested parties of the proposed withdrawal of maintenance and help the affected parties to plan how they could deal with the change in circumstances.

Understandably the local community would like to see everything possible done to ensure that sea defences are improved and it is the belief of Chichester District Council that the Masterplan for East Beach may be the catalyst for the future funding for sea defences, through the potentially increased importance of East Beach as the focus of the economic and social regeneration of Selsey.



Historic progression of retreating coastline 1672 - 1909



Storms and recent repair works at West Beach, Selsey



East Beach 1950 (photo taken by B. Waters, Civil worked on Selsey Coastal Defences 1956 - 1961)



East Beach 1954  
Work on sheet piled wall  
(B. Waters)



East Beach 1956  
Nearing completion of Phase I  
(B. Waters)



East Beach 1960  
View looking at rear of sea defence wall  
(B. Waters)



## 2.5.2 Current Issues: Fishing Community

The fishing of crab, lobster and other shellfish is Selsey's traditional industry and is central to its local identity and heritage. Fishing has always been important to Selsey's economy and has a strong position in local consciousness.

There is a strong economic and cultural need to make the Selsey Fishing Industry sustainable for the future. The East side of Selsey has three fisheries: East Beach, Middle Fishery and Lifeboat Fishery, and the fishermen are members of the Selsey Fishermen's Association (SFA).

The SFA fleet objectives fall into three categories: safety, respect for the environment and increased profit. Aims include the enhancement of the image of the industry, promotion of the safe, sustainable and responsible way the fish are caught, stored and transported, improvements to comply with the legislative requirements for upkeep of fleet vessels and the provision of a resources building where training and meetings and social events can be held.

Whilst the Selsey fishermen are well respected for their approach to sustainable fishing, it is felt that the current fishermen's facilities at Selsey are inadequate to their needs and are preventing the promotion and expansion of the 'Selsey' brand to local retailers and into new markets. Without intervention or grant aid, it is envisaged that the fishermen will continue to make-do and the Selsey fishing industry will not develop into a stable one.

Current concerns include the safety of public during catch landing and boat winching, inadequate vehicular access and parking, especially for refrigerated units, and drainage to middle fishery, lack of facilities for training, meetings and social gatherings, inadequate boat storage space, poor condition of public routes past fisheries, poor repair of slipways, inadequate signage and security.

Slipways on the beach are piled structures that the shingle moves through freely, thus ensuring that the coastal movement is not impeded and slipways are usable at all times.

To the public, the opportunity for the purchase of fresh fish is a great draw, and the industry is of great visual interest, with ramshackle nature of the huts (the traditional willow style ones one of the main characteristics of Selsey), lobster pots, nets and other fishing paraphernalia stored in clear view. It is important to ensure that whatever proposals are put forward these characteristics are not lost.

The fishermen consulted have been positive about their way of life and wish for it to pass on to their offspring and future generations. They feel that it is essential to show that such a traditional industry can adapt to changing social, environmental and economic circumstances, and be an example to local people that innovation and adaptability is central to a thriving community.



## 2.5.3 Current Issues: Diving Opportunities

With its close proximity to the Mixon Hole and in the region of over 200 wrecks, Selsey is a popular destination for the undersea exploration, research and interpretation, and particularly attracts many divers to the area.

Diving is very much dependent on tidal movement and with a 4m tidal range at Selsey the current poorly maintained slipway facility is rarely useable. In the past the ramp has been used by visiting dive clubs with small boats and the local dive club to launch and recover their RIB, but in its current damaged state, launching and recovering, except for very small craft, has only been possible at high tide on springs when the water reaches close to the bottom of the ramp. Larger boats currently launch and recover either from Bracklesham Bay or Itchenor depending on weather conditions and are boarded by divers wading into the water, passing up kit and then climbing on board as hard boats cannot currently get close enough to the beach to safely load and unload. There is a need for a slipway facility that is capable of use at all states of the tide and fully open to dive clubs and independent users at all reasonable times.

Currently there are no changing facilities or showers for divers, with divers changing in the car park or in the entrance to the current toilet block. It is understood that dive clubs are prepared to travel some distance to make use of good facilities and it is strongly felt that improved facilities, with good food and refreshments would encourage divers to stay longer in Selsey and would improve the offer of East Beach as a dive destination.



## 2.5.4 Current Issues: Events

### SeaSelsey

Since 2004, the Selsey Business Partnership has organised the SeaSelsey Festival at East Beach to celebrate Selsey's Maritime Heritage, local seafood, salads and crafts, sponsored by Chichester District Council. Local businesses and organisations combine to put on a display of 'the best that Selsey can offer' with over 30 stalls displaying food delicacies, wine and beer, sea art and local crafts. The event has also recently included live music and dancing, pond dipping, net making demonstrations, a dog show, a classic car display, a fishing competition and a Car Boot sale. The Council has supported the event since it was introduced five years ago in order to attract further business and tourism opportunities to the area that would benefit both residents and local businesses.



### Cultural Olympics

An ambitious event, the Cultural Olympics, is planned for September 2012. The opera-event, based on a Kipling poem 'Eddi of Manhood End', will involve the interaction of international professional artists, with young people and inclusive ability community groups from the Manhood Peninsula. The intention is to provide seating for 500 people, with around 250 performers, including a 36 piece orchestra, dancers, singers, percussion bands, aerialists and a fleet of Selsey fishermen in their boats who will sing the last sea shanty on the sea when the back of the tent opens to reveal them, along with a spectacular firework and diving display.

The event will be held in a specially constructed tent, recreating the 11th Century St Wilfred's Chapel, opening onto the foreshore at East Beach, with organised transport and food. Led by local resident Professor Pamela Howard, the organisers' intention is that the event will reinforce need for a strategy for the revitalisation of the coastal strip and the regeneration of Selsey.



## 3.1.1 The Environment

The area of East Beach addressed by this Masterplan does not contain protected environments. However, the upper area of the beach is a Biodiversity Action Plan Priority Habitat, and some nearby areas are designated for their environmental importance:-

### Pagham Harbour SSSI

This area is a Local Nature Reserve, and the most notable around Selsey for conservation of the natural environment. The designation citation reads 'This site comprises an extensive central area of salt-marsh and tidal mudflats with surrounding habitats including shingle, open water, reed swamp and wet permanent grassland. Pagham Harbour is of national importance for wintering wildfowl and waders and also for breeding birds both within the Harbour and the surrounding grazing pasture. The site supports nationally important communities of plants and invertebrates'. The SSSI is split into 24 Units, protecting specific habitats. In addition to being a SSSI, Pagham Harbour is also an SPA, and a Ramsar site under European regulations.

### East Beach SSSI

This SSSI has only 1 Unit of protection, which is noted for its geology and preservation of fossils. The designation citation reads 'The deposits at Selsey East Beach are of unique importance in providing Pleistocene vertebrate faunas from the very early part of the Ipswichian Interglacial. The faunas include beaver, straight-tusked elephant, an extinct rhinoceros *Dicerorhinus hemitoechus*, hippopotamus, horse and European pond tortoise.'

### Bracklesham Bay SSSI

Similar to East Beach SSSI, this stretch of the coastline is also important for its geology. Deposits in the sediments at Bracklesham Bay have provided scientific evidence for prehistoric climate change and the effects it had on flora and fauna. In addition, Bracklesham Bay, which has 4 Units of protection, is noted for its Biological interest. The designation citation reads 'This site consists of a long stretch of coast with some rough unimproved grazing pastures which are important for the bird populations they support. The coastal habitats include a small area of salt marsh, shingle bank, the rifes (wide flowing ditches) and associated reed beds'.

### Maritime Cliff and Slope Priority Habitat in the Habitat Action Plan for Sussex

This area stretches around much of the shoreline of Selsey, in the upper part of the shingle beach, including passing through the area of East Beach addressed by this Masterplan. The Sussex Biodiversity Partnership are still to publish their action plan for this particular habitat, or their reasons for identifying the beach as this habitat type. However, it should be noted that there are no cliffs at Selsey, so it is apparent that the slopes of the beach are important for their diversity of marine flora and fauna, geomorphology and archaeology.

### East Beach Pond

Although the Pond within the area addressed by this Masterplan does not have any statutory protection, it is unofficially regarded as a nature reserve by the local community.

The pond was created in 1972 as a balancing pond to deal with drainage from the surrounding housing estates, and has recently been increased in size. The area around the pond, and the island within the pond is noted for its tree-cover, including Alder, Lime, Norway Maple, Silver Birch, Sycamore, and White Willow.

A group made-up of volunteers, Chichester District Council and Selsey Town Council have formed the East Beach Pond Group. They take on the responsibility of managing the pond for wildlife conservation and community amenity.

A Management Plan has been written, and identifies an aspiration to decrease wildfowl feeding in order to encourage dragonfly, voles, newts.



## 3.1.2 Strategic Planning Policy & Initiatives

Chichester District Council is the Local Planning Authority responsible for adopting strategic policies for Selsey. The Local Development Framework is currently being developed. However, the Local Plan was adopted in April 1999, and retains some relevant policies, as follows:

### Coastal Path (Policy C12)

The coastal and sea defence works should make provision for a coastal path, either on the sea wall, or behind it, within the 5m access strip (which is required by policy C10, to be safeguarded on the landward side of the sea defences, to allow access for maintenance plant). This route should be suitable for pedestrians, cyclists and equestrian users. Priority should be given to protecting areas of ecological importance.

### Settlement Policy Area (Policy BE1)

As the area of East Beach addressed by this Masterplan does not fall within the Settlement Policy Area, there is a presumption against development. However, development can be granted permission if its need can be justified, for instance, the function of the East Beach Masterplan requires a coastal location.

Material that may be required to support a planning application includes:

- Justification Statement
- Design & Access Statement
- Regeneration Report
- Traffic Report
- Economic Viability Assessment
- Sustainability Assessment.
- It is possible, although unlikely, that an Environmental Impact Assessment will be required.

### Parking Provision (Policy TR5)

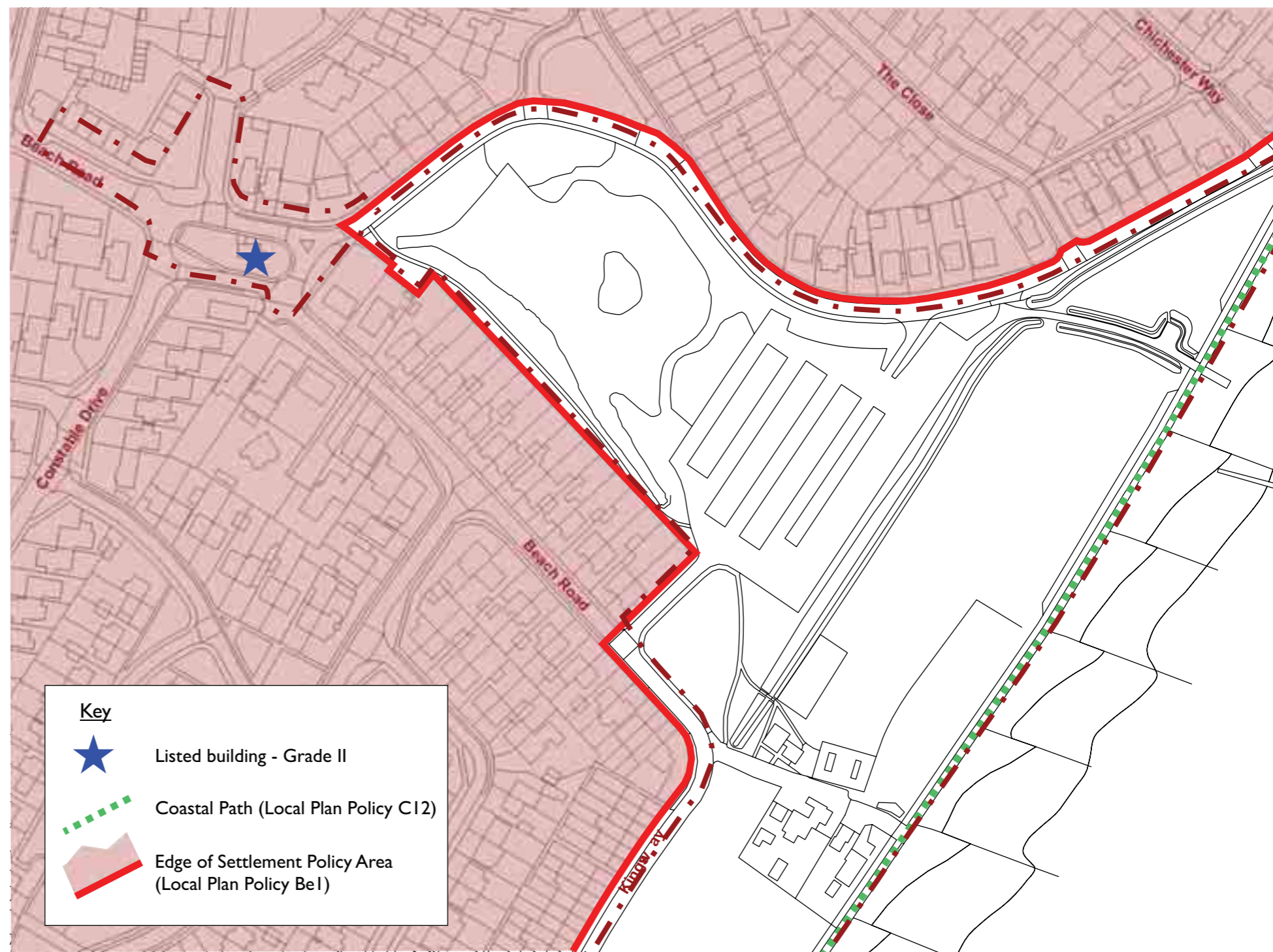
Chichester District Council are opposed to the reduction of parking space provision. Therefore, any reconfiguration of the car park at East Beach would need to be done in such a way that no parking is lost.

### Grade II Listed building The World-War I Listening Post

Although the Listening Post is in private ownership, there is an expectation to improve the setting of Listed buildings. The Masterplan proposals for the East Beach area, particularly the zone around Orchard Parade, will need to be mindful of the significance of the Listening Post, and take the opportunity to offer some heritage interpretation.

### Environment Agency requirements

The East Beach area is within the SFRA Flood Zone 2. Therefore, any development proposals will need to satisfy the requirements of the Environment Agency. As a Statutory Consultee they would be particularly keen to see that the development was designed with the potential for flooding in mind. The development will need to pass the Sequential Test and Exceptions Test as part of a Flood Risk Assessment. There will be a need to demonstrate that the facilities proposed are essential in terms of their location and level of use. Detailed design



should address issues of flood-proof construction, such as the provision of robust electricity supply, located high-up. Of primary importance, detailed design should make provisions for safe access and egress at times of flooding.

### High Street Vision

The Selsey High Street Vision is an initiative under the stewardship of local people, with the intention of regenerate and improve Selsey's retail areas - through physical improvements coupled with business enterprise. More information is given in section 4.4.2 of this Masterplan document.

### Going Dutch

The Going Dutch report was instigated by local people to identify ways in which the area can combat the impacts of climate change. The aim of 2 workshops organised by the Manhood Peninsular Partnership was to turn the threat of coastal erosion into an opportunity to benefit the community, culturally, socially, economically and environmentally. The outcome of the report gives recommendations for far-sighted and integrated planning and policies.

## 3.1.3 Site Zoning

Land use, ownership and landscape character

The study area is comprised of distinct character areas and for ease of the project assessment these have been identified and divided into 6 character zones: Orchard Parade, The Pond, The Car Park, The Play and Sports Zone, and The Seafront Strip.

Individual sheets follow, describing the areas, their Character, their Land Use and specific issues.

The majority of land within the study area is owned by Chichester District Council, with the exclusion of the Fishermen's premises, which are individually owned and highways land, which is owned by West Sussex County Council. The foreshore, including the three slipways, is within Crown ownership, for which CDC have a regulating licence. The toilets and café building are CDC owned with the café being leased to an individual.

The car park area is owned and managed by CDC. The play areas and skate park are managed on behalf of CDC by Selsey Town Council, with CDC Leisure and Tourism managing the open green space. CDC are responsible for the maintenance of the sea wall and beach under their responsibility to maintain the Coastal Defences for the East Beach Area.





## 3.2.1 The Hub

The Zone described as a Hub is the focus of activity at East Beach. This is the place where Selsey's heritage and connection with the sea is most apparent, due to the presence of the fishermen, their activities, their huts and their paraphernalia.

### Landscape Character:

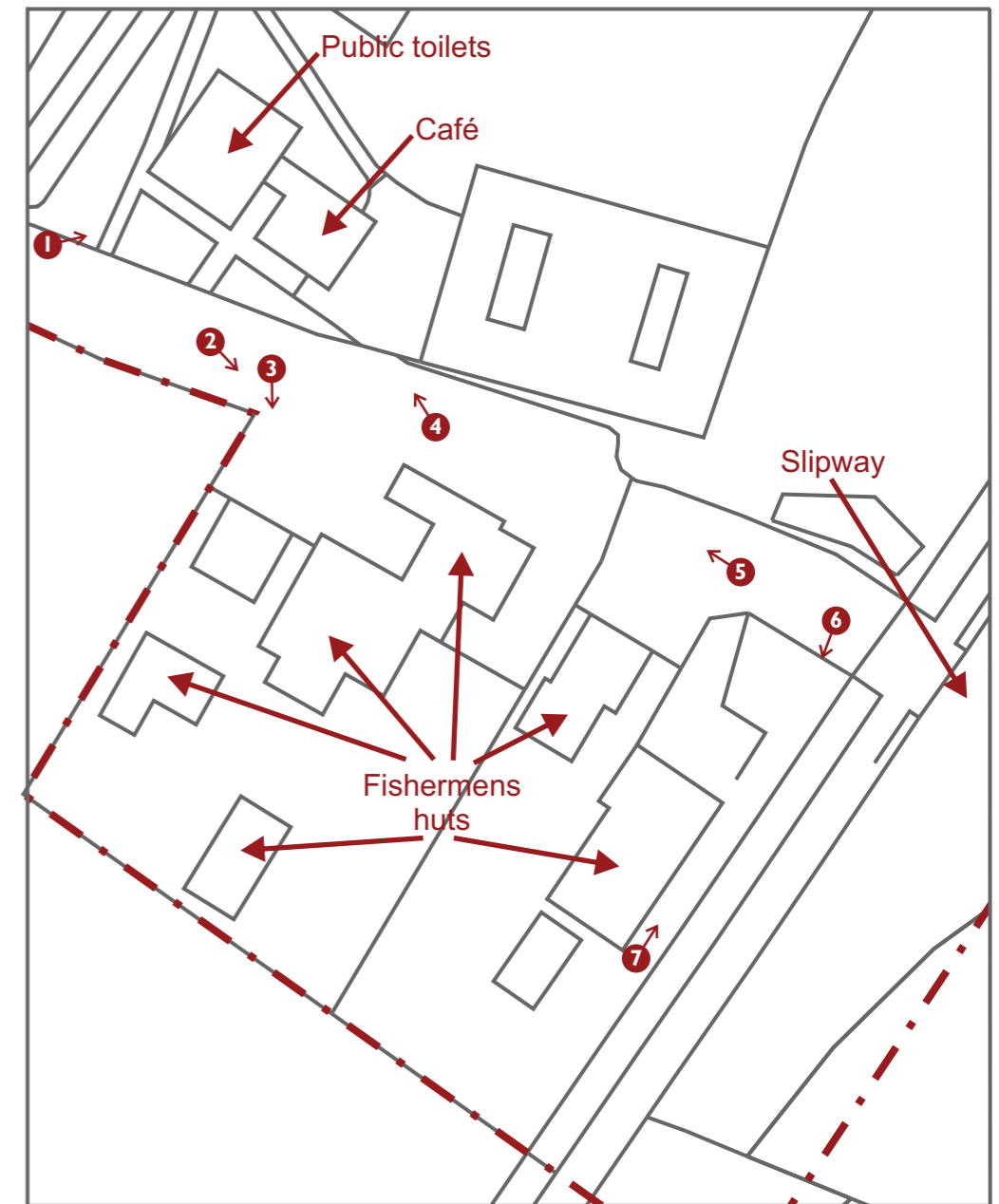
The Hub has a charm that draws people to photograph and draw it, despite being very ramshackle in nature. Individually, the fishermen's huts are modest but as a group they provide some visual interest. All the buildings in the hub including the café and the toilets opposite the fishermen's huts, are low-rise. Running through the Hub, and up to the fishermen's slipway is a gravel track. This can at times be fairly congested both with vehicles and pedestrians. The area is also characterised by the evidence of activity in the area. Ropes, nets, crates, Crab and Lobster pots are casually placed down across the area particularly along the sea defence wall, creating an almost chaotic appearance. This is certainly a character quite particular to this area of Selsey.

### Land Use:

Principally, the hub is used by the fishermen carrying out their industry. Other than that most commonly perceived land-use, some other activities can less-consciously be observed. Other than being a thoroughfare for members of the public walking up to the sea defences (and on, along the seafront), the gravel track through the hub is also used for informal car parking. The vehicles (mostly belonging to the fishermen, but sometimes those of the public) can crowd the area. At times particularly during the summer the small café can be extremely busy. It provides some tables and chairs outside, for customers to eat as does one of the fishermen's huts, where fish produce (such as Selsey crab sandwiches) can be bought. The toilets located within the hub are a necessary complement to the facilities provided throughout East Beach, drawing people from a wider area, and so therefore contributing to the busyness of the hub.

### Issues:

- The number of vehicles parked on the gravel track through the hub can cause congestion or even obstructions that prevent the fishermen from carrying on their industry
- At times, the volume of pedestrians in the area can make it difficult for the fishermen to bring their catch to shore, and quickly take it into cold storage.
- The space provided for turning boats after being brought up the slipway is inadequate.
- The land on which the fishermen's huts are built is held by a board of trustees although plots within the zone are all individually owned.
- The café is leased out to its operator, from Chichester District Council.
- Vandalism is known to occur in the area with windows of the fishermen's huts being smashed. The problems are associated with mis-use of the adjacent play area by youths who congregate at night-time.



## 3.2.2 The Play & Sports Zone

East Beach caters for children and teenage activities, although the facilities provided could be much improved. Although the Play area is popular in the summer, the BMX track is rarely used.

### Landscape Character:

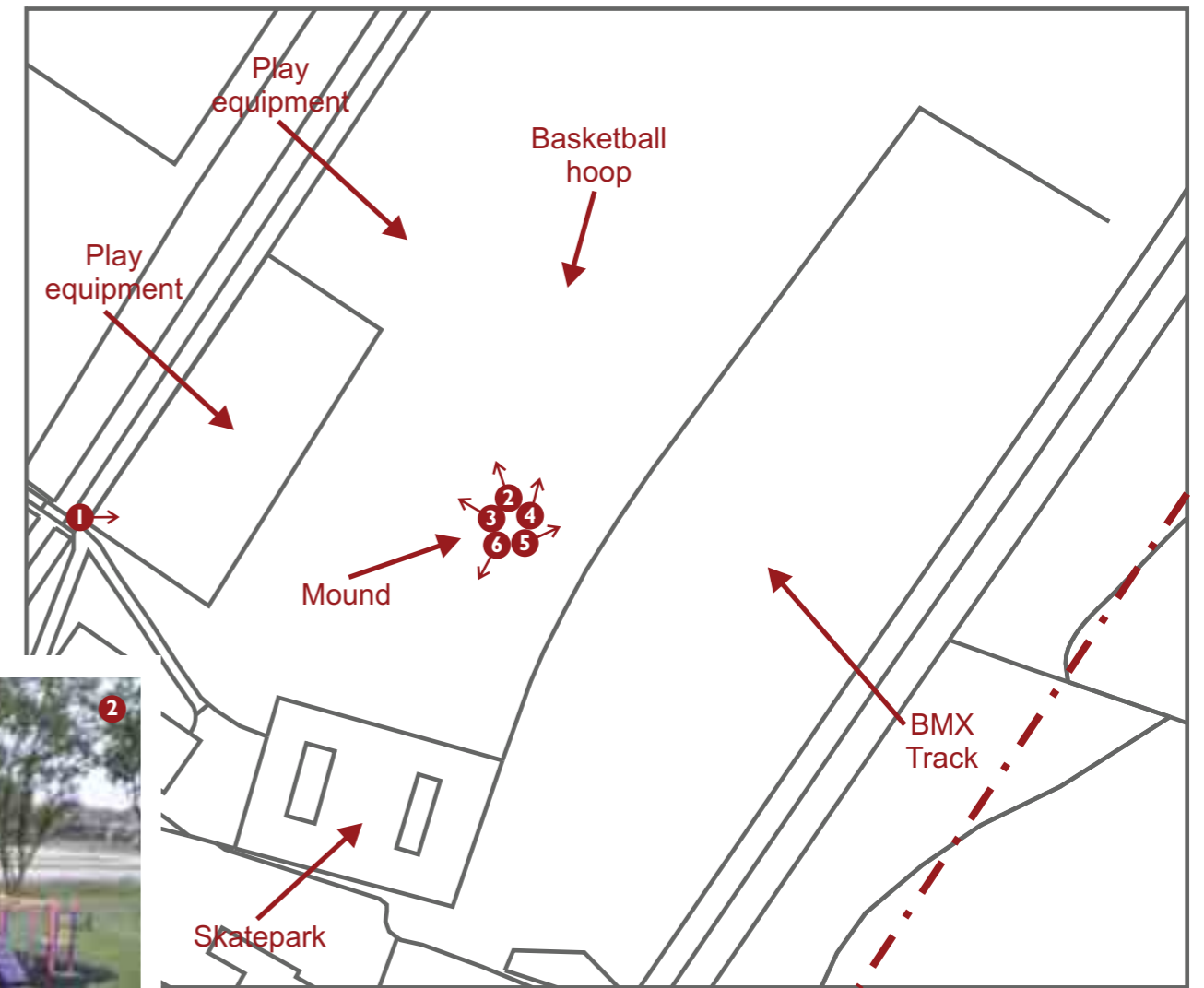
This zone is characterised by the equipment installed to facilitate children's play. The overall impression is that the setting of the play equipment is in open mown grass (although a rubber safety surface is installed below several of the pieces) surrounded by a low railing and not well integrated into its surroundings. A prominent feature is a sizeable mound in the centre of the zone, which has a slide fixed onto it. This mound (which may be formed of demolition material from the East Beach Selsey Tram station, previously located in the same position) provides a good vantage point over the whole of East Beach.

### Land Use:

The zone is used by children particularly in the summer, with parents sitting close-by. Teenagers use the skate park throughout the year, although the BMX track is generally redundant. A basketball hoop is also used by teenagers.

### Issues:

- There are reports of the play area being misused by youths who congregate where they are not overlooked at night-time. Vandalism has occurred in the area.
- Although the skate park is used, it is often not used in the way it was intended. Youths often ride bikes on the half-pipe. As a result, the surface has been damaged. Therefore, the skate park is considered as tired, and due for replacement.



## 3.2.3 The Seafront Strip

This zone is the most elevated of part of East Beach, and in many respects is the where the energy of the area peaks, the sea itself finally being revealed once above the sea wall.

### Landscape Character:

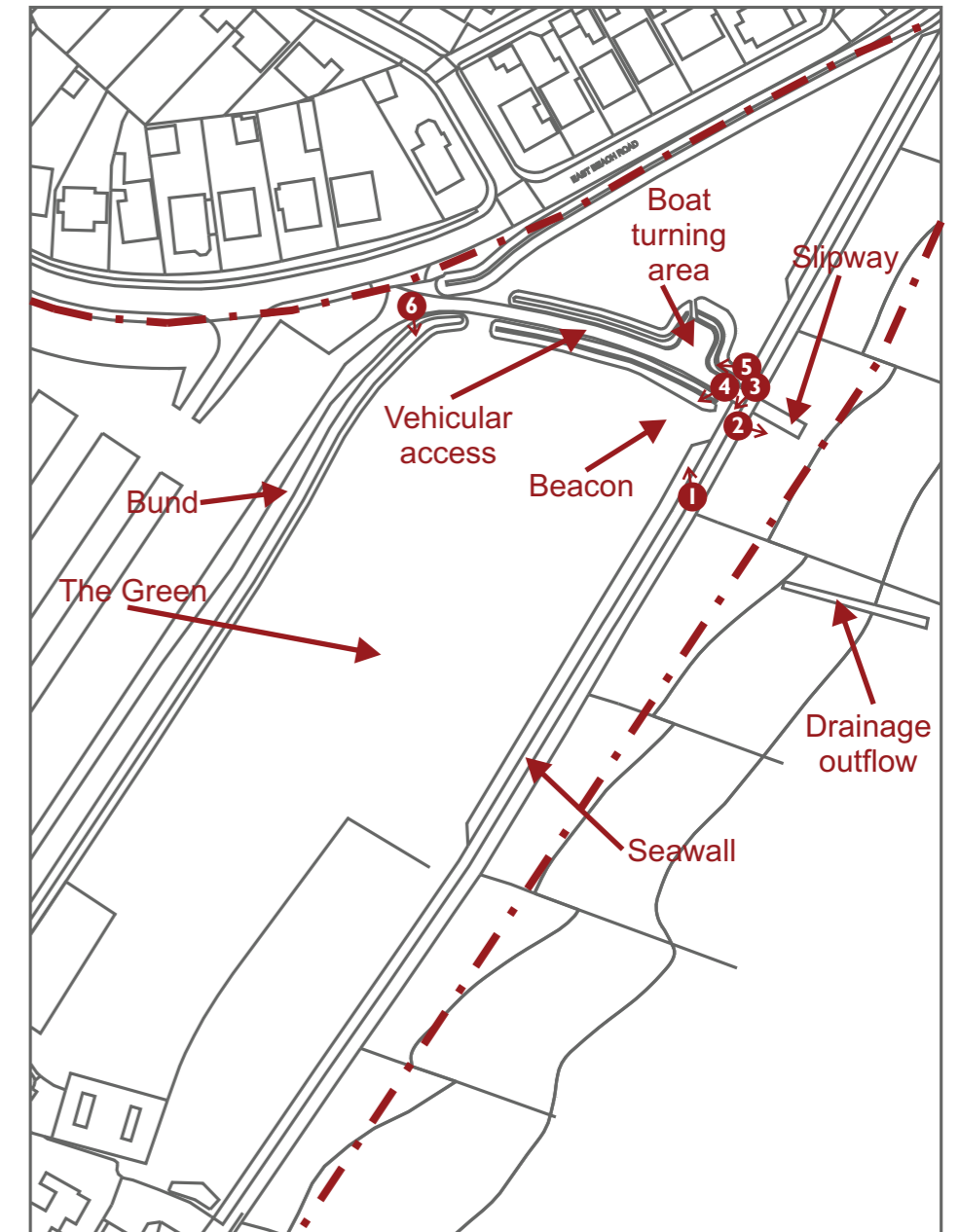
The character of the zone falls into 2 categories. Leading up to the sea-defences, the land is open, mown grass, generally uninterrupted with the exception of one metalled access track up to the sea defences. The 'green' area of the seafront strip, is surrounded by earth bunds, which were early sea defences. The current sea-defences themselves are inevitably heavily engineered in character, (constructed in concrete). Beyond them, the lack of vegetative cover continues down the shingle beach to the seashore. The beach itself is active, with much to see; for instance, boats and anglers. It is divided with groynes, and 2 slipways in the area.

### Land Use:

Use of the area is mainly for leisure pursuits. Although the sea defences aren't designated as a public right of way, they do form the coastal path that links through from Pagham harbour, and all the way around Selsey Bill. This is popular with joggers, walkers and dog-walkers. Leisure fishing is a popular activity on the beach, where anglers often pitch-up. Other activities with more emphasis include boat movements of the fishermen who use a slipway in the South of the area, and of the divers who use a slipway in the North. Once a year, the SeaSelsey festival takes place, based on the 'green' area of the Seafront Strip. This festival mainly celebrating local food produce is very popular, and brings a large number of visitors to the seafront.

### Issues:

- Better use could be made of both areas; the sea wall promenade / beach and the green behind which is largely without direct view to the sea.
- The slipway in the North of the zone, generally used by divers, is too steep to be as effective as required. In addition, it is frequently covered over by shingle, making it unusable. Instead of using the slipway to launch boats (which are too heavy to haul over shingle, and up the steep slipway), divers often merely walk down the slipway to boats waiting offshore.
- The slipway in the South of the zone, generally used by fishermen, is adequately constructed, but often congested. When weather is good and the area is popular with visitors, members of the public can cause obstructions on the slipway, and pleasure craft can force a critical delay before the fishermen can bring their catch to shore.
- Several winches are used around the area of the fisherman's slipway. These are a hazard to the public and could be rationalised to reduce the risk of injury.
- The sea defences ramp down at both slipways, to allow through-access for boats. However, this gap in the sea-defence hard surface creates an obstacle for wheelchair users.



## 3.2.4 The car park

Covering a significant area of land, the car park is by its nature simple and utilitarian. However, it serves more of a community service than first appearances imply.

### Landscape Character:

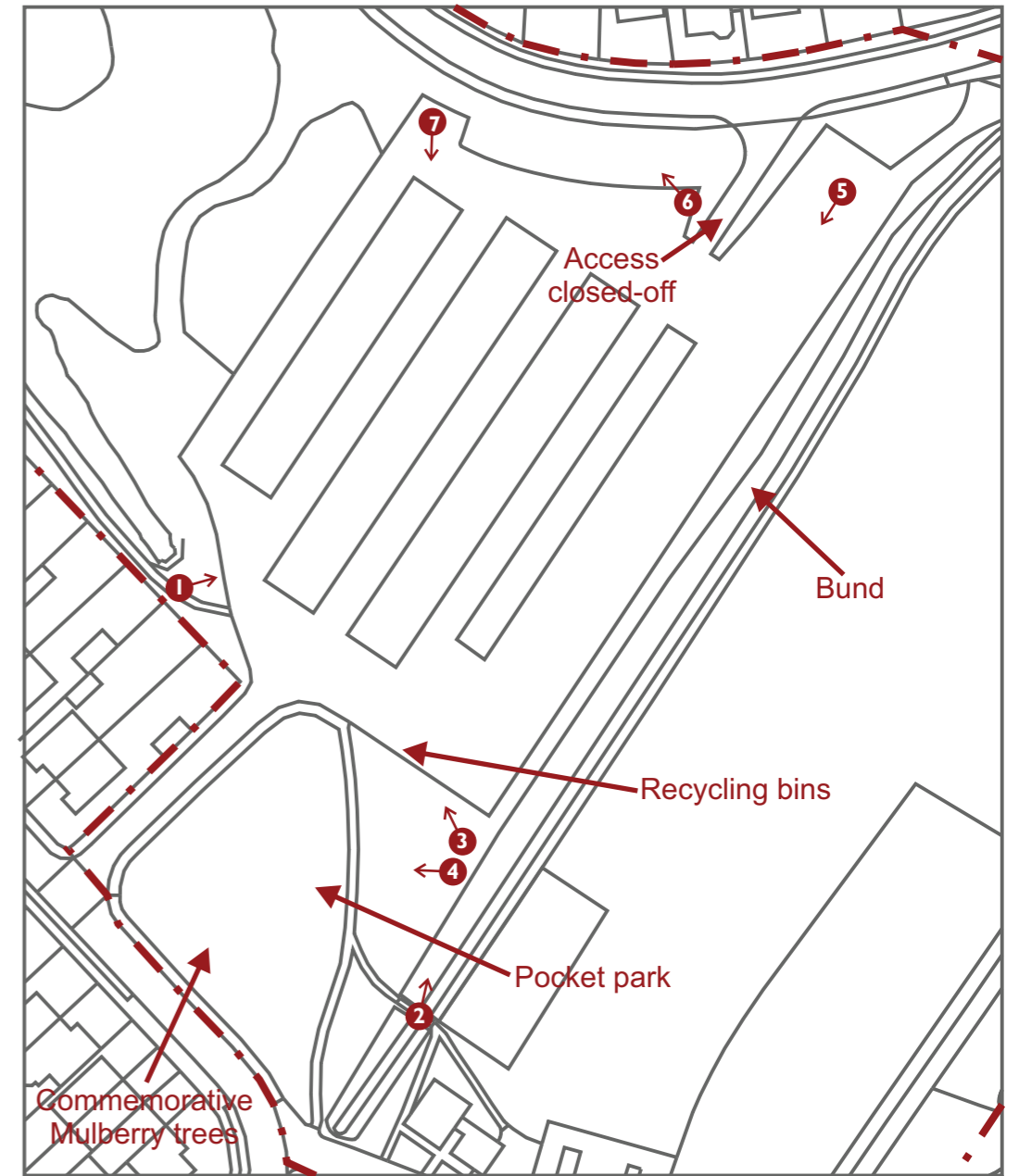
The zone is very flat in the main, and usually empty. It is covered by concrete, broken-up by patches of grasscrete (for the purpose of allowing surface water to attenuate into the ground). It is also very open to the seafront strip, and exposed to all weather conditions. A long line of recycling bins in the Western corner of the car park are very noticeable in the empty space. The edges of the car park fronting onto the adjacent streets are mown grass verges. To the West, the entrance of the car park is next to a pleasant but understated area of mown grass, trees and ornamental shrubs. A footpath runs through this area, linking the car park to the hub. Fundamentally the area is disappointing given its proximity to the sea; open, exposed and uneventful, offering no view of the sea behind the sea wall.

### Land Use:

Other than its obvious use as a facility for visitors to park their cars, the car park is also used one morning per week as the venue for a mobile amenity tip. This takes up approximately 1/3 of the car park space, and is very well used. In addition to this, recycling facilities are permanently located at the car park. Although the car parking is often under subscribed, it is very busy at weekends when the weather is good. During special 'regatta' events, the Model Boat Club occupy a portion of the car-park, where they erect a marquee, off-load model boats from trailers etc. It also serves as a flood attenuation area.

### Issues:

- The biggest issue affecting the car park area occurs comparatively rarely. On the occasions when East Beach Pond overflows, part of the car park can flood sometimes to a depth greater than 600mm. Flooding generally occurs at least once a year.
- Use of the car park is free. It is considered that if charges were applied, motorists would go elsewhere and a parking burden would be pushed onto the surrounding streets, which would be difficult to police.
- The car park is locked overnight. In the summer, the gates are open from 6am to 9pm.
- Anti-social behaviour can occur at the car park, where it is known for cars to be driven aggressively.
- In the past, the car park had an access, and an egress. However, this led to the area being used as a cut-through between East Beach Road and Kingsway. Subsequently, the gate onto East Beach Road has now been permanently locked.
- The planted area adjacent to the car park entrance includes a group of Black Mulberry trees. These were planted in commemoration of the D-Day landings, and are very precious to the local community.



## 3.2.5 The Pond

The East Beach Pond is considered by the local community to be a great asset. Recently improved, it offers a sheltered green retreat, back from the seafront, surrounded by houses on three sides, and a welcome contrast to the open car park on its fourth side.

### Landscape Character:

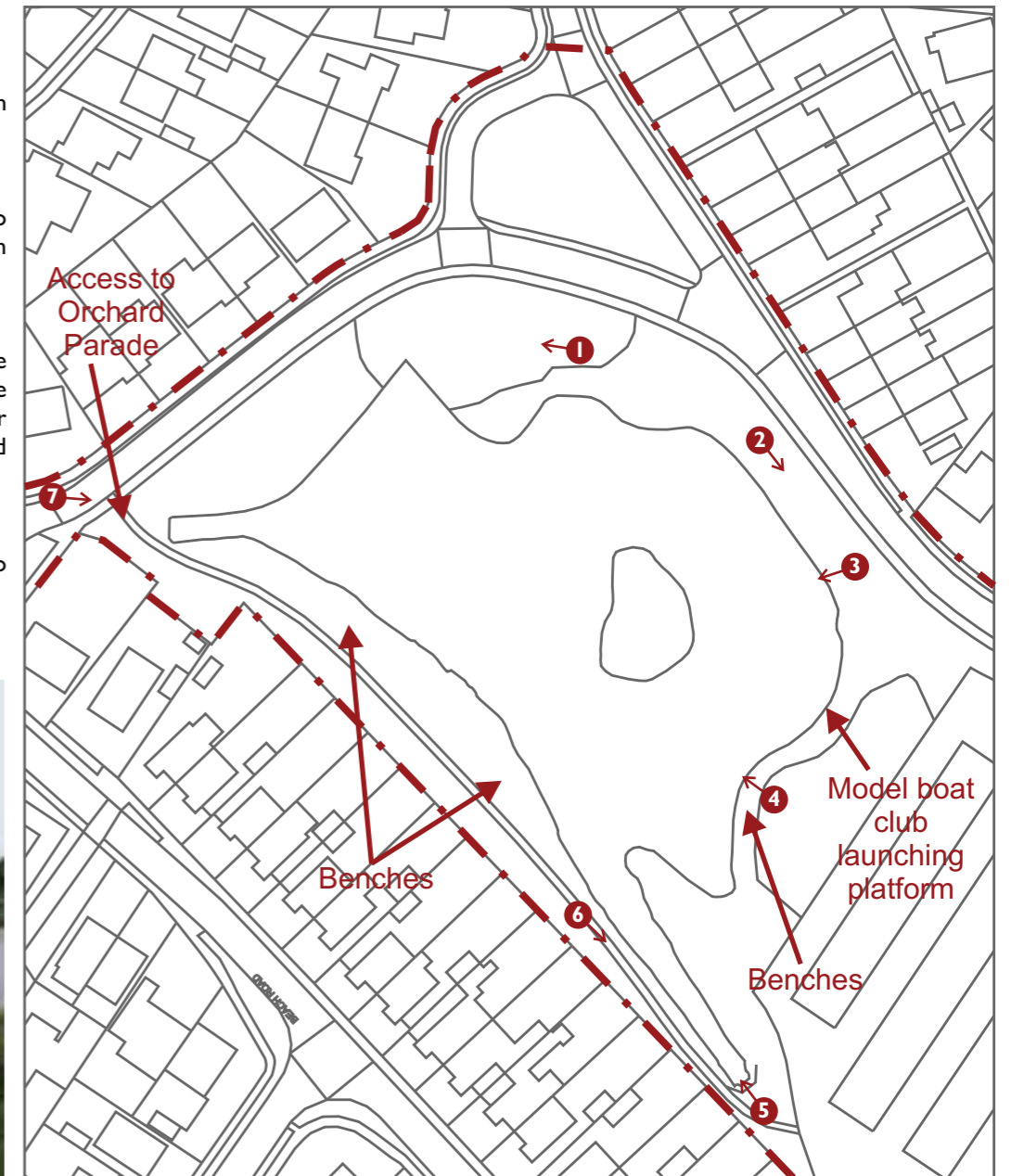
The pond area is predominantly rural in character. It is peaceful in nature, and a well-known haven for local wildlife, notably ducks and swans. Surrounding the water body (particularly to the Northern side) are significant belts of mature trees, alongside younger tree planting and areas of brackish grasses and reeds. Other areas appear slightly more municipal, with mown grass, benches and signage. Generally, the area and the footpaths meandering through it have an informal character.

### Land Use:

The pond serves the purpose of a balancing lake. Surface water drainage from 80% of East Selsey feeds into the pond. The human aspect of the area's land use is largely passive recreational, such as dog-walking. Historically, local fishermen harvested the Willow trees around the pond, which they would then weave to make Crab and Lobster pots. This practice still continues today on a small scale, weaving ornaments to supplement the fishermen's income. The Selsey Model Boat club meets twice a week at the pond. They use a small timber platform at the East of the pond to launch their model boats. The club holds occasional events, which can attract a significant number of visitors. However, generally the area is enjoyed by few people at any one time.

### Issues:

- A number of local people have formed the East Beach Pond Group. They act as voluntary custodians of the area, undertaking maintenance and management works, according to the East Beach Management Plan which they have produced.
- In periods of prolonged rain, combined with high tides, water cannot discharge into the sea, causing the water level to rise and flood the adjacent areas.



## 3.2.6 Orchard Parade

The shops on Orchard Parade, including a Post Office, Newsagents and General Store act as a neighbourhood centre. As such there is a likelihood for people to be active in the area. This area of East Beach is the point of arrival for most visitors.

### Landscape Character:

The area could be described as typically suburban, much of it covered by hard surfaces. The row of shops is visually significant, along with its bland expanse of paved forecourt. The roadway that circumnavigates the Listening Post could easily be overlooked, but nevertheless contributes to the character of the area. The Listening Post itself is a Grade II listed building currently dilapidated, but situated at a prominent part of the road. The close-boarded fence surrounding the premises is a significant negative visual impact. As a gateway to the East Beach area, the Orchard Parade shops and the Listening Post give an unexceptional first impression to the visitor.

### Land Use:

Vehicular and pedestrian movements dominate the area. Other than through traffic, cars park outside the Orchard Parade shops either for a short while, or sometimes for the whole day. Surrounded by residential estates, the shops themselves are a place for human interaction, where the local community come to buy day-to-day goods and services. People from outside the community are also present, using the services of the Mulberry Dive shop. Locals will also wait at a bus-stop, opposite the Listening Post, where a bus service will take them into Chichester.

### Issues:

- Generally the road system is confusing and the area character indistinctive. The Listening Post is a noteworthy feature, constructed during World War I with a sound-mirror as a primitive method of detecting approaching Zeppelin aircraft. The building is now used as a private residence, and has had some unsympathetic modifications which currently give a ramshackle appearance. The present owner has submitted a Planning Application to demolish these extensions, and build a new enlarged house, onto the side of the original sound-mirror. This should offer some significant improvement in a key area, so long as the boundary treatment is also improved with something better than fence. Hedging is suggested.
- The Orchard Parade shops are currently in the ownership of an absentee Landlord.
- Car parking at Orchard Parade is problematic, since the arrangement of the spaces requires drivers to reverse out onto the highway. This is obviously a hazardous manoeuvre.
- Problems of vandalism occur in the area. The Off-Licence at the Orchard Parade shops is noted as a cause for youths to gather and behave antisocially. The telephone box outside the shops has been vandalised.



## 3.3.1 Summary Observations on UK Demographic Trends

The general demographic profile of the UK is changing in a number of ways, namely:

A cash rich time poor working population particularly within the 30 to 49 age bracket with levels of high disposable income. However, the impact of the current economic downturn may impact upon the 'cash rich' population;

The average 'leisure time' available to the working adult population is decreasing and there are more leisure activities (e.g. shopping and home entertainment) which are now competing for leisure time and spend;

Overall growth in UK population and in the proportion of ABCIs;

An ageing population which will stay younger longer, people will remain active;

A greater awareness and desire for 'healthy lifestyles and wellbeing';

Changes in the structures of households and families (e.g. more single dwelling housing and more single parent families);

A greater concern for the environment & green issues (i.e. return to nature);

Increasing ethnic diversity of UK population with inward migration.

**Our own research has helped to identify an additional range of key trends, needs and expectations of visitors. These include, but are not limited to:-**

Demand for high standards of catering - catering is now a recognised part of the 'leisure experience';

Recognition that brands play an increasingly important part of visitors' decision-making process and help to differentiate visitor experiences;

A growing interest in life-long learning and education through fun activities;

To dedicate more time for leisure pursuits;

Seeking a better 'work life balance, often including a desire to spend more time with the family.'

**In addition, The English Tourism Council highlights the consumer's desire to find distinctiveness in visits to destinations and a growing yearning for more engagement.**

## 3.3.2 Innovative initiatives: Case examples

Planning Solutions have made a study of several examples of innovative initiatives which have helped to regenerate coastal resort towns, set out in the table below:

Example	Town / Area	Focus	Activity	Impacts / Other Comments
1 East Beach Cafe	Littlehampton, Sussex	Catering	Local cafe operator part funded development of high profile cafe, designed by Thomas Heatherwick.	A transformational design led project with significant impact in terms of raising the profile of Littlehampton amongst new audiences. Also now the West Beach fish and chip cafe has recently opened. It should be noted that Littlehampton has good public transport links (notably train links to London).
2 Padstow	Cornwall	Catering	Since introducing his initial restaurant Rick Stein has developed a portfolio of eateries from a high class restaurant through to a fish and chip shop.	Has acted as catalyst for further investment, though some resentment from local population as the town experienced an increase in house prices.
3 Whitstable	Kent	Catering	Created a reputation based upon food and in particular seafood - the oyster and the built heritage.	Whitstable has become a popular destination for day trippers to explore the built heritage offer and experience the gourmet seafood offer. In respect of the food offer Whitstable has a strong heritage associated with 'oysters' and runs a range of high profile events. The project is part of a wider regeneration initiative which focussed on enhancing the built environment, green spaces, culture, the arts and retail. It is also important to note the involvement of local entrepreneurs.
4 Look and Sea Visitor Centre	Littlehampton, Sussex	Mixed leisure / tourism development	Mixed development incorporating a cafe, youth hostel (YHA), meeting room/function room, heritage exhibition and information point.	Interesting to note that the different business elements help to address the issue of seasonality. The project is also part of a wider regeneration programme for Fisherman's Wharf and helps to create a new destination in the town. However, we understand that some elements of the project require a subsidy.
5 Watergate Bay – Extreme Academy	Newquay, Cornwall	Mixed leisure / tourism development	Extreme sports centre with associated facilities including accommodation and a range of catering offers including Jamie Oliver's Fifteen Cornwall Restaurant. Also offers training opportunities.	High profile flagship project which is built upon the resort's links to water sports and in particular surfing. The project has helped to re-inforce Newquay's USP. The project is building on the popularity of 'activity tourism'.
6 The Midland Hotel	Morecombe, Lancaster	Accommodation	Former derelict 'art deco' hotel purchased by design specialists Urban Splash which secured considerable funding from the Northwest Regional Development Agency and English Heritage to modernise the hotel. The hotel re-opened in 2008.	A high quality product which has helped to re-address the negative profile which had been associated with Morecombe's tourism product. It is part of a wider regeneration programme for the town. Whilst the hotel is owned by Urban Splash it is now managed by a specialist hotel operator.
7 Beach sports	Brighton, East Sussex	Beach play / sports	Beach sports including volleyball and basketball are incorporated alongside mixed leisure uses and an events space.	Engages with a younger audience, though there are some seasonality issues (which is to be expected). Beach sports form part of a wider seafront regeneration scheme including renovating the arches and promenade for cafes, bars, nightclubs, galleries and retail space.
8 Seafront public realm	Eastbourne	Landscape improvement	Eastbourne has recently improved the public realm through a range of attractively designed kiosks, outdoor seating areas and events space.	The project is part of a wider regeneration programme for the town. It should be noted that Eastbourne has always had a long reputation for the quality of its public spaces, notably the gardens and soft landscape.
9 Tern Project	Morecombe	Public art	A public art project which has led to the introduction of a number of sculptures within Morecombe.	When the statue of Eric Morecombe was unveiled there was a significant increase in enquiries (253,657 +78%). The project in part builds upon the 'heritage' of Morecombe.
10 Emsworth Food Festival	Emsworth, Hampshire	Event	Local community developed idea for a food festival to attract additional visitors to Emsworth. Run over a four day period the Festival developed into a very successful event which attracted over 50,000 visitors per annum (up from 8,000 in 2001).	Helped to generate spend in local businesses and anecdotal evidence suggested that the Festival encouraged people to re-visit Emsworth at a later date. Due to the success of the Festival there was no Festival in 2008 as it was felt that it was attracting too many people. Proposal to run four smaller festivals/events during the year. Interesting to note the project was led by the community.

## 3.3.3 Summary Observations on Case Examples

There are several important themes which can be drawn from the examples above and our previous consultancy experience:

- Tourism forms part of the solution to regenerate coastal resort towns as part of wider holistic regeneration programmes;
- By introducing higher quality tourism products you help to attract higher spending tourists without necessarily increasing the overall volume of tourism;
- New icons such as the East Beach Cafe project or public arts projects can act as focal points for helping to raise (positive) awareness of resorts and encourage further investment;
- There is a need in many instances for significant public funding to help attract commercial interest, although the role of local entrepreneurs should not be underestimated;
- It is important to gain buy in from the local community to ensure initiatives do not alienate residents, but build upon on their aspirations, needs and the heritage and culture of an area;
- Coastal resort towns are facing a range of problems from a lack of capital investment through to multiple occupancy housing (which can be former tourist accommodation), low paid, seasonal jobs and transient populations which can be a significant drain on the local authority;
- It is important to understand the impact of negative perceptions on the ability of some coastal resorts to attract visitors (and commercial investors).

## 3.3.4 General comments on Tourism in Chichester District

Tourism plays an important role in the economy of Chichester District supporting just under 6,000 full time equivalent jobs and generating some £375,646,000 in income for local businesses

During 2007, there were 674,746 trips by staying visitors and just under five million (4,980,000) trips by tourism day visitors. In terms of revenue generated day visitors this accounted for 55% of expenditure - spending £162,311,000 during 2007 compared to £130,265,000 by staying visitors.

The majority of visitors stayed in commercial serviced accommodation (48.9%), only 25% of overnight tourists stayed in non-serviced accommodation (self catering, caravanning/camping) with caravans/tents accounting for 22% of all types of accommodation used. 19% of overnight stays lodged with friends and relatives. Camping, caravanning and holiday parks are a key element of the tourism product mix on the Manhood Peninsular. Bunn Leisure, the largest holiday park in the area, has undertaken significant investment in up-grading the product and providing new facilities, including a new leisure facility. A market segmentation study (Market Segmentation in the South East) identified that amongst destinations in the South East Selsey and the Witterings generated the longest average length of stay, although the area recorded the lowest percentage of visitors surveyed staying in hotels, B&Bs and guesthouses and the highest percentage staying in static caravans or chalets (tenting is also predominant).

The Economic Impact of Tourism (Chichester 2007) provides an overview of the tourism sector. However, it is difficult to compare the data to previous years as the information is based upon the 'Cambridge Model' (previous years used the STEAM Model).

However, some trend data can be drawn out between 2006 and 2007:

- Total number of staying nights increased by 2.1%
- Total staying trip spend by accommodation increased by 0.3%
- Total number of day visitors increased by 2% (along with a 2% increase in spend)
- Total employment related to tourism spend increased by 1.1% (for FTE jobs)

Looking at the original STEAM data between 2003 and 2004 useful trend data can also be identified, for example there was a 2% increase in tourist numbers and days and revenue/expenditure also increased by 4%.

Postcode analysis of the enquiry database for staying visitors in the District conducted by Visit Chichester in January 2005 shows that the top ten postcode areas are all located in London and the South East, These are within the primary short break catchment for short break and special interest visits. It further shows the predominance of visitors from affluent homes, wealthy retired neighbourhoods and small family private homes (between them accounting for 64% of visitor enquiries). In respect of the Manhood Peninsular there is only limited data available.

### Attractions

Chichester District is an established tourist destination with a number of popular and nationally important visitor attractions including Goodwood, Fishbourne Roman Palace and the Weald and Downland Museum. There is a particular focus on 'heritage' based visitor experiences within the District.

However, the project area has a limited visitor offer, with no critical mass of built visitor attractions. Despite having few formal attractions, the area is diverse and special, with many points of natural interest.

The area's core attraction is the coast, seafront and surrounding countryside which provides an important recreational resource for the local community and visitors to the area. The coast and seafront continues to be the primary reason for visiting the area. The area is a recognised centre for sea sports, specifically wind surfing, kite surfing and diving. However there is no dedicated sports pavilion/changing rooms or visitor centre for water sports users within the study area.

The Western area of Pagham Harbour provides an important attraction in terms of its level of bio-diversity and wildlife. At Church Norton there is an interesting Chapel which has a rich history and the remains of a Roman Fort with very limited interpretation. Near Church Norton is the former RAF Selsey airfield which is commemorated with a plaque and has links to D-Day. The area does have strong appeal in terms of heritage interest. Mulberry Harbours from World War Two are located offshore and visited by divers.

In the traditional sense of built visitor attractions there is the low key Selsey Lifeboat Museum, which generates 20,000 visits per annum, Earnley Butterflies &

Gardens and the Visitor Centre/Education facility at Pagham Nature Reserve (we understand that there is a multi-million pound proposal to introduce a new purpose built visitor and education centre).

### Other

In terms of new project initiatives Visit Chichester has developed the Selsey and Witterings Tourism Partnership a marketing focussed initiative.

A market segmentation study (Market Segmentation in the South East) identified that Selsey and the Witterings are a very family orientated area (along with Littlehampton and Bognor Regis) and that Selsey and the Witterings have particular appeal amongst the young and young adult markets compared to Chichester. However, the destination profile map identifies that Selsey / Witterings attracts a lower socio-economic profile of visitors (compared to Chichester which attracts a higher socio-economic profile of visitors).

## 3.3.5 SWOT Analysis

### Strengths

- Wider area of great natural beauty, both coastal and inland
- Good seafront environment
- Proximity to Chichester city for shopping, theatre and other leisure
- Wider region is an established destination for watersport based activities from wind surfing at the Witterings through to diving at Selsey
- Bio-diversity and value of nature of the site

### Weaknesses

- Poor public transport infrastructure - no trains serve Selsey
- Road access has congestion problems at peak times
- Tourism accommodation product is heavily dominated by static caravan holiday parks catering for a particular sector of the market
- Low density residential population outside Selsey South ward limits VFR market potential
- Poor linkages within wider Peninsula including roads and recreational routes

### Opportunities

- Introduce new products to meet needs of visitors and local residents
- Realise planned improvements to A27 with flyovers, junction improvements and park and ride scheme
- Potential to raise profile of area as exceptional visitor destination

### Threats

- Area is low lying and represents significant flood risk
- Increased traffic movements could exacerbate current congestion issues
- Climate change areas could become flooded with increase in sea level
- Lack of funding / operator interest secured for development



## 3.4 Conclusion of initial assessment

The East Beach area is valuable to local residents, visitors and to the fishing industry. It has many positive and attractive qualities, but also parts that could be improved or where there are conflicts between users

The Masterplan aims to address the majority of the main issues, which come from the wish to maximise the area's attractiveness and usefulness to all users whilst resolving potential conflicts between them. For example, it would be beneficial to help the fishermen to work more safely and effectively at East Beach whilst also promoting its attractiveness to recreational and cultural users.

It will be an important part of the masterplan to ensure that each part of the proposal contributes to the success of the others.

The overwhelming intention though, returning to the masterplans' central theme, is to re-establish the physical and cultural connection to the sea.



## 4.1 The Design Vision

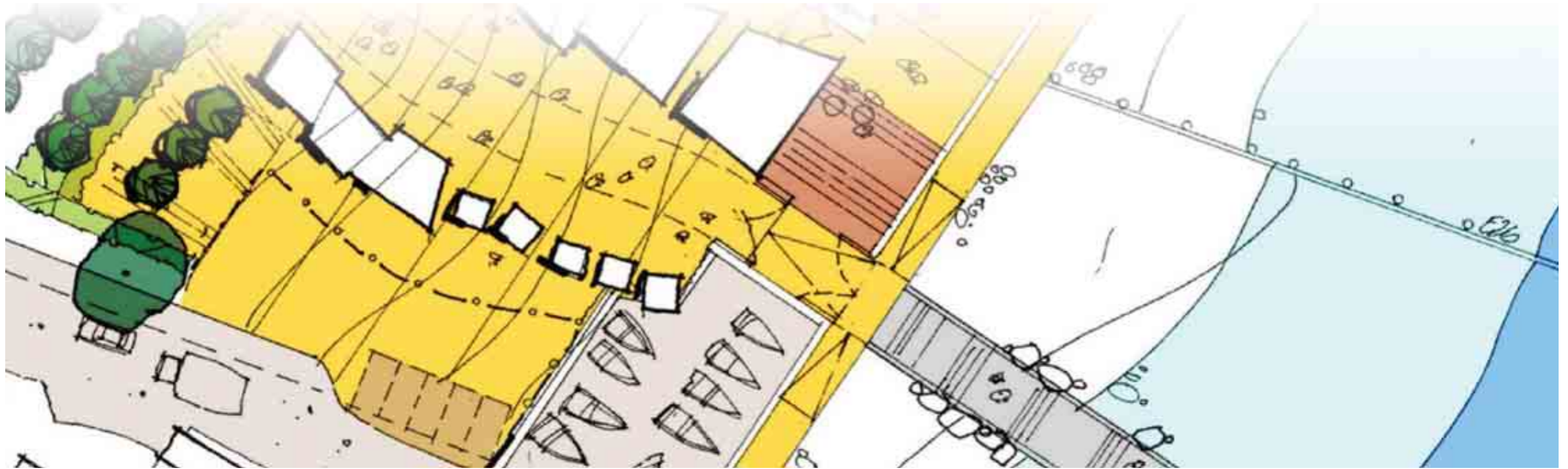
Selsey's unique quality is its liminality - its position on the threshold of sea and land. Positioned on low-lying land traversed by drainage ditches (rifes) and tidal inlets, Selsey is almost more seascape than landscape.

Isolated by topography with only a B-road to Chichester, it has developed a separateness - expressed as autonomy, self reliance and community mindedness.

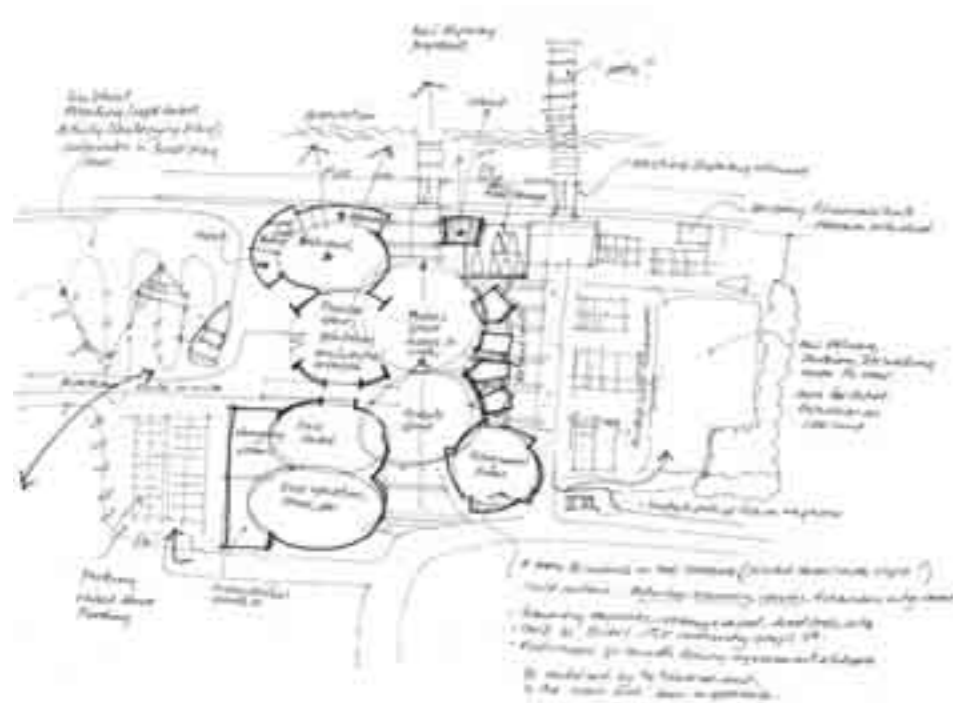
Selsey turns its back on the land and looks to the sea, its provider since ancient times. It is, however, a cruel master and threatens inundation. This dichotomy instructs Selsey's character and fuels an appetite for innovation and adaptation to nature. Always on the brink, facing the challenges of climate change and coastal erosion head-on, Selsey understanding that survival depends of constant and dynamic invention.

Our vision for Selsey is of a revitalised community pioneering innovative and exciting new activities inspired by its position between the natural environments of the sea and the West Sussex coastal plain.

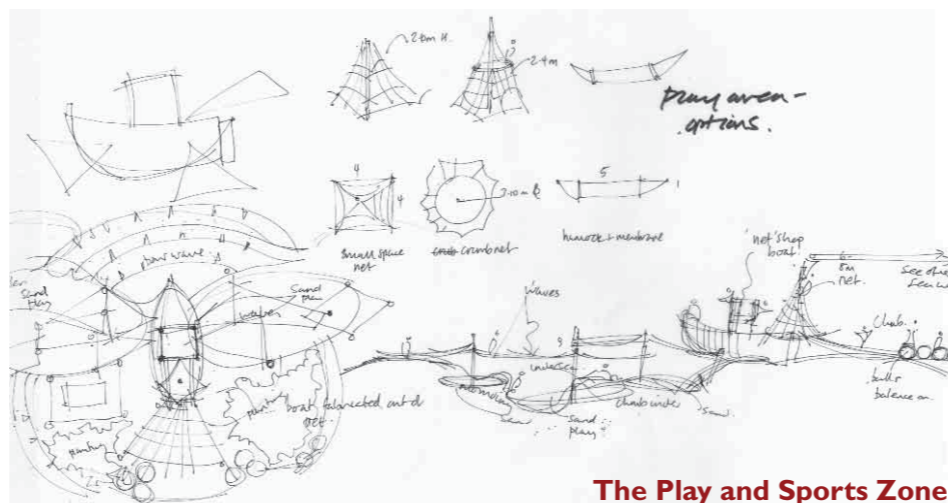
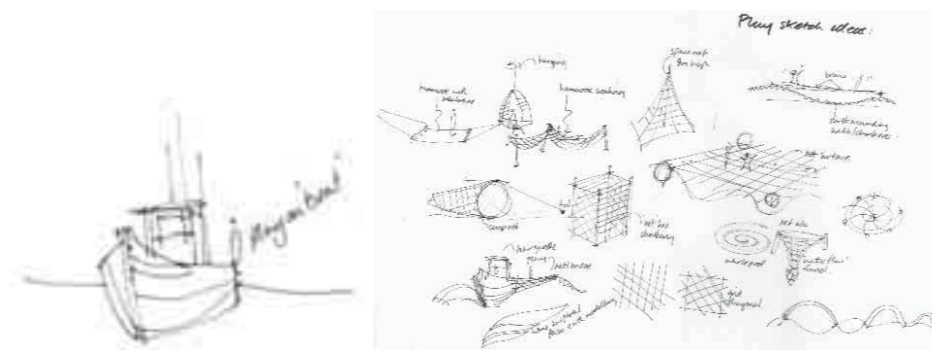
We imagine a place that appreciates the importance of its natural and cultural heritage and how this, coupled with original new interpretations, can inform the development of genuinely sustainable modes of living.



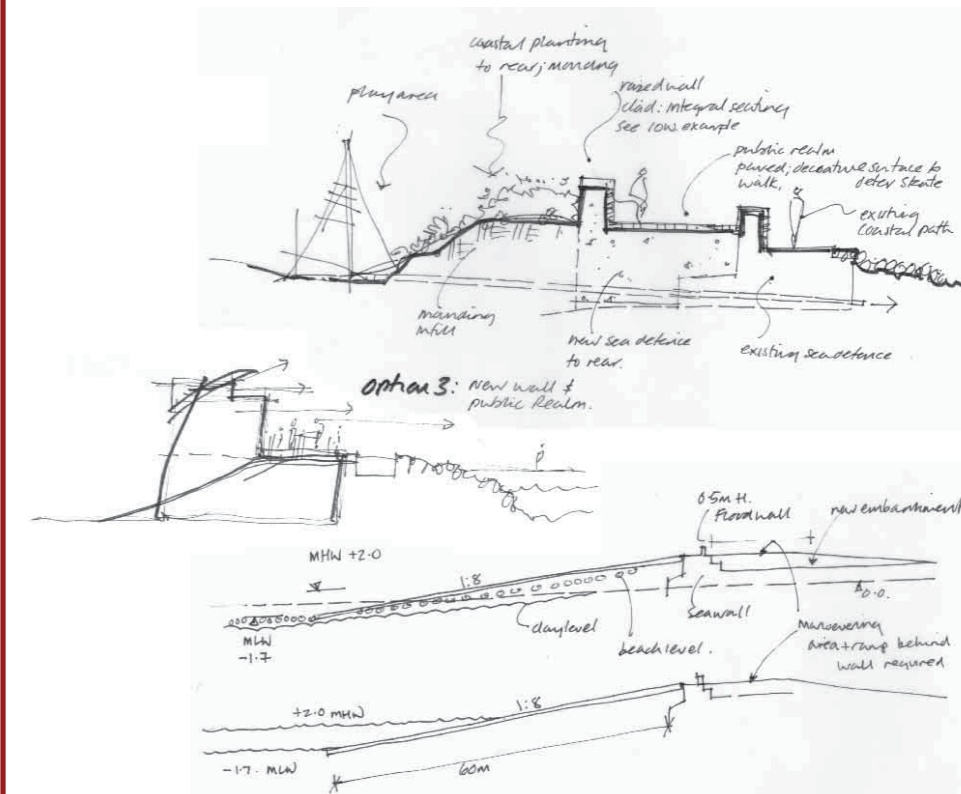
## 4.2.1 Initial ideas / exploration / themes



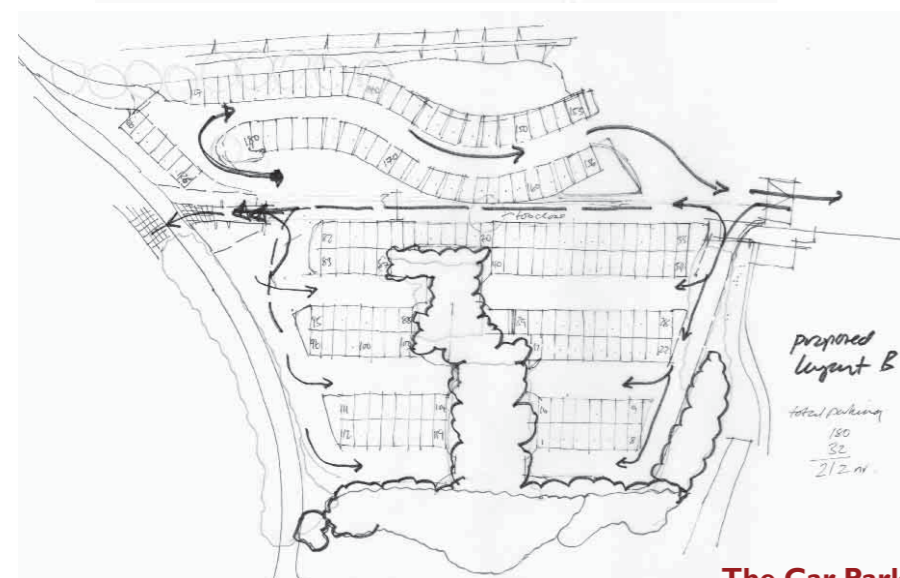
The Hub



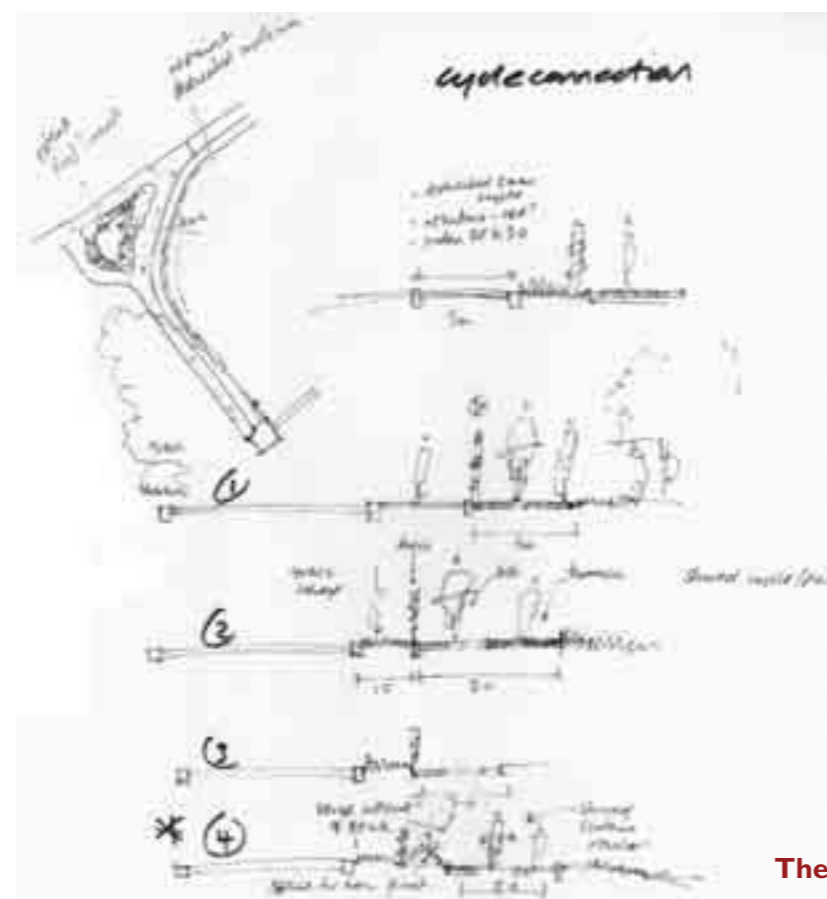
The Play and Sports Zone



The Seafront Strip



The Car Park



The Pond



Orchard Parade

## 4.2.2 Exemplar Precedents - Observations from Case Examples

In a design masterplanning study such as this, it has been helpful to explore and interrogate exemplar precedents; considering their relevance and feasibility during the masterplanning process, and how these ideas could be applied in Selsey in terms of landscape and architecture.

The photographs illustrate several examples of local and national places, innovative public realm projects and ideas that have helped to 'reshape' the image of our traditional seaside resorts and the 'seaside experience' found throughout the UK and abroad.

Some examples are places using iconic architecture, whilst other places have relied on sculptural art, lighting or paving. What seems clear is that design inspiration can come from many different sources, which when combined with a creative approach can help transform the function and inherent qualities found in many of our most important public spaces.

There are several important themes which can be drawn from the case examples; addressing issues of:

- **Sustainability**
- **Local distinctiveness - using vernacular materials, patterns and design inspiration**
- **Form of Iconic buildings - scale, density and massing**
- **Landscape planting - Coastal species and local provenance**
- **Public art relevance and integration**

It is expected that many of these issues will be explored in depth within various design stages as the project moves forwards.



Yellowwave, Brighton



Ventnor, Isle of Wight



### Above the Clouds, Germany

Flying is the theme of this groundbreaking playground area of nets, a climbing 'airport tower', and an airplane coming into land. Climbing rope nets of varying degrees of difficulty with a tunnel slide to exit. A range of smaller nets made easier for small children to climb overlays a gently sloped sand pit area.

The surrounding area forms a water attenuation basin, periodically flooding each year.



Steephill Cove, Isle of Wight (see over)



The Hard, Portsmouth



### Seaview / Duver Road Coastal Protection Scheme, Ryde, Isle of Wight

A award winning coastal protection scheme incorporating public art, local materials, integral seating and shingle / maritime planting for conservation benefit adjacent to Duver road.





### Steephill, Ventnor, Isle of Wight

Steephill Cove is one of the few English coves with no vehicular access is situated to the west from the Victorian coastal resort of Ventnor. Fringed by a row of cottages unique in design to the Isle of Wight, is a scene which has barely changed over generations. The cove offers safe bathing, a shallow sloping beach and rocky outcrops. Recent works to raise the coastal sea defences has created new footpaths and coastal walkway, places to sit, eat alfresco and watch the local fishermen land their daily catch.



### National Maritime Museum

Described as "An Experience as big as the Sea" offering an extended range of quality, year round attractions to complement the region's unique heritage, culture, cuisine and natural environment. National Maritime Museum Cornwall is not only a landmark, but also a watermark - reflecting Falmouth's position as one of the world's premier harbours and sailing venues.

It is the centrepiece of an international leisure/tourism complex, which wraps around a new waterside piazza holding up to 4,000 people, created for concerts, exhibitions and major events. It will include restaurants, shops and cafes. Also under development is an off-site boat store and restoration facility plus a Park and Ride / Park and Float scheme.

The magnificent harbourside building (Long & Kentish) designed to blend with and enhance the surroundings. Its exterior oak-cladding reflects the history of wooden boat sheds in the area, whilst its shape, form and orientation take full account of its location between Falmouth's historic buildings and the ships and warehouses to be found in the docks. Internally, the building has been custom-designed to bring to life the stories of boats, maritime themes and Cornwall's heritage, with an array of small and large galleries.



### Ventnor Fishing Pier, Isle of Wight

Small fishing harbour and bespoke, purpose built building to sell and address the operational requirements of the local fishing industry.



### National Lobster Hatchery, Padstow

Actively promotes and contributes to responsible management of coastal marine resources and is a resource for education, conservation and research. Lobster restocking project. To promote the concept of sustainability in fisheries and aquaculture and to improve the long term productivity of the lobster fishery for all, through an active stock enhancement programme. Visitor centre, shop



### The Beacon, Whitehaven

The museum with interactive, high-tech exhibitions and an activity centre, where arts crafts and education classes will be held for school groups and adults alike.

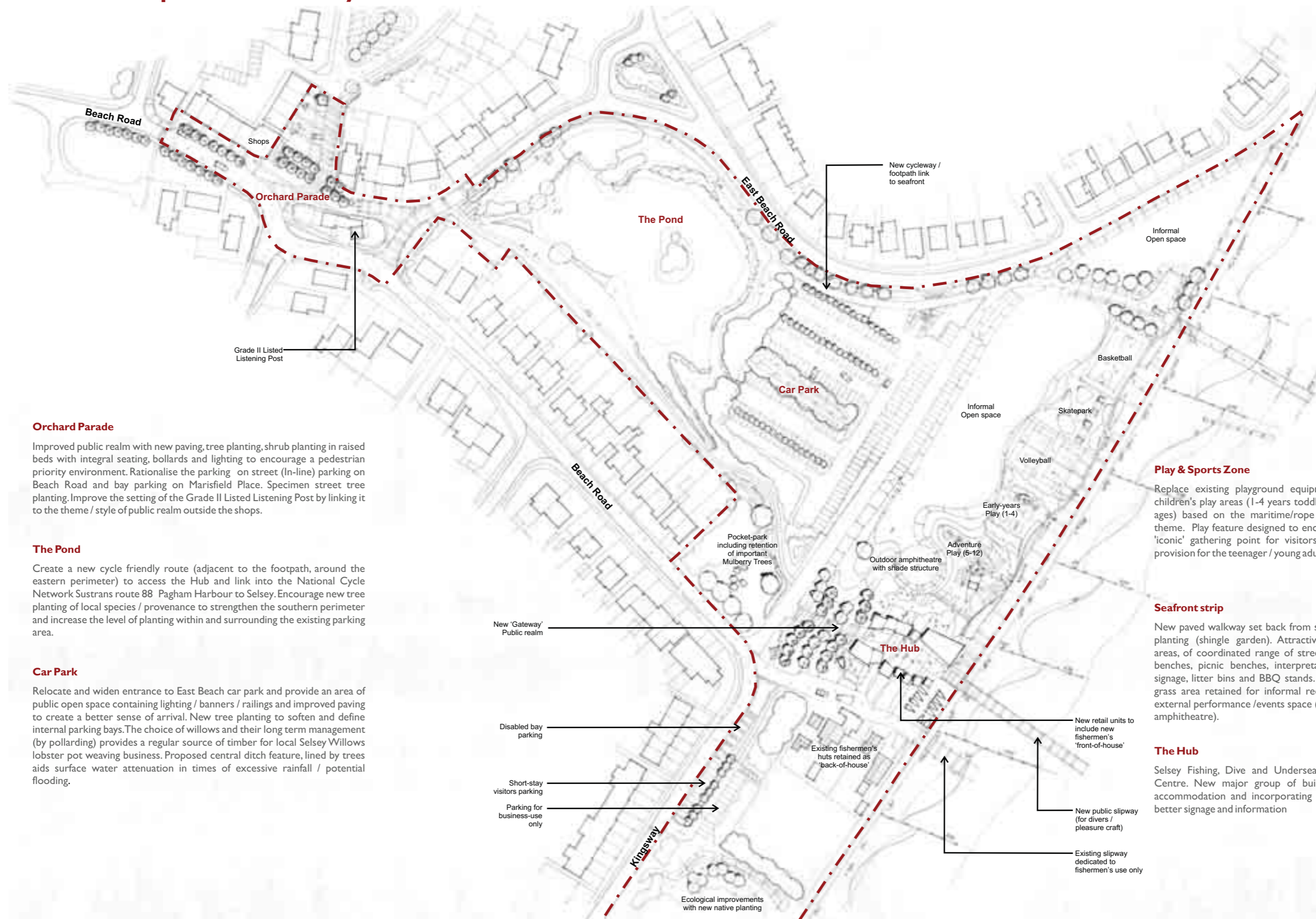
Ground floor bistro and a viewing gallery offering magnificent seaward vistas, there is also a moving deck that simulates the movement of a boat on the sea together complimented by interactive features that give visitors the chance to experience the smells, sounds and sights of life at sea.



### Morston Quay, Norfolk

A small quay offering access to the coastal path with extensive views across Blakeney Point and large areas of saltmarsh. At high tide you can take a boat trip to get up close to the seals. You can also learn more about the wildlife and history of Blakeney NNR at the Morston Quay Information Centre. Café, viewing deck upper level

## 4.2.3 Initial Masterplan site-wide layout



### Orchard Parade

Improved public realm with new paving, tree planting, shrub planting in raised beds with integral seating, bollards and lighting to encourage a pedestrian priority environment. Rationalise the parking on street (in-line) parking on Beach Road and bay parking on Marisfield Place. Specimen street tree planting. Improve the setting of the Grade II Listed Listening Post by linking it to the theme / style of public realm outside the shops.

### The Pond

Create a new cycle friendly route (adjacent to the footpath, around the eastern perimeter) to access the Hub and link into the National Cycle Network Sustrans route 88 Pagham Harbour to Selsey. Encourage new tree planting of local species / provenance to strengthen the southern perimeter and increase the level of planting within and surrounding the existing parking area.

### Car Park

Relocate and widen entrance to East Beach car park and provide an area of public open space containing lighting / banners / railings and improved paving to create a better sense of arrival. New tree planting to soften and define internal parking bays. The choice of willows and their long term management (by pollarding) provides a regular source of timber for local Selsey Willows lobster pot weaving business. Proposed central ditch feature, lined by trees aids surface water attenuation in times of excessive rainfall / potential flooding.

### Play & Sports Zone

Replace existing playground equipment with two new children's play areas (1-4 years toddler play and 5-12 year ages) based on the maritime/rope adventure, undersea theme. Play feature designed to encourage and create an 'iconic' gathering point for visitors and locals. Greater provision for the teenager / young adult is proposed

### Seafront strip

New paved walkway set back from seawall with maritime planting (shingle garden). Attractively designed seating areas, of coordinated range of street furniture - seating, benches, picnic benches, interpretation / way marking signage, litter bins and BBQ stands. Grass mounding and grass area retained for informal recreation. An outdoor external performance / events space (host events and grass amphitheatre).

### The Hub

Selsey Fishing, Dive and Undersea Heritage Education Centre. New major group of building(s) with flexible accommodation and incorporating a variety of facilities, better signage and information

New 'Gateway' Public realm

Disabled bay parking

Short-stay visitors parking

Parking for business-use only

Ecological improvements with new native planting

New cycleway / footpath link to seafront

New retail units to include new fishermen's 'front-of-house'

New public slipway (for divers / pleasure craft)

Existing slipway dedicated to fishermen's use only



## 4.2.4a Stakeholder consultation

Consultation with key members of the Selsey community and officers of Chichester District Council has been ongoing on an ad-hoc basis since December. Comprehensive notes of those discussions were the basis of targeted Stakeholder consultation, held on 7<sup>th</sup> May 2009, soon after the Masterplanning consultants were appointed.

In addition to conversations with various people at East Beach, 37 people attended a Stakeholder meeting at Selsey Town Hall. They included representatives of:

- the diving community
- Selsey Fishermen's Association
- Selsey Town Council
- Manhood Peninsular Partnership
- Manhood Peninsular Steering Group
- R.N.L.I.
- East Beach Pond Group
- Manhood Wildlife & Heritage Group
- West Sussex County Council
- Officers and Members of Chichester District Council
- The Masterplanning consultants.

The outcome of that day was a good understanding of the salient issues, and an idea of the opportunities aspired to by influential community groups. This became the basis for the initial design ideas, manifested in a preliminary masterplan presented for comment at a public consultation event.



## 4.2.4b Public consultation

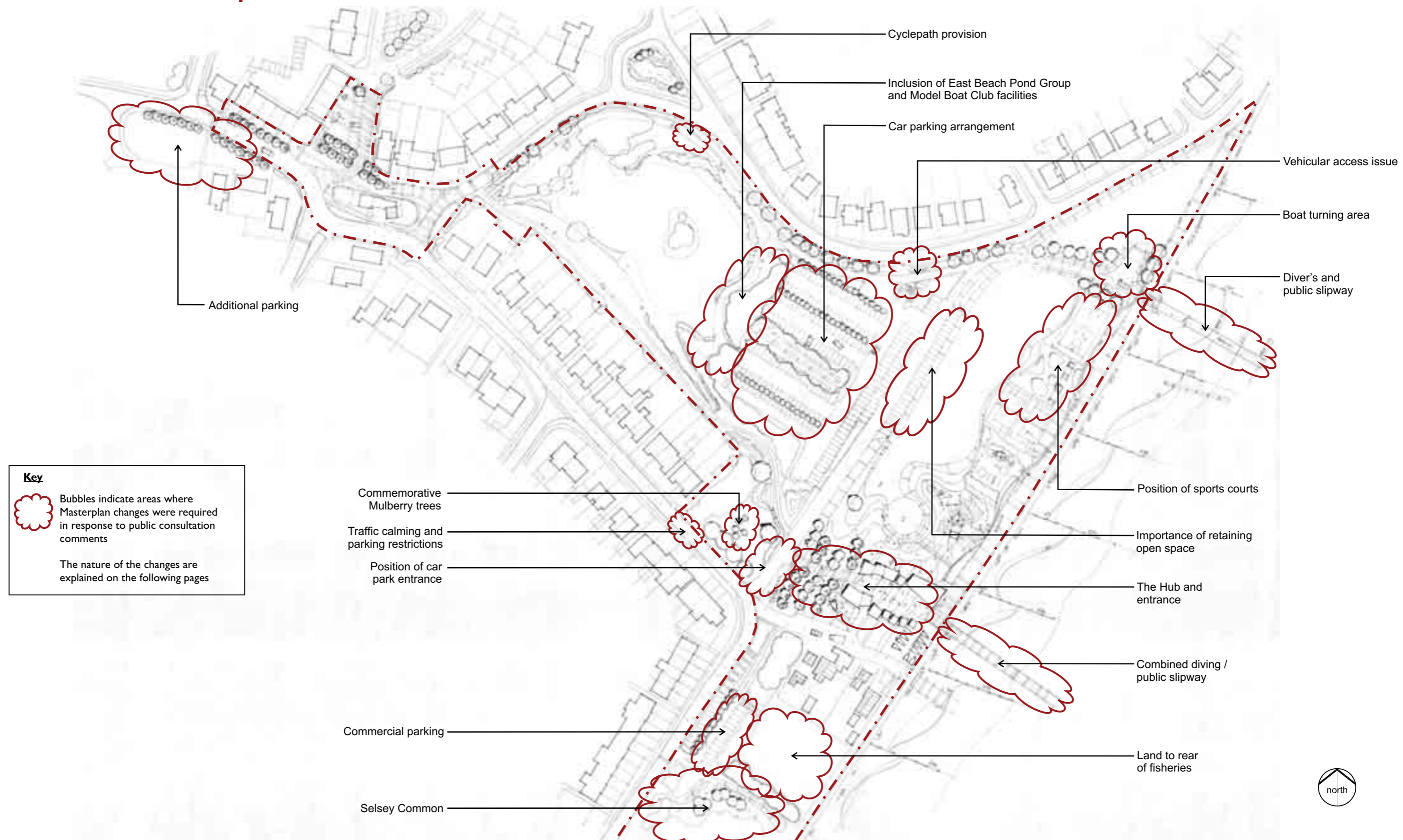
Flyers and posters inviting the public to participate in consultation were distributed around Selsey, along with information being broadcast on the local radio news bulletins. The public consultation day took place on 28<sup>th</sup> May at Selsey Town Hall. The event was very well attended. The questionnaires prepared had a total of 61 respondents, (including 8 provided on a questionnaire specifically targeted at young people).

Following the public consultation event, the presentation of the initial design ideas were available to be viewed on Chichester District Council's website, for people who required more time to consider their response. The feedback period closed on 2<sup>nd</sup> June, by which time a further 6 responses to the questionnaire had been received electronically.

An analysis of the public consultation responses can be found appended to this Masterplan document.



## 4.2.5 Issues raised at public consultation





## 4.2.6 Changes to the initial masterplan

In response to Public Consultation event and Stakeholder discussions, the masterplan has undergone a series of design revisions to address the range and breadth of comments received.

Set out below is a summary of the changes that have been considered and revisions made to the masterplan (highlighted in red):

### The Hub Public Realm

#### Retention of Fishermen units (back of house)

- Existing Units - improved security / fencing to boundaries
- **DELETED:** Land to rear of Fisherman's huts allocated for future expansion.
- Improved parking and access parking bays and loading / delivery pull in
- **DELETED:** Area of Commercial parking & space for deliveries proposed off Kingsway Road
- A short stay (30mins) **fish sales parking** / pull in area to be provided for visitors to fisherman's retail units.
- New footpath link created towards Selsey Common
- Seek EFF funding for enhancements to existing fishing huts (all 3 sites) in future phases of the regeneration strategy.
- Position of fishing winches to be rationalized to address safety issues
- Repairs identified to upgrade the existing sea defence gates
- Improvements to road surfacing
- Provision of gate / barrier and hedging to prohibit unauthorized vehicular and public access to fishermen's working area
- Fisheries operational and public safety signage

#### Open 'market place' and entrance

A central core surrounded and sheltered by small, individual buildings: flexible public space created for events, street performance, exhibitions with pedestrian only access to shoreline.

- Decorative paving using local vernacular building materials
- Seating
- Litter bins
- Lighting
- Specimen tree planting
- Cycle parking
- Bus stop post

**Boat storage compound:** Space for 10 boats and turning circle

**Slipway no.1:** existing slipway to be upgraded and dedicated for use by fishermen only. Provision of signage and proposals restricting public access during the unloading of the catch is to be considered.

**REPOSITIONED DUE TO CONFLICTS IDENTIFIED BETWEEN PEDESTRIAN / DIVE VEHICLES (see 1.9 below):** Slipway no.2: New slipway constructed for divers and public use. Concrete ramp with timber edging 60m length x 5m wide, 1:8 gradient. New timber boards / flood gate facility to be provided

**Slipway no.2:** New public slipway and T shaped harbour

**Slipway no.3:** Existing slipway at north end of East Beach to be upgraded for Divers and public use (60m length x 5m wide, 1:8 gradient, concrete ramp with timber edging) with enlarged turning head for reverse launching access

### The Hub - Buildings

#### Marine Centre: Overview

New major group of building(s) with flexible accommodation and incorporating a variety of facilities, better signage and information provided to the public. **Exterior finish materials will reflect the local vernacular building material and sourced locally wherever possible.** Facilities include:

#### Restaurant / Café / Bar and Public toilets:

with outdoor terrace to create an attractive high quality outdoor seating/viewing terrace with views out over the sea

##### Upper floor:

- A speciality local seafood restaurant at first floor level offering sea views (focus on locally caught seafood)
- Kitchen
- Balcony - outdoor seating/viewing terrace

##### Ground floor:

- Replace existing café kiosk with a new café / bar facility
- Public toilets. Fully accessible on a 24hrs / 365 day basis.
- Office (for centre manager)
- Storage / General purpose room

#### The Central forum space:

A flexible meeting and public space designed to host exhibitions, education events, for community use. A permanent venue for undersea themed interpretation / changing exhibitions (focus on Selsey heritage, ecology, geology, diving and fishing) and containing Tourist information (electronic tourist information display and leaflets, interpretation panels) adjacent to the café/ bar facilities.

##### Flexible space will accommodate:

- Seating for 50 persons
- Temporary exhibition space
- Stage and pull down screen
- Storage facility for tiered seating
- Permanent exhibition space with small gallery area designated for local artists

#### Fishermen's training and resource classroom

Accommodate the training and safety requirements of the local fishing industry and to house the programme of external seminars / training events run by the local wildlife, leisure interest groups and university research outreach initiatives

#### Series of individual 'pods'

Each facing onto the central space for rent/use by local groups

#### Market stalls (and / or small business start-up units)

**Retail kiosk (beach goods ice creams serving light snacks and local food variety) operational on a seasonal basis and kiosk selling fishermen products**

#### Dive Centre

- Dive Store: containing compressed air unit, external trolley/trailer storage area, fresh water washing kit facility and overnight lockers
- Divers Changing facilities/showers /toilets
- Hostel / bunk house accommodation.
- Dive reception / briefing area
- Dive Retail

## 4.2.6 Changes to the initial masterplan (continued)

### The Play and Sports Zone

#### Overview

- Play area to be enhanced (focused on more of an adventure based style of play)
- Replace existing playground equipment with two new children's play areas (1-4 years toddler play and 5-12 year ages) based on the maritime/rope adventure, undersea theme. Play feature designed to encourage and create an 'iconic' gathering point for visitors and locals. Greater provision for the teenager / young adult is proposed
- Design and development of each play facility will be based on the following principles: play areas to be overlooked by the café, surrounded by beds of maritime planting and designed to be barrier free, accessible and usable to all.
- Skate park moved further north and reconfigured to suit teenage requirements, molded into sculpted landform adjacent to sea defences
- Ball court retained and repositioned. New beach volley ball courts added

#### Coastal Themed Play Area

##### Aimed at:

*Toddler (1-2 years)*

Getting to know the elements, free movement, and sensual experiences - rolling, sitting, swaying, crawling, walking, climbing, sliding, seeing, touching, tasting, and hearing

*Young child (2-4 years)*

Running, climbing, going up stairs, swinging, jumping, speaking, rhythm, contact with others

**Content:** Contemporary designed timber and rope based standard play equipment

- Small slide
- Small rope based climbing net
- **Raised sand pit**
- Swings
- Seating
- **DELETED: Sand play and replaced with colourful safety surfacing**
- Colourful maritime planting, for noise reduction, shelter and shade
- **Surrounded by 1.2m high dog proof fence with self closing gate(s) and locked**

#### Maritime Adventure Play Area

**Aimed at:** Young / older play (6-12 years)

Riding bicycle, skating, balancing, swinging, catching, throwing, role play and creativity. Experience height and risk, movement through activity, agility, develop and train physical skills, ball games, social games, creativity and fantasy, curiosity / thirst for knowledge and developing independence.

**Content:** Contemporary designed rope and timber iconic play feature, based on a unique underwater exploration theme, combined with standard items of play equipment to create a fantasy and physically challenging play environment.

*Under sea exploration rope net fishing boat, waves and adventure assault course climbing*

- Rope bounce nets, scramble nets and space net up to 8m high
- **Large Slide**
- Swings
- Hammock Seating
- Sand / **safety** surfacing
- Grass mounding
- Colourful maritime planting, for movement, shelter and shade
- **Surrounded by 1.2m high dog proof fence with self closing gate(s) and locked**
- Bicycle parking

#### Wheel / Ball and Skate Park

**Aimed at:** Adolescence Teenager / Young Adult (13-18 years) with a smaller adjacent area provided for younger skaters

Physical challenges, competition, risk, formation of social groups

##### Content:

- Designated beach sports area (located on the grass)
- Beach Volley ball sand court(s) and net
- Basket ball hoop / tarmac
- Tarmac court, fenced and locked. Can be used for five aside football
- Skate park reconfigured to suit local skaters
- Seating
- Grass mounding
- Bicycle parking

### The Seafront Strip

- New paved **pedestrian only** walkway set back from the new seawall / sea defence with areas of maritime planting and memorial seating. Designed to accommodate wheelchair access for the entire length, and avoiding shingle coverage preventing all year access to seafront.
- **Principle of new seawall and public realm walkway extended northwards (extent to be determined)**
- **Winches kept in position and rationalized**
- Attractively designed seating areas, of coordinated range of street furniture - seating, benches, picnic benches, interpretation / way marking signage, litter bins and BBQ stands
- An outdoor external performance / events space (grass amphitheatre) to host local events. **Additional planting incorporated to shelter spectators from the sea breeze**
- **Basketball and volleyball courts designed to accommodate other temporary Cultural events (i.e. "Event in the Tent" or similar) A designated area 35 x 45m (1,575 m sq)**
- Grass mounding and existing grass area retained for informal recreation
- Specimen tree planting - willow and native coastal tree species
- **Interpretation at key sites and next to seating along sea wall to raise awareness of coastal vegetation and protected shingle habitat**
- **DELETED: Demonstration / shingle plant nursery area for interpretation and educational purposes**
- Enhancement of existing grassland: new tree planting and grass cutting regime to increase biodiversity and habitat diversity and link to Selsey Common

### The Car Park

#### Parking and circulation

- **Reposition and visually narrow** the entrance to East Beach car park. **Hedge planting added to reduce noise and prevent children from running across the road**
- **Retain entry / exit barrier by entrance (normally locked at 9pm)**
- New entry / exit signage
- Provide an area of public open space containing cycle stands, banners / railings and improved paving to create a better sense of arrival
- Revised car parking layout with designated (approx 260 nr.) parking bays **contained within space currently provided for parking**
- **Provide a parking area for 3 no. Motorhomes**
- **1 Coach parking bay or drop-off point**
- **Designated area for boat trailers and motorcycle parking**
- **DELETED: Retain existing exit route onto East Beach Road. Incorporate new barrier control with cycle / pedestrian priority**
- Improve the visual appearance of the car park: existing concrete replaced with shingle gravelled surface, grasscrete, permeable paving to address long term drainage issues
- **Lighting of the car park will be confined to key pedestrian routes only. Remainder of the parking area will remain unlit.**