

4.2.6 Changes to the initial masterplan (continued)

The Car Park (continued)

Landscaping

- 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 craft and Selsey Willows lobster pot weaving business.
- Proposed ditch feature, lined by trees aids surface water attenuation in times of excessive rainfall / potential flooding.
- Additional planting of specimen willows (managed by pollarding) along perimeter of car park
- Retention of traditional vernacular chestnut timber post and rail fencing to perimeter.
- Introduce chestnut timber post fencing between parking bays to act as a vehicle deterrent
- **Black Mulberry trees (D-Day commemoration planting) to be retained and protected. Trees affected by the extent of highway works are to be transplanted (as a group) within the local vicinity.**

Other elements

- **DELETED:** Relocate and rationalize the layout of the existing recycling containers behind a bespoke screen/ feature building. Includes drop-off area, located adjacent to East Beach Road. Friday service Emptying Waste bins / skips and re-cycling facility to be relocated elsewhere in Selsey
- **DELETED:** New low level lighting proposed along principle routes between the marine centre and parking areas.
- Parking provision reduced in scale. Additional tree and shrub planting to screen cars from view from adjacent properties

The Pond

- **DELETED:** Improve existing footpath and create new connection to footpath along the existing seawall
- Create a new cycle friendly route, adjacent to, and segregated from the existing footpath around the eastern perimeter of the pond. Rolled gravel surfaced with planting to aid segregation. Cycle path route to form a connection between the Hub and the National Cycle Network Sustrans route 88 Pagham Harbour to Selsey
- Improved signage and interpretation.
- Existing footpath (western edge) to be retained and left unchanged
- 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
- Management of roadside verge for biodiversity: ecological planting to link to East Beach Pond
- New weir to stabilize pond water level, designed to improve water vole habitat
- Retain grass area and set of steps used by the Model Boat Club. No change proposed
- New willow planting to pond edges - location to be agreed with EBPG
- **2 new small platforms or fixed jetty. Providing a dedicated access point for pond dipping for use by local school children and the Model Boat Club members**
- Construct low wall behind existing mound with integral tables. Enable disabled persons access to work on model boats at the correct height and provide informal seating
- Storage facility - Min. 8 x 8 ft secure, lock-up unit for east Beach Pond Group Volunteers and the Selsey Model Boat Club use to house safety equipment, kit, first aid, generators
- Local Byelaw signage posts

Orchard Parade

Shops

- 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
- Access to shop doorways improved (raising pavement levels)
- Space provided for café furniture
- on street (In-line) parking on Beach Road and bay parking on Marisfield Place
- Specimen street tree planting
- **Highway re-surfacing and traffic calming measures**
- Signage / waymarking improved to direct visitors to East Beach. Possibility of rationalizing traffic flow and re-prioritising the one-way system. Sections of Beach road to be widened / removed in places.
- **New parking area, tree planting and designated pedestrian crossing place opposite the parade of shops / Beach Road. For use as a local park and ride and short visits to the shops.**
- Reposition east bound bus stop

Grade II Listening Post

- Improve the setting of the Listed building by linking it to the theme / style of public realm outside the shops
- Incorporate public art, sensitively set within public realm to attract the attention of passing motorists. Acts as a gateway marker, creating intrigue to draw people back to the setting of the listening post, on foot.
- Interactive interpretation of the historical relevance of the listening post and Mulberry Harbours

Wider Links

Life boat station, Middle Fisheries towards the Hub

- Section of raised, continuous length speed table (not speed ramp or bumps) proposed on Beach Road / Kingsway, at entrance to east Beach Car Park. Tree planting on verge to visually narrow the appearance of the road, to slow traffic speed.
- Designated 'No parking Zone' along the length of Beach Road / Kingsway
- Retain Selsey Common and the existing vegetation along its whole length
- New planting proposed - native tree planting, long grass management regime, gorse and tamarisk. The introduction of, or development of habitat ideal for protected coastal species to be considered and discussed in more detail to avoid potential restrictions imposed on essential maintenance of the coastal defences.
- Grass seeded ditch to perimeter of the grassland designed to restrict vehicle access

Interpretation

- **A viewing platform along the public realm walkway (offering 360 degree views)**
- Low tech interpretation panels: branded information map which illustrates the location of the fishermen's individual units at East Beach, Middle Beach and towards the Lifeboat station to encourage linear movement between the Lifeboat and East Beach hubs. **Will be developed to include ecology, heritage and local coastal tourism businesses**
- Enhanced trails: an interpretation trail to inform visitors and residents about the past and current role of fishing in Selsey

Circulation

- Improved circulation trails, particularly linking the local nature reserve to the seawall via the car park
- Entry signage
- Bicycle stands.
- Temporary sculptures (way-markers, navigation aids)
- Improving linkages with National cycle routes

4.3.1 Street furniture

Contemporary slab-type benches / seats

- timber slatts
- polished dark stone
- stainless steel etched / polished surface treatment

White/ cream coloured sett / slab concrete paving with copper / stainless steel inlaid public art

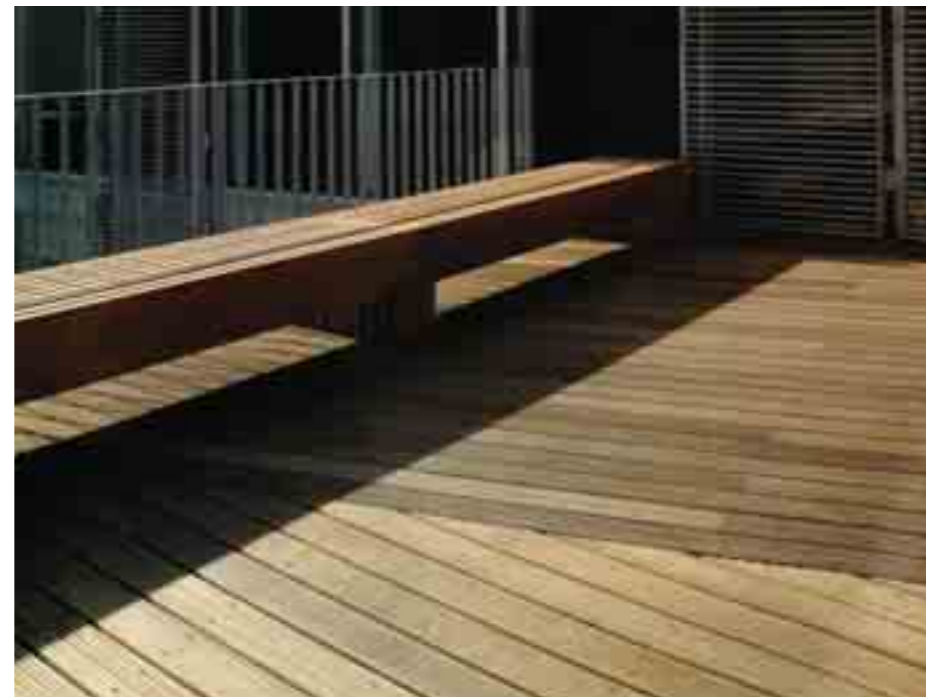
- bold, regular wavy patterns
- fan / fish scale pattern
- Basket / lobster pot weaving pattern
- Fishing net grid pattern

Tapered columns, sand blasted finish

Stainless steel posts

Stainless steel marine architectural wire

Colours should relate / match with pebbles and the painted colour palette



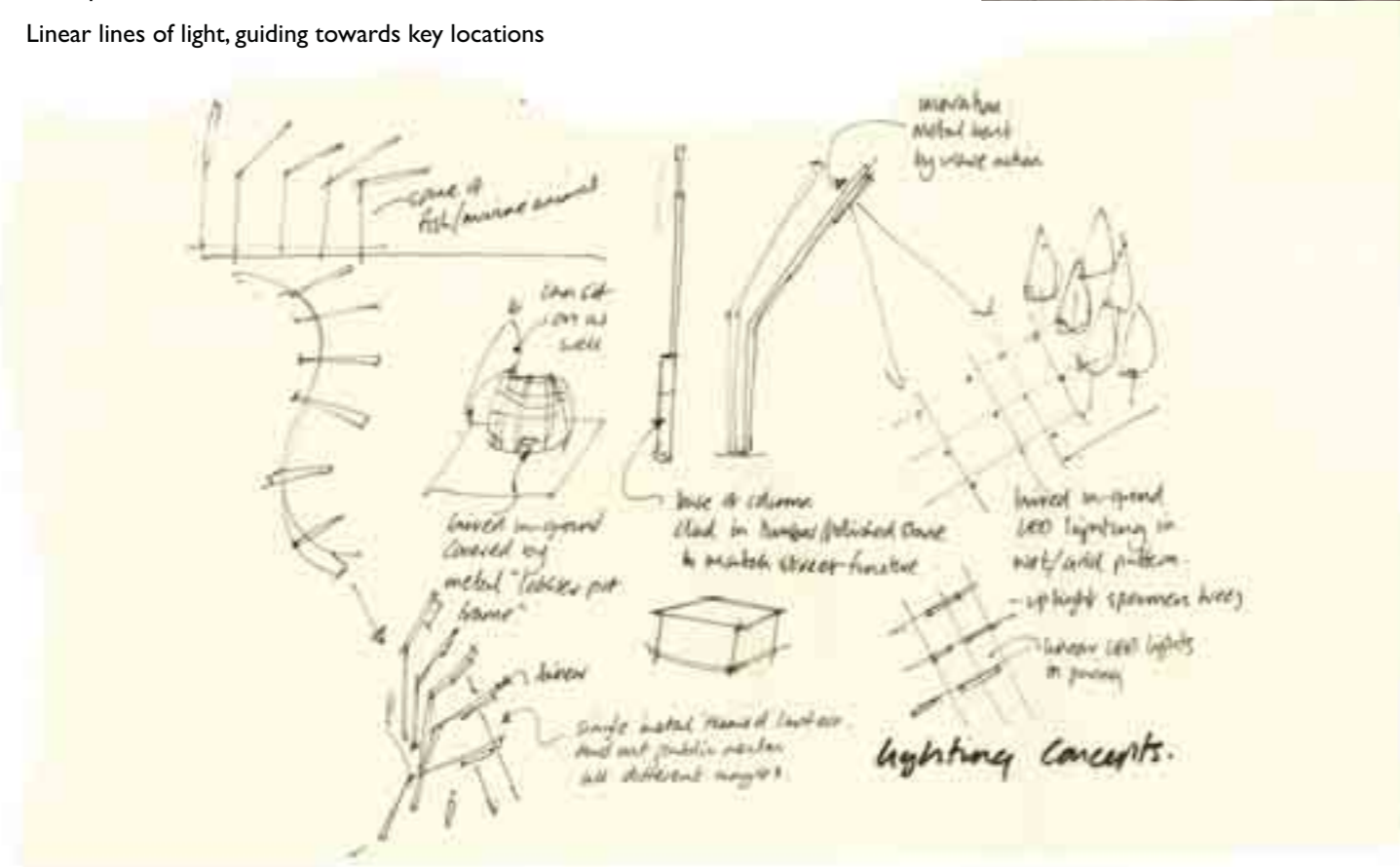
4.3.2 Lighting

Site-wide

- Contemporary tapered columns, sand blasted matt finish
- Stainless steel posts
- Metal Halide light source

The Hub

1. Bespoke columns - Metal bent to various angles and placed to form spine of fish linking car park to the Hub; metal Halide light source
2. Bespoke columns / low level bollards, clad at the base to tie into the character of the street furniture range
 - timber slats
 - polished dark stone
 - stainless steel etched / polished surface treatment
3. Buried in-ground LED lights set into paving
 - Grid pattern white or coloured red / green (navigation theme) to up light specimen trees
 - LEDs placed under metal framework baskets
 - Linear lines of light, guiding towards key locations



4.3.3 Trees / Planting

Typical Species

Tree planting through out the masterplan will be based on indicative species list:

Car park - 25-30cm girth semi mature trees; pollarded, 1.8m high clear stem, tree grille, East Beach Pond / other areas - 14-20cm girth Extra heavy standards and above; horizontal timber staked

- *Alnus glutinosa* (Alder)
- *Fraxinus excelsior* (Ash)
- *Populus tremula* (Aspen)
- *Populus nigra* (Black poplar)
- *Sorbus aria* (Whitebeam)
- *Salix fragilis* (Crack willow)
- *Betula pubescens* (Downy birch)
- *Carpinus betulus* (Hornbeam)
- *Salix alba* (White willow)
- *Prunus avium* (Wild cherry)
- *Morus nigra* (Mulberry)

- *Salix cinerea* (Grey willow)
- *Salix caprea* (Goat willow)
- *Salix viminalis* (Osier)
- *Salix purpurea* (Purple willow)

- *Crataegus mongyna* (Hawthorn)
- *Viburnum opulus* (Guelder rose)
- *Prunus spinosa* (Blackthorn)
- *Cornus sanguinea* (Dogwood)
- *Rhamnus cathartica* (Buckthorn)
- *Frangula alnus* (Alder buckthorn)
- *Rosa canina*

Specimen tree planting (public realm in front of the Hub)

35-45cm girth semi mature trees, tree grills, underground guyed
Up to 3 contrasting foliage / species taken from the Indicative species list:

- *Morus nigra*
- *Acer psuedoplatanus*
- *Salix caprea*
- *Populus tremula*
- *Salix alba* Liempde
- *Prunus avium* 'Plena'



Salix caprea



Morus nigra



Prunus avium

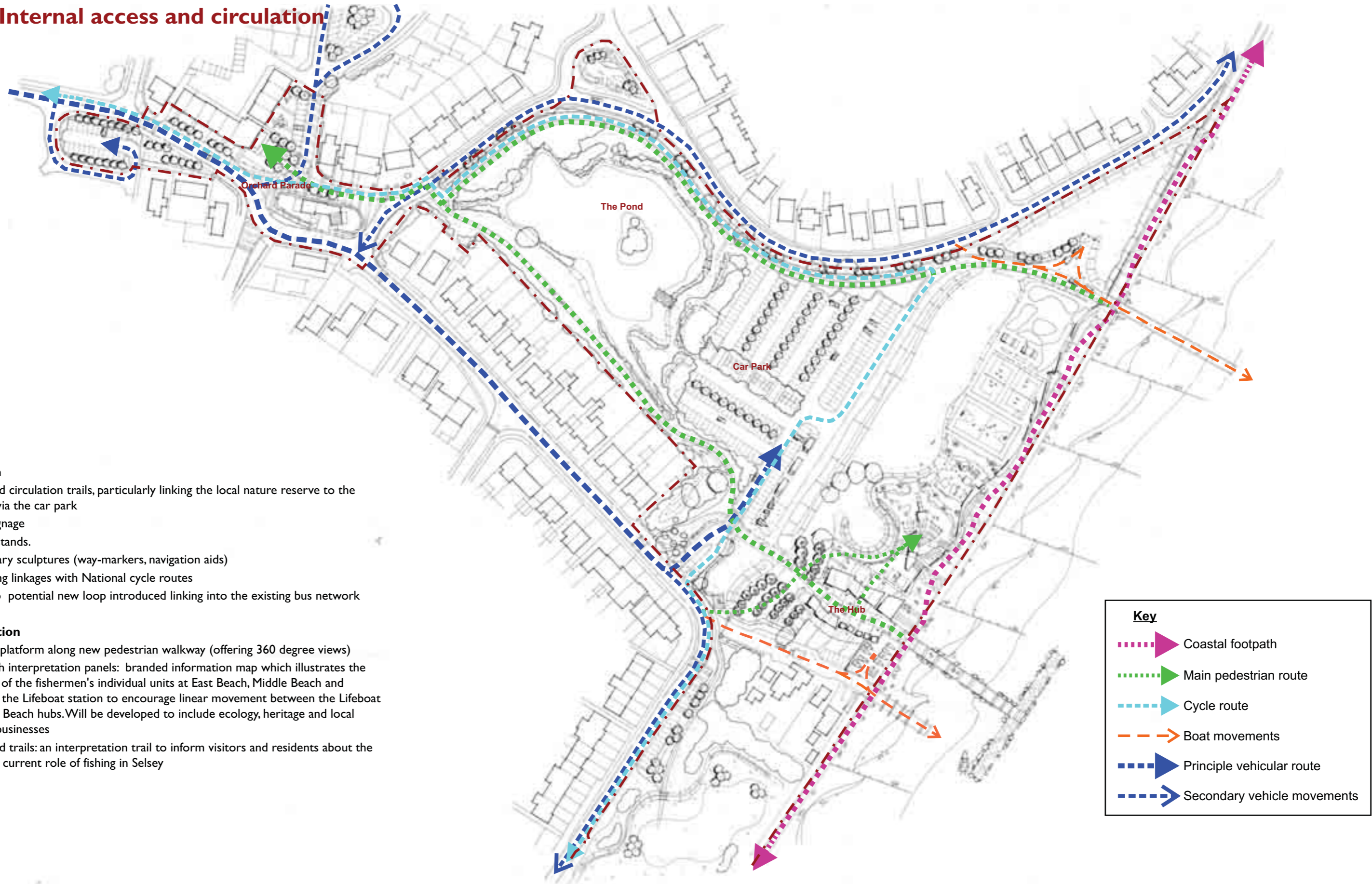


Salix alba



Prunus avium

4.4.1 Internal access and circulation



Circulation

- Improved circulation trails, particularly linking the local nature reserve to the seawall via the car park
- Entry signage
- Bicycle stands.
- Temporary sculptures (way-markers, navigation aids)
- Improving linkages with National cycle routes
- Bus stop potential new loop introduced linking into the existing bus network

Interpretation

- Viewing platform along new pedestrian walkway (offering 360 degree views)
- Low tech interpretation panels: branded information map which illustrates the location of the fishermen's individual units at East Beach, Middle Beach and towards the Lifeboat station to encourage linear movement between the Lifeboat and East Beach hubs. Will be developed to include ecology, heritage and local coastal businesses
- Enhanced trails: an interpretation trail to inform visitors and residents about the past and current role of fishing in Selsey

4.4.2 Links to the wider area

The area of East Beach addressed by this Masterplan has been a focus of the Selsey community for many years. It is approached from the West, along Beach Road. A prominent node along Beach Road is The Orchard Parade shops. At Orchard Parade, the visitor arrives at the East Beach area. Therefore, Orchard Parade can be regarded as the 'gateway' to East Beach.

This part of East Beach is also served by a bus route, linking Orchard Parade with Selsey High Street, and further afield into Chichester. Elderly citizens are known to park their cars at Orchard Parade, and catch the bus into Chichester rather than drive the whole distance. There is potential to extend the bus route further into the East Beach area, by continuing along Beach Road and onto Kingsway, to better serve the Hub zone.

The location of East Beach serves walkers particularly well. Other than the many suburban roadside footpaths linking the area to the town of Selsey, the sea wall along the edge of the East Beach area also doubles as a coastal footpath. This provides a well used recreational route, linking the site with Pagham harbour to the North, and right around the coast of Selsey Bill to the South and West.

Other than these physical links, East Beach also sits within the strategic context of Selsey as a town. Of particular importance is East Beach's relationship with the High Street. The Masterplan for East Beach should not set-out to detract from the importance of Selsey High Street. Although improvements to waymarking would help orientate visitors towards East Beach, any interface between the two areas would be kept low key at the High Street.

High Street Vision

Orchard Parade, and potentially any retail proposed at the Hub would link strategically with the High Street. The Selsey High Street Improvement Study was commissioned by Chichester District Council in January 2005, with the aim of identifying ways of improving the character and appearance of Selsey. Following on from this, and public consultation, the High Street Vision was published, outlining a vision for the retail areas of Selsey. It details a five year action plan to regenerate and improve the area, and implementation will be overseen by a steering group of local representatives, with support from a technical group.

Waste Management Strategy

At present the car park at East Beach is the venue of a mobile amenity tip. Once per week the local community come to the area to dispose of domestic waste. The facility which is a sizeable operation, taking up approximately 1/3 of the car park is very well used. Approximately 18 cubic metres of waste is taken off-site each week. In addition to the mobile amenity tip, East Beach car-park is the permanent home of a range of recycling bins.



4.5 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, additional parking on the opposite side of 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 Paghams 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

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 Marine Centre. New major group of buildings with flexible accommodation and incorporating a variety of facilities, better signage and information

4.6.1 The hub - public realm

1 Retention of Fishermen units (back of house)

- Existing Units - improved security / fencing to boundaries
- Improved parking and delivery facilities. **Commercial parking & deliveries / loading** kept separate to the public parking. Lockable, fencing and secure to exclude public access
- A short stay (30mins) **fish sales parking** / pull in area to be provided for visitors to fisherman's retail units. Includes a new footpath link towards Selsey Common
- Intention to 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 rationalised 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 unauthorised vehicular and public access to fishermen's working area
- Fisheries operational and public safety signage

4 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

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

6 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.

7 Slipway no. 2: New public slipway and T shaped harbour / boulder breakwater

8 Slipway no. 3 (within the Seafront Strip Zone): 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

9 Sculptural artwork signage to pocket park

10 Public access restricted into fishermen's operating area - but views through to observe the action

11 New sea wall

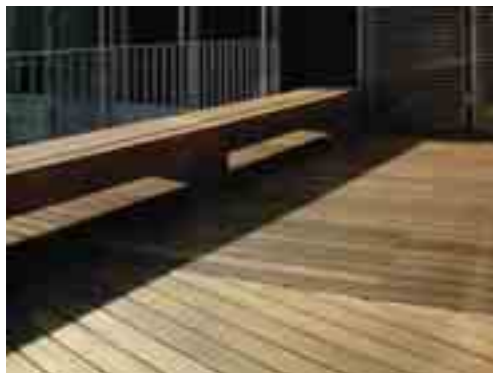
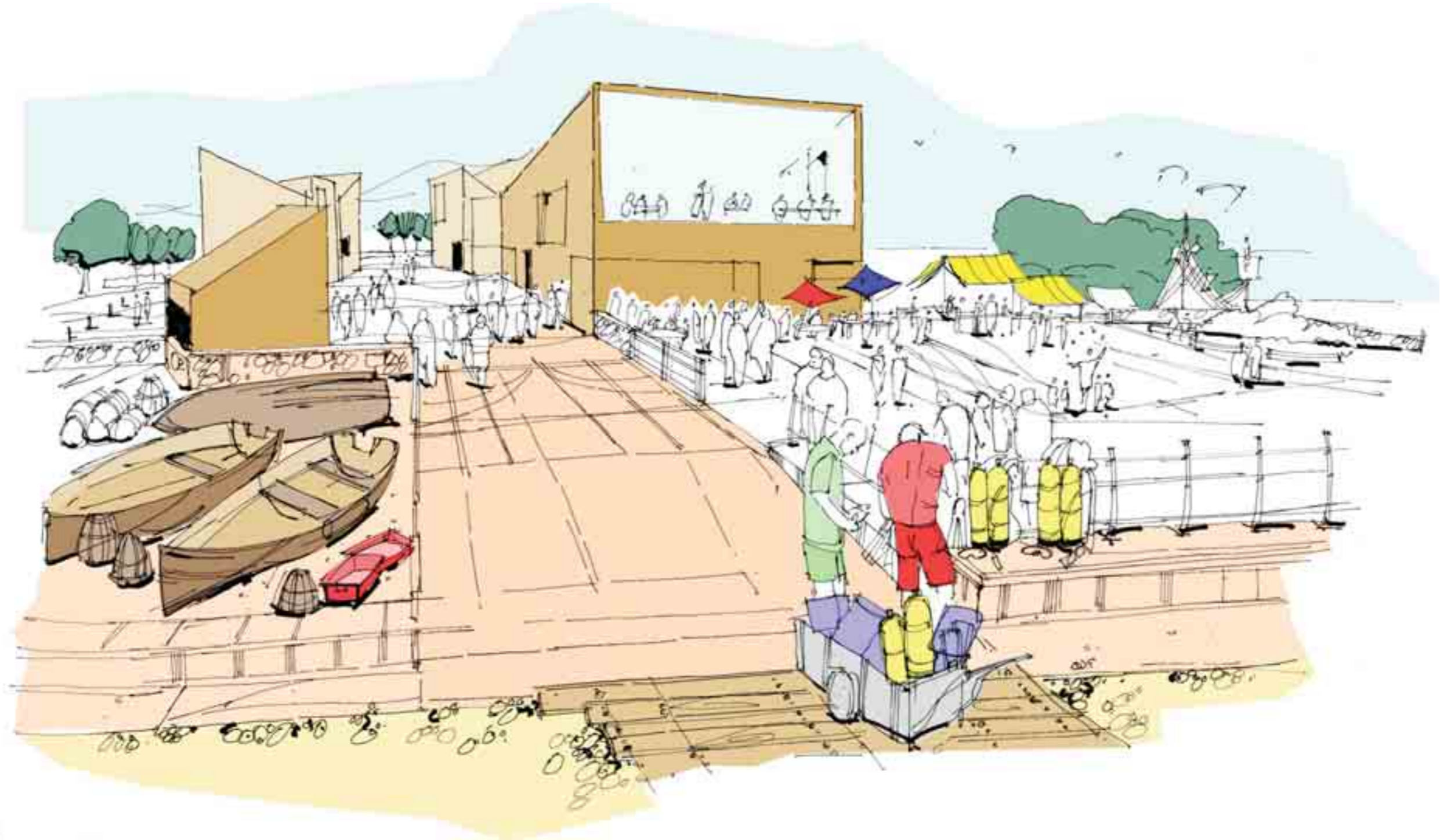
12 Timber decking - café/restaurant seating, with views over the sea

13 Formal tree planting leading to Hub entrance

14 Main entry footpath to Hub

15 Vehicular barrier





4.6.2 The hub - Buildings

The 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, and sourced locally wherever possible. Exterior finish materials will reflect the local vernacular building material. Facilities include:

1 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:

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

With scope (using movable partitions) to open out into...

2 The central forum space:

A flexible public space designed to host meetings, 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) joining-on to the café/bar facilities.

- Removable seating for 50 persons, or
- Removable table and chairs, or
- Temporary exhibition space
- Space for a temporary stage and pull down screen
- Permanent exhibition space with small gallery area designated for local artists

With scope (using movable partitions) to open out into...

3 Fishermen's training and resource room:

Accommodate the training and safety requirements of the local fishing industry, and to operate as a field-centre for university research outreach initiatives studying the marine environment. Also in conjunction with the adjoining forum space to provides opportunities for programmes of seminars / training events run by the local wildlife, leisure interest groups and schools.

Series of individual 'pods':

The Marine Centre building will provide the opportunity for extension into individually designed, and independently built 'pods', which will face onto, and interact with the central forum space. These 'pods' would each be the permanent base of a local interest group, and provide them with facilities for storing resources, promoting themselves, meetings etc.

4 Market stalls:

At the onset, the Marine Centre will provide the setting for bespoke covered market stalls. If commercial interest demands, the space these stalls occupy could be given over to permanent retail kiosk (perhaps selling beach goods, ice creams, local food light snacks, and local fishermen's products), or start-up business units.

5 Dive Centre:

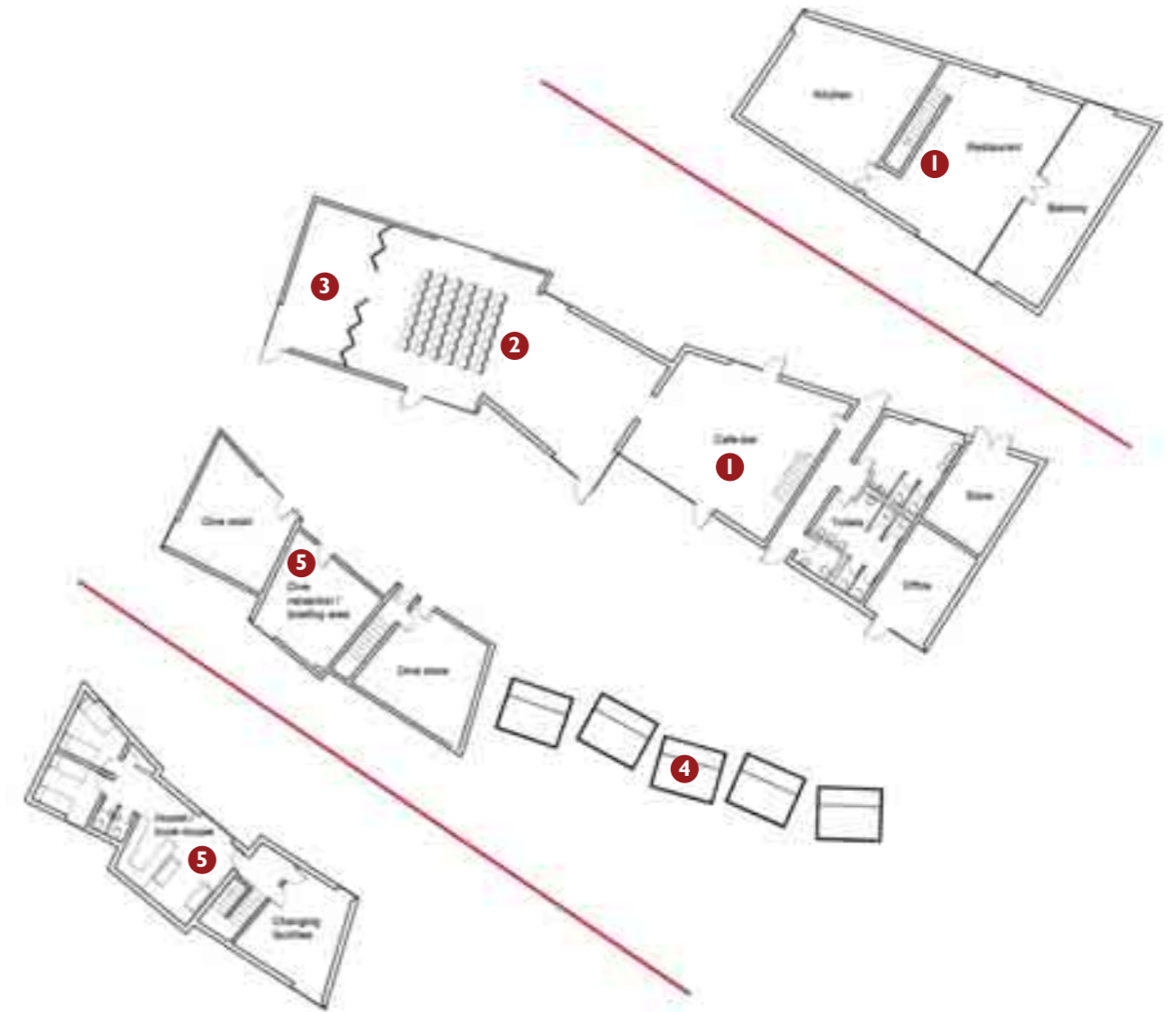
The local community of divers will occupy their own purpose-built premises, with easy access to the sea, and use of the other facilities within the Marine Centre for convenience when any events are held.

Ground floor:

- Dive reception / briefing area
- Dive Retail
- Dive Store: containing compressed air unit, external trolley/trailer storage area, fresh water washing kit facility and overnight lockers

Upper floor:

- Divers Changing facilities/showers /toilets
- Hostel / bunk house accommodation.





The concept for the buildings within the 'hub' is to create an informal contemporary piazza surrounded by geometrically simple buildings rendered in traditional local materials.

Taking its inspiration from the adjacent fishing huts and pitched roof construction of the surrounding area, the intention has been to create a sympathetic intervention that complements the neighbouring architecture in an exciting yet polite manner that avoids pastiche.

The arrangement of the existing fisherman's huts has evolved organically over time into an informal composition without hierarchy. This relaxed spirit is reflected in the massing and composition of the current scheme.

A four sided geometry with a single pitch roof is used across the scheme to define the form of each building. The cladding material of choice is used on the walls and roof to create a seamless, singular quality to each block.

Each building is made distinctive from the next by a combination of differing opening location, cladding material and direction of roof pitch.

The programme is largely divided into a separate block for each use type. This provides legibility to the scheme and helps break up the mass where blocks are combined to form a larger whole.

The materials proposed for the cladding can all be found in use locally. A number of the blocks are inspired by the architecture around East St. (which leads to the fishermen's quarters and life-boat station) where most of the older buildings are built of stone or beach-cobbles. Others take their cue from the walls of stone and flint such as those found on Hale Farm and the Mixon Rock in mortar as seen at Malt House dating from the 17th century. Elsewhere it is proposed to use timber shingles, render and shiplap boarding.

We would propose using traditional building techniques when working with these materials, possibly by training workers through the Weald and Downland Museum.

The structure/walls would be made of Structural Insulated Panels (SIPs), pre-cut in a factory and erected on site. These would be prepared with the appropriate substructure to accept the cladding material of choice.



4.6.3 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
- New beach volley ball courts added Basketball and volleyball courts designed to accommodate other temporary Cultural events (i.e. "Event in the Tent" or similar). A flat area of 35 x 45m (1,575 m sq.)

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
- 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

Wheel / Ball and Skate Area

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
- Basketball 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

Maritime Adventure Play Area

Aimed at: Young / older play (5-12 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.

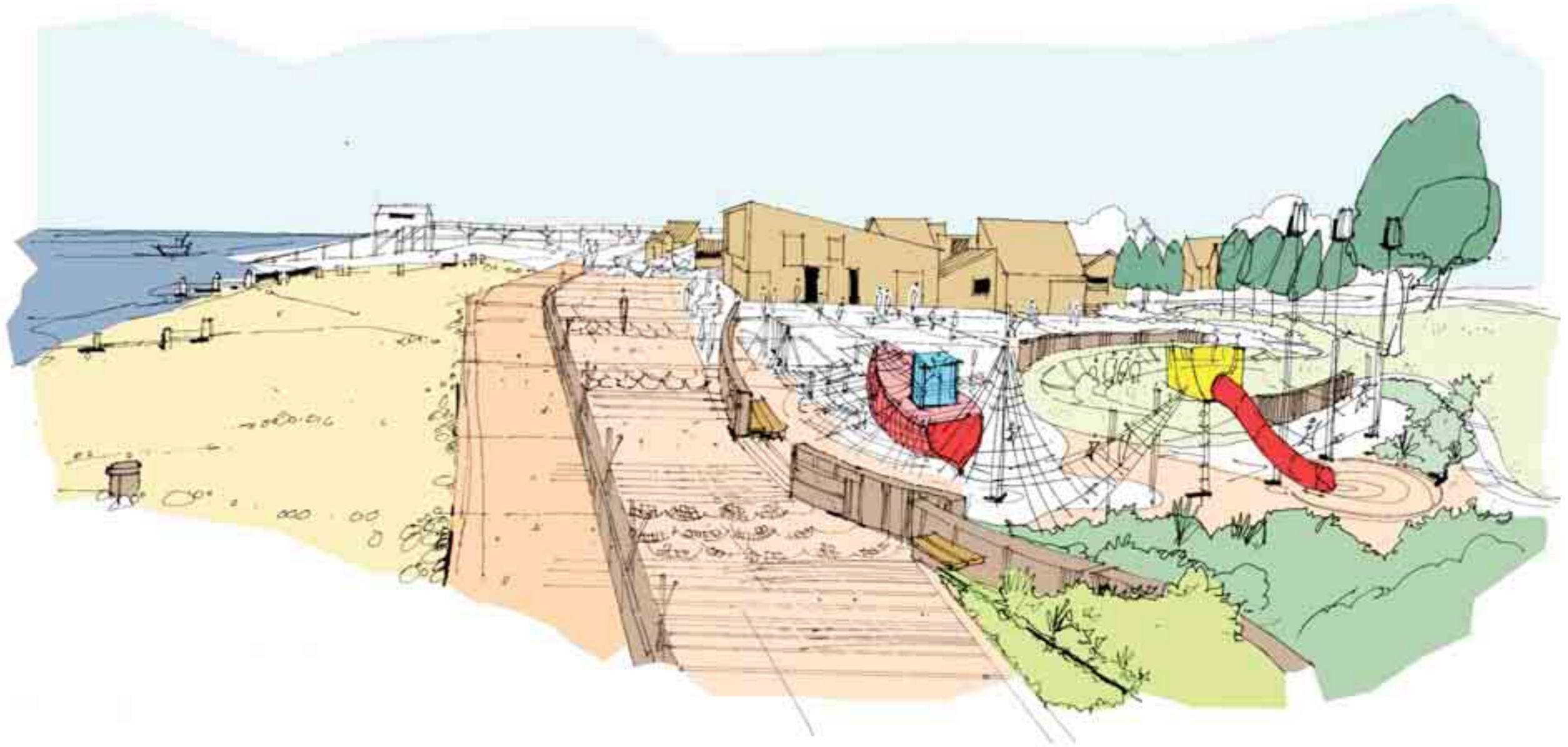
Content: Contemporary designed rope and timber iconic play feature, based on a unique underwater exploration theme, combined with standard items of play equipment to create a fantasy and physically challenging play environment.

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



- 1 Sand based play
- 2 Adventure play zone
- 3 Space net, fishing boat, slide.
- 4 New sea wall incorporated into design of skatepark and Adventure play area
- 5 Maritime planting
- 6 Toddler and young child play 1-4 years (swings, slide, net play)
- 7 Fence / gate
- 8 2 No. Beach Volleyball sand courts
- 9 1.2m high fence to divide zones
- 10 Skate park - mounding and stand-alone ramps. Rear wall (sea defence) incorporated into ramp design
- 11 Mounding to raise play-zone above existing ground-level
- 12 Basketball court
- 13 New steps up to seafront walkway, with flood gate
- 14 Formal hedge to enclose play area
- 15 Seawall walkway provides platform for spectators of sporting events

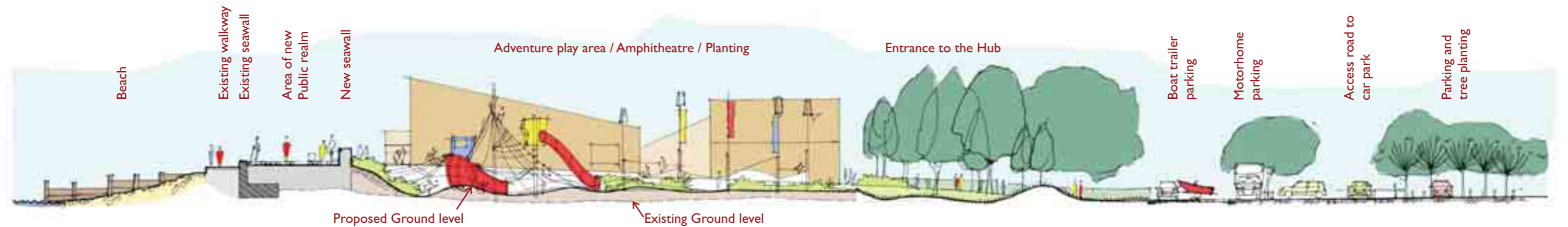
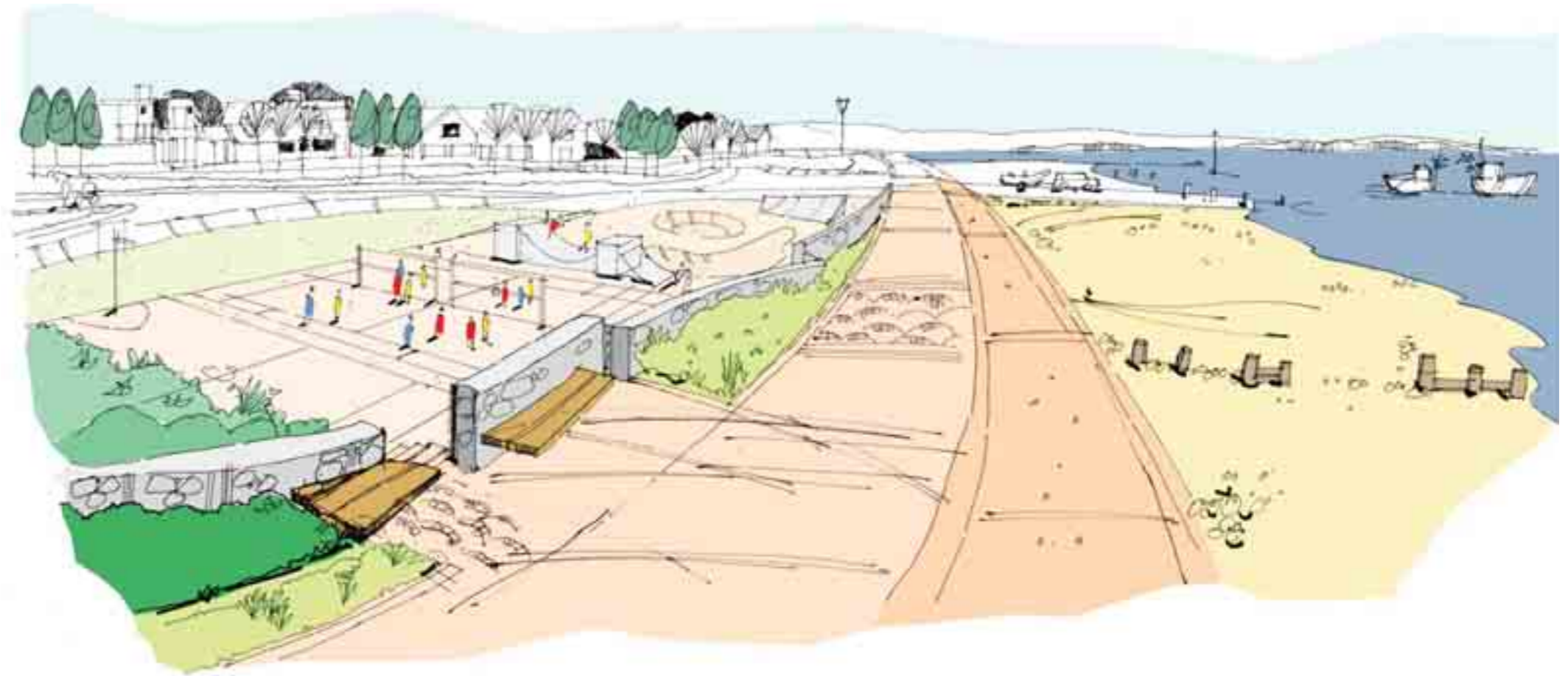


4.6.4 The seafront strip

- 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.
- New seawall/ Sea defence and walkway principle extended northwards (extent to be determined)
- Winches kept in position
- Slipway no.3 (relating to the Hub): 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
- 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
- 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
- Enhancement of existing grassland - new tree planting and grass cutting regime to increase biodiversity and habitat diversity.

- | | |
|---|--|
| 1 Existing walkway | 9 Curved / sinuous new seawall (future flood-levels) |
| 2 Public realm / Plaza surface | 10 Maritime planting |
| 3 Grass amphitheatre | 11 Upgraded divers slipway |
| 4 Grass area: Informal open space retained for events sitting out, picnics etc. | 12 Turning area improved with access gate |
| 5 Resurface tarmac road to match cycleway link | 13 3m wide walkway to rear of existing seawall |
| 6 5m+ wide walkway to rear of seawall, paved to deter skaters | 14 New flood gate |
| 7 Build-in seating to new seawall | 15 Bollard to restrict access to dive slipway |
| 8 Retain existing seawall (Clad to hide concrete) | 16 Continuation of Willow tree and underplanting |





4.6.5 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
- 3 parking bays for Motorhomes
- 1 coach parking bay / drop-off point
- Designated area for boat trailers and motorcycle parking provided
- 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 car park will remain unlit.

Landscaping

- 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 ditch feature, lined by trees aids surface water attenuation in times of excessive rainfall / potential flooding
- Additional planting of specimen willows (managed by pollarding) along the perimeter of car park to add shelter and interest
- Retention of traditional vernacular chestnut timber post and rail fencing to perimeter
- Introduce chestnut timber post fencing between parking bays to act as a vehicle deterrent
- Black Mulberry trees (D-Day commemoration planting) to be retained and protected. Trees affected by the extent of highway works are to be transplanted (as a group) within the local vicinity

Relocated

- Waste bins, skips and re-cycling facility to be relocated elsewhere in Selsey

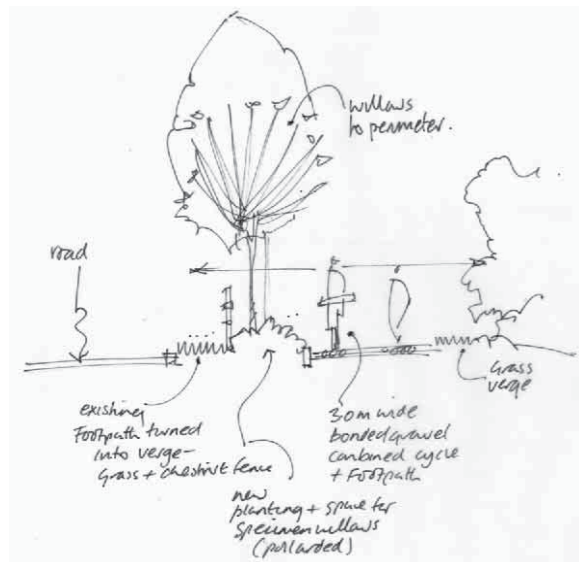
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| 1 Block of new tree planting | 6 Standard willows and underplanting to roadside verge | 11 Access in - out of car park with barrier |
| 2 New area of wetland or wildlife area | 7 Gravel car park surface | 12 Retain existing Mulberry trees |
| 3 Standard willows to car park | 8 Maritime planting | 13 Space allocated for Model Boat Club marquee |
| 4 Existing trees supplemented with new planting | 9 Hedges to define small 'Pocket Park' | 14 Motor home / Motorcycle and boat trailer park |
| 5 New ditch to aid drainage | 10 Retain existing trees | 15 Restricted access to dive jetty |



4.6.6 The Pond

- Create a new cycle friendly route, adjacent to, and segregated from the existing footpath around the eastern perimeter of the pond. Rolled gravel surfaced with planting to aid segregation. Cycle path route to form a connection between the Hub and the National Cycle Network Sustrans route 88 Pagham Harbour to Selsey
- Improved signage and interpretation.
- Existing footpath (western edge) to be retained and left unchanged
- 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
- Management of roadside verge for biodiversity: ecological planting to link to East Beach Pond
- New weir to stabilize pond water level, designed to improve water vole habitat
- Retain grass area and set of steps used by the Model Boat Club. No change proposed
- New willow planting to pond edges - location to be agreed with EBPG
- 2 new small platforms or fixed jetty. Providing a dedicated access point for pond dipping for use by local school children and the Model Boat Club members
- Construct low wall behind existing mound with integral tables. Enable disabled persons access to work on model boats at the correct height and provide informal seating
- Storage facility - Min. 8 x 8 ft secure, lock-up unit for use by the East Beach Pond Group Volunteers and the Selsey Model Boat Club to house safety equipment, kit, first aid and generators.
- Local Byelaw signage

- 1 Existing path resurfaced
- 2 Pond
- 3 New willow planting to pond edges
- 4 Segregated cycle and footpath link from Orchard Parade to seafront
- 5 Pond environment extended into traffic island, with new tree planting and excavation of wetland area / swale.
- 6 Existing footpath converted to grass verge - to give space for planting and mature tree planting along edge of East Beach Pond
- 7 New timber deck / jetty for access to the water for the model boat club and school science lessons
- 8 New secure storage lock-up for shared use by the Model Boat Club and Pond Group volunteers
- 9 New low wall with integral tables and seating
- 10 New interpretation signage



4.6.7 Orchard Parade

Shops:

- 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
- Access to shop doorways improved (raising pavement levels)
- Space provided for café furniture
- on street (In-line) parking on Beach Road and bay parking on Marisfield Place
- Specimen street tree planting
- Highway re-surfacing and traffic calming measures introduced
- Signage / waymarking improved to direct visitors to East Beach
- Rationalization of traffic flow and re-prioritising the one-way system. Beach road to be widened / removed in places.
- New parking area, tree planting and designated pedestrian crossing place opposite the parade of shops / Beach Road. For use as a local park and ride and short visits to the shops.
- Reposition east bound bus stop

Grade II Listing post:

- Improve the setting of the Listed building by linking it to the theme / style of public realm outside the shops
- Incorporate public art, sensitively set within public realm to attract the attention of passing motorists. Acts as a gateway marker, creating intrigue to draw people back to the setting of the listening post, on foot.
- Interactive interpretation of the historical relevance of the listening post and Mulberry Harbours



- | | | |
|---|---|--|
| 1 Street tree planting to line roadside | 9 Bollards | 15 Tree planting and mounding and parking |
| 2 Raised speed table | 10 Entrance improvements to East Beach Pond | 16 10 No. Parking bays |
| 3 6 No. In-line parking bays | 11 Change of surface material to denote entrance into Orchard Parade - Traffic calm device which extends into the Hub | 17 Grid of street-trees i.e. Prunus 'plena' for colour and seasonal interest |
| 4 New public / pedestrian paving | 12 New paving and street-trees to shop frontage | 18 New surface material to denote vehicle use. Same colour as footway to make space appear larger and part-pedestrian feel |
| 5 New interpretation sculpture | 13 Planting in raised beds | 19 New parking area surrounded by planted verges, to accommodate 24 cars with a pedestrian link to the shops |
| 6 Road widened to deal with 2-way traffic | 14 New paving and raised outside seating area (to remove step into doorways) | |
| 7 Low-level planting to verges | | |
| 8 Listening Post | | |

4.7 Feedback

During the course of the project we have spoken to individuals and organisations that have a particular stake in the project's development: the fishermen, local interest groups, local Councillors, etc as well as the local community, through the public consultation and web-based consultation document. Contact has also been made with a wide range of organisations that have the potential to become 'partners', in the future such as local community groups such as the Local History Society, educational establishments, such as Southampton University School of Oceanography, and leisure groups such as Mulberry Divers, amongst many others. Many have offered their support and a few of these statements are included here...

"Fishing is, and always has been, so important to Selsey. It is appropriate that the town's oldest industry forms the centrepiece of proposals, to create a scheme that reinforces and promotes this strong local identity.

"This masterplan will establish a vision for East Beach, while other areas will receive more detailed attention through phased regeneration. These are exciting ideas but we look forward to hearing the thoughts and ideas of Selsey residents and organisations, and how they will shape these proposals into what they want to see in their own community." **Cllr Pieter Montyn, Portfolio Holder for Environment at Chichester District Council**

"The council's proposals for Selsey East Beach are refreshingly bold and will reinforce Selsey as a dynamic and progressive destination. The proposal achieves a locally distinctive approach that has the potential to achieve international recognition. This is a highly commendable foundation for the future transformation of the area."

Paul Bulkeley RIBA, Snug Projects / University of Southampton

"I have no doubt that the English Heritage Maritime Archaeology Team will be pleased to be associated. In terms of the marine cultural heritage, there are several potential areas of collaboration, and we can certainly provide information. There are two Protected Wrecks in the vicinity: HMS Hazardous and the early submarine A1. However, there will be far more undesignated wreck sites. In addition, the coastline of Selsey has been especially dynamic, and you will be aware that the site of an Anglo-Saxon Cathedral is now submerged offshore. We have recently commissioned an archaeological survey of the South-East coast of England, (one of our Rapid Coastal Zone Assessment Surveys), which will include Selsey. We will eventually be able provide new information on the history and archaeology of the Selsey coastline. Developing displays on all these aspects of the marine historic environment should be possible."

Peter Murphy, Coastal Strategy Officer at English Heritage

"The National Oceanography Centre, Southampton (NOCS) is committed to an outreach programme aimed at educating and inspiring people of all ages in the science and technology that helps us understand the oceans which cover 70 per cent of the Earth's surface and are the lifeblood of coastal communities. The East Beach Selsey regeneration project's aim to interpret the relationship between local people and the sea is very exciting and offers a unique opportunity to give residents and visitors an insight into this amazingly diverse environment."

Professor Ed Hill, Director, National Oceanography Centre, Southampton

"SOS (Save Our Selsey) is a grassroots community group with over 1300 registered supporters. Our aim is to get a fair, sustainable solution to Selsey's coast defence which takes account of the needs and aspirations of its people. In the Town Council's 2008 survey, residents ranked coast defences as their No 1 infrastructure priority, and 88% felt coast defence was a priority issue.

We act as a voice for people on this issue, providing information, acting as community stakeholders (recognised by various public authorities), and lobbying in order to achieve our aims.

In order to be a sustainable community, Selsey needs coast defences (it's on an eroding coastline). 86% of residents believe they should not have to pay for them, yet small communities like Selsey don't rank high enough for traditional Government coast defence funding. In order to secure our future, we have to take ownership of this issue, and be proactive.

We've concluded that if we can make our town and in particular its coastal assets more valuable, investment in coast defences is likely to follow. We believe that with genuine community involvement and support, regeneration proposals could make Selsey a much more attractive and prosperous place in which to live and work, thereby securing its future.

We support the outline proposals for East Beach, and feel they could not only deliver multiple benefits (social, economic and environmental) to the immediate area and the town as a whole, but could also act as the catalyst to further proposals of this type along other parts of Selsey's undervalued and underutilised seafront."

Save Our Selsey

"The group have asked me to pass on their support for the aspirations of your project, with particular emphasis on the plan for a community led development trust that recognises the importance of the fishing community."

Julie Whitney, Manhood Peninsula Partnership

"I would like to offer the Solent Centre's support for your venture and wish you every success with it. I should add that as someone who grew up in Chichester, Selsey beach holds many wonderful summer childhood memories for me on a personal level (as well as playing cricket against Patrick Moore who used to play for Selsey Cricket Club)."

Paul Grover, Chief Executive Solent Centre for Architecture + Design Ltd

"I am very pleased that Chichester District Council is committed to bid for funding from the CABE Sea Change programme to provide much needed community and visitor facilities for the East Beach Selsey Amenity Area. The scheme would also support the increasing use of the area for leisure diving activities, and improve the relationship between the Amenity Area and the existing fishing industry."

Andrew Tyrie MP

"This is a golden opportunity for Selsey to capitalise on revitalising and regenerating an area that is currently seen as no more than a place to park, to access the beach, to buy fish, or to use the recycling facilities. There is nothing here at present to welcome visitor and resident alike to our award winning wildlife pond and amenity area, or to the heart of our historic fishing industry.

By securing funding we will allow our residents, community groups, fishermen, and visitors to have access to facilities that complement one another with a united relationship with the sea. These exciting facilities, especially the Marine Centre, will give Selsey the sense of identity it truly deserves by enhancing the authentic and historic relationship with the sea that has been established over the centuries by our fishermen.

Selsey is a wonderful place to live and to work; many of us were once holiday makers who came to Selsey and were so captured by its magic that we ended up living here. We seek to enhance the immense pride and love we have for our Town by creating a lasting legacy for all to enjoy."

East Beach Selsey Regeneration Project: a statement by Selsey's Chichester District Councillors, endorsed by Selsey's WSCC Councillor, in support of the masterplan

Cllr. Melva Bateman, Selsey North Ward, CDC
Cllr. John Connor, Selsey North Ward, CDC
Cllr. Peter Jones, Selsey Division, WSCC
Cllr. Roland O'Brien, Selsey South Ward, CDC
Cllr. Fred Robertson, Selsey South Ward, CDC
Cllr. Bev Tinson, Selsey North Ward, CDC

"This sounds an interesting project particularly as the south east marine protected areas project has just started running and also [in light of] our ongoing agenda of encouraging engagement with fisheries sector, and the further promotion of the initiative to identify 24 non-statutory marine Sites of Nature Conservation Interest off the Sussex coast between Selsey Bill and Beachy Head."

Chris Pater, English Heritage

"The Weald and Downland Museum has an interest in the community building programme proposed for Selsey's East Beach Sea Change project in terms of its potential to promote an inherently sustainable craft-based approach to building. Utilising locally coppiced sweet chestnut will not only avoid the carbon and pollutant emissions associated with industrially-produced materials but will support the viability of maintaining these important wildlife habitats that are so characteristic of the Downland area. Training a team in building crafts from the local long-term unemployed maximises the benefits of the building programme to the local economy and people. Round-wood building is a growing sector of the construction industry and Selsey is well placed to exploit this. The project has the potential to provide a valuable interpretation and educational function. There is potential for the community building programme to be linked with some of the Museum's short courses and the Continuing Education courses of the University of Sussex. These may lead to formal qualifications such as a Diploma in Construction and the Built Environment."

Richard Harris, Museum Director, Weald & Downland Open Air Museum

4.8.1 Cultural Ambition and Programme of Activities

The Hub is so called because of its position at the strategic centre of a regional system that embraces Selsey and the broader context of the Manhood Peninsula. Its primary function is to promote understanding to catalyse cultural transformations: understanding of the human and natural systems of the locality and the creation of programmes to realign our 'socially transmitted behaviour' [a definition of *culture*] to be more fully integrated into natural processes.

At the axis of the Hub will be the cultural *servomechanism*: "a system that uses a small amount of power to control the power of a larger machine." It will draw in cultural understanding from the marine, coastal and land-based environments for analysis, interpretation and presentation drawing from traditionally separate disciplines to identify new opportunities. The Hub will seek to understand why unsustainable elements of our culture are so resilient and will implement projects to facilitate change

This is the appropriate location for such a cultural centre because, whereas most other places see sustainability and adaptation to climate change as worthy objectives, for Selsey its survival depends on it.

UK Climate Projections data, released 18th June 2009, projects sea level rise for time-mean sea-level rise around the UK is from 93 cm to approximately 190 cm (to 2095), with some of the data suggests the possibility that future sea level rise might be greater than the maximum given.

The Hub will present Selsey as a community that has always had to adapt to natural processes; of coastal erosion and inland flooding:

"The sea then began to eat up Selsey. Before the Conquest - though I cannot remember exactly when - the whole town had gone, and they had to remove the cathedral to Chichester. In Henry VIII's time there was still a park left out of the old estates, a park with trees in it; but this also the sea has eaten up; and here it is that I come to the Looe Stream. The Looe Stream is a little dell that used to run through the park, and which today, - right out at sea, furnishes the only gate by which ships can pass through the great maze of banks and rocks which go right out to sea from Selsey Bill, miles and miles, and are called the Owers." Hills and the Sea, Belloc, Hilaire, 1870-1953

It will show that Selsey people have always had to respect and adapt to natural processes and will provide a forum for the discussion and planning of future change. In addition to the obvious threats, climate change and coastal processes provide opportunities for new positive cultural expressions, which the Hub will be active in fostering. It will bring huge cultural benefits to the community as well as helping to boost the local economy.

A large indoor space with a visual and metaphorical outlook both outwards to the sea and inwards to the land will be used for research workshops, learning resource access, educational events, seminars, exhibitions and performances. The cultural programme will focus on:

- the undersea environment, its natural and cultural heritage and landscape characteristics
- the local fisheries and their relationship to the above
- the littoral environment and the rare vegetated shingle habitat
- new landscapes, emerging from processes of climate change and coastal erosion
- the land-based natural habitats and species and their interactions with human processes
- the cultural and historical landscape of Selsey and the Manhood Peninsula
- opportunities to derive sustainable practices from historic activities
- the human activities of Selsey and the Manhood Peninsula and their relationships with natural processes

The Hub will utilise its unique location and the area's growing reputation in the fields of climate change adaptation and nature conservation to establish itself as an active and dynamic centre of excellence.

Relationship with Chichester Harbour Conservancy and Pagham Harbour Visitor Centre

Chichester Harbour (10km to the NW) and Pagham Harbour (2km to the N) are sites of international nature conservation importance. They share the overriding objective of caring for rare and vulnerable natural environments. As such, they are not suited to accommodating large numbers of visitors, which would exert undue pressure on vulnerable habitats and species.

Chichester Harbour Conservancy is entirely supportive of the proposal to establish a conservation/sustainability oriented visitor facility in Selsey. It sees it as an opportunity to divert streams of nature and eco-tourists to the benefit of the Harbour's conservation, for the promotion of sustainable principles and for the regeneration of Selsey.

In addition, the Conservancy has proposed areas of potential collaboration and partnership working:

- to link with the 4-day walk, organised as part of the Chichester Festivities
- sharing conservation information, expertise, resources, presentation material and circulating exhibitions. Their exhibitions, such as the *Coastal Heritage Display* currently being shown at Havant Arts Centre, could be shown at the Hub.
- joining in with the 'Working Boats' programme
- hosting and participating in the Harbour Art Exhibition and the Photography Exhibition
- Liaising with their Publicity and Information Officer and Education Team for mutual benefit
- Share contacts and links with relevant organisations (such as Portsmouth Outdoor Centre), universities and local colleges and schools and potentially participate in a common educational programme

The Conservancy is very keen to reduce the pressure on the protected environment and to reduce the demand that a very full educational programme exerts on its staff.

An indication of the innovative and aspirational range of cultural activities and related partner organisations is presented below. Together they will establish the Hub as a centre of dynamic investigation and change, contributing to the long-term cultural and socio-economic regeneration of Selsey:

Climate Change

The Hub will accommodate installations, exhibitions, reference resources, educational events, workshops and activities relating to climate change; its past, present and future impact on Selsey and its hinterland and opportunities for adaptation. The programme of activities will be funded through a mix of public and private sources: sponsorship, grant support and 'guest' organisations using the Hub facilities.

All activities will seek to engage the public, resident and visitors, enabling them to take ownership of the issues and to invent creative solutions. Age and socio-economic circumstances will be no barrier to activities and particular efforts will be made to engage with the full scope of social groups.

Typical themes for examination will include:

- historic changes
- rising sea levels
- extreme weather events
- methods of adaptation
- modifications to dwellings and gardens
- built environment modifications
- procedures in the event of an emergency
- cultural and economic opportunities
- landscape and habitat modelling
- CO² reduction and capturing
- food sourcing strategies
- transport strategies
- renewable resources
- water-use strategies
- waste strategies

Links will be made with related organisations and educational institutions. For example, the Beaches at Risk project led by the University of Sussex at Chichester: an Anglo-French project bringing together coastal researchers and managers from both sides of the channel to help create strategies for the management of beaches for coastal defence, tourism and wildlife conservation.

4.8.1 Cultural Ambition and Programme of Activities (cont'd)

Natural and Cultural Heritage

The Hub will work to provide greater physical and intellectual access to the natural and cultural landscape, on land, undersea and in the littoral zone between.

Access and understanding of the undersea landscape will be provided in relation to three main components:

1. a new, innovatively designed and highly sustainable dive centre, including a dive training school and retail outlet
2. engaging with the fishermen, benefiting from their in-depth knowledge and creating cultural and business opportunities that complement their fishing activities
3. academic investigation undertaken through related organisations and educational organisations

Opportunities for inter-disciplinary working between these three categories will be facilitated. For example, English Heritage's Maritime Archaeology Team's has an ongoing agenda of working with the fisheries sector.

The Hampshire and Wight Trust for Maritime Archaeology has also indicated that it would be very interested in using the facilities, proposing:

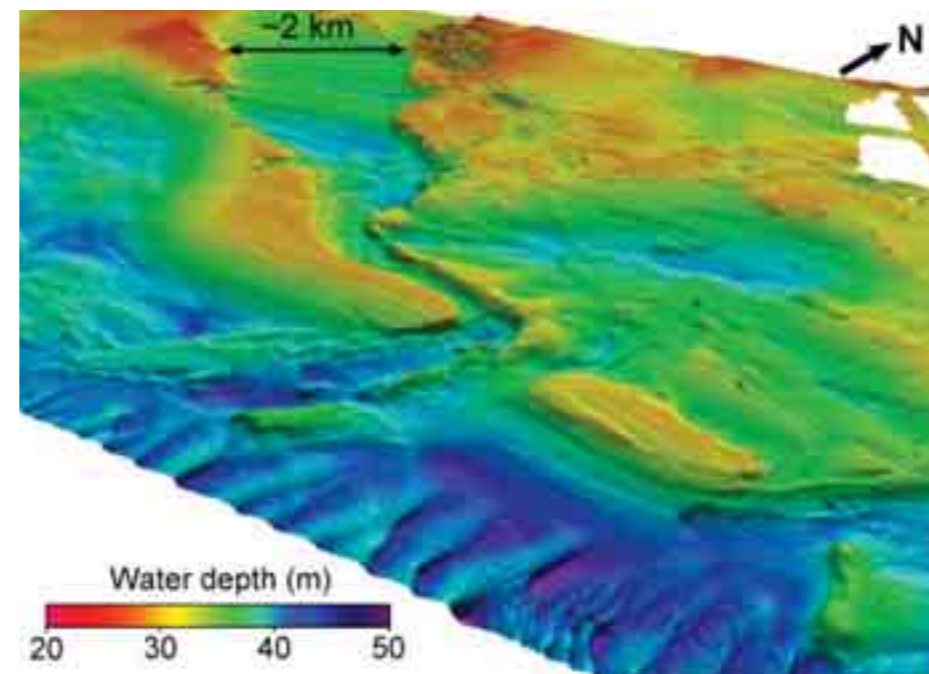
- a museum and exhibition facilities for maritime archaeological collections
- a base for a range of diver and heritage based training for all ages with improved facilities for divers
- educational and outreach activities, using a maritime theme to work with the general public, families and special interest groups from local communities (linking with the Collections Discovery Centre at Fishbourne).

They feel that there is currently a particular lack of museum and exhibition facilities for maritime archaeological collections and that the Hub could take advantage of this niche opportunity.

While at this stage HWTMA could not commit to being a regular user/tenant, they would be enthusiastic to work with the dedicated Centre Manager to explore potential joint funding opportunities that might enable them to do so. HWTMA have an excellent track-record in successfully applying for grant funding, particularly from English Heritage.

English Heritage's officers involved in the Reconstruction of Prehistoric Landscapes and undersea mapping projects have also expressed an interest in using the Hub for research, development and interpretation activities. Links will be established with the Nautical Archaeological Society, based at Fort Cumberland in Portsmouth, which organises marine archaeology courses and produces wreck maps.

A programme of undersea landscape and heritage interpretation will be developed in relation to cultural providers such as Wyatt & Wyatt, which produced the ULEx simulation machine (Undersea Landscape Explorer):



(top) image from the simulation, others show wildlife (bottom) Sonar mapping sunken wrecks and wildlife habitat information could be programmed into a simulation experience similar to that provided by the ULEx



The ULEx Simulator

Wyatt & Wyatt has produced a cultural programme proposal, appended to this document.

Opportunities for other direct and dynamic connections with the undersea environment include proposals such as 'Listening Posts' (referring to the nearby WWI sound mirror), which would be headphone stations linked to live undersea microphones. Visitors could listen to the sound of the boulders swirling around the deep Mixon Hole as the racing tide creates a vortex, or listen to certain frequencies where particular sea creatures emit sound.

The idea of listening posts also suggests opportunities for listening to and recording oral histories relating to Selsey and its natural environment. Visitors could listen to the fishermen describing things only they know such as their old compound, before the houses were built in the 1950s, or how the large commercial fishermen evade the law in catching undersized fish.

4.8.1 Cultural Ambition and Programme of Activities (cont'd)

The Local History Group, the Selsey Society, is very interested in participating in such activities and would 'dearly love to have a dedicated and permanent space.'

- for housing their collection of local history archives and artefacts consisting of many photos, research papers, books and exhibition materials,
- where they could set up their computers and provide easy access for people (including those with a disability) undertaking their own research and wishing to view the Society's archives,
- to present exhibitions to the public; and
- to hold formal and informal meetings for local people.

There is a potential for Family History Archive documents and a reference library to be established in the Hub, with particular interest in the local fishing industry, RNLI, and long established Selsey families.

Active links will be established with a range of local and national organisations with a stake in natural and cultural heritage. A dialogue has been initiated with the Heritage Lottery Fund, Natural England, the Sussex Wildlife Trust, the Weald and Downland Museum, Chichester Harbour Conservancy, Pagham Harbour Visitor Centre, the East Beach Pond Group and the Manhood Peninsula Wildlife and Heritage Group. The latter has expressed an interest in using the Hub for educational workshops and events.

Research and Education

One of the fundamental functions of the Hub will be to support academic research in subjects relating to undersea environmental research, climate change, coastal processes, natural and cultural heritage, sustainable fishing, agriculture and business opportunities. Contact has been made with Chichester, Portsmouth, Southampton, Bournemouth and Imperial College Universities, all of which have expressed an interest in participating in the Hub's activities.

It is intended that the Hub creates a Collegiate atmosphere in which opportunities for cross-disciplinary initiatives emerge between the various organisations using the facility. INTERREG funding will be sought to support cross-cutting activities. Examples of possible actions which could be funded through INTERREG include:

- Transnational actions to stimulate the establishment of cross-sectoral innovation platforms across the NWE territory, in both 'stronger' and 'weaker' regions;
- Actions aimed at establishing links between education facilities, research institutions and SME's for the joint use of R&D facilities and infrastructure or to undertake joint investments (to increase research and technology capacities);
- Actions aimed at establishing links between education facilities, research institutions, centre's of excellence and SME networks in NWE through joint transnational marketing efforts;

- Actions aimed at raising the international profile of innovative NWE clusters and SME networks through joint transnational marketing efforts (with a view to attracting Foreign Direct Investment);
- Transnational actions aimed at strengthening business clusters by providing communication and social infrastructure.

The School of Oceanography at Southampton University have stated that the centre's contribution to the scheme could include the loan of marine and geological samples and models of underwater vehicles for display in the exhibition area, provision of interpretation material providing an insight into the coast and seas around Selsey Bill, 'Discover Oceanography' sessions aboard the inshore research vessel, RV Callista for organised groups, talks and lectures.

The Hub will be a centre of research investigation and discovery, giving students the opportunity to work with a diverse range of people and organisations. The intention is that opportunities will emerge both for new forms of cultural expression and new 'hybrid' business opportunities. Academics working with fishermen to map sunken wrecks, landscapes or habitats is a potential business opportunity waiting to happen.

Craft Skills Heritage

Discussions have been initiated with the Heritage Lottery Fund and Weald and Downland Museum in relation to how the building programme itself could be a source of skills training, interpretation and local pride, as well as being a model of local provenance and sustainability. The vision is to help create an outstanding building which would not only act as a focus and inspiration for the personal development of young local people, but would also be designed and built by them. (The Pump in Kitts Green, Birmingham, is an exemplar and proves it can be achieved). Local candidates will be invited to participate in the programme, with particular emphasis on the long-term unemployed and other hard-to-reach groups.

The Hub is seen as a generator for sustainable practices and this will be expressed in the way it is constructed. A construction skills training programme will be developed by the Weald and Downland Museum. The Museum's main interest is in traditional construction methods, but they are not averse to more modern approaches where there is a craft, as opposed to a manufactured, approach. The Museum has connections with the community building workshops organised by Ben Law (creator of the woodman's house shown on Grand Designs) and has suggested that these could function as outreach interpretation events, with a focus on vernacular 'fishing hut' design. Ben is involved in community build projects and has suggested that the process is as follows:

- engaging community through a series of events
- using info and feedback from events/people to feed into design process
- design new build and source local materials
- community feedback
- planning process
- plan building schedule
- engage community in build process, training the unemployed
- build

The skills programme will begin at the source of the building materials and continue to on-site construction. Chichester District Council and the Goodwood Estate both have extensive Sweet Chestnut and Hazel coppices and opportunities have been identified for working partnerships.

The Hub buildings will be built using trade craft skills learnt by the trainee local workforce. This will not only provide them with invaluable vocational training but will ensure that the local community has complete ownership of the structures.

The implementation of the capital works will be managed by the Project Manager, employed by the locally-based delivery organisation. They will be required to work in partnership with the skills training coordinators of the W&D museum and forestry contractors. The Centre Manager, representing the delivery organisation, will be the client and will not be involved directly in the implementation works.

There is also potential to create linkages with Earnley Concourse and West Dean College, both local institutions which offer craft-skills training courses.

Art, photography and crafts

There is great potential for the use of art, photography and crafts to contribute to the interpretation, understanding and appreciation of the local environment. The area has several thriving photography clubs and many resident artists and could mount regular exhibitions (combined perhaps with a commercial gallery in the scheme). Links will be established with educational organisations and Chichester's Pallant House Gallery, one of the south's leading modern art galleries.

Performing arts, music, dance and drama

Selsey has a particularly strong theatrical contingent. Perhaps the most remarkable expression of this is the Cultural Olympics bid, prepared by Pamela Howard, Chris Butler and Sue Graves. The development proposed is intended to facilitate and support the occasional use of the green space to the immediate east of the car park for temporary theatrical installations and performances.

In addition to such large scale proposals, the large shared space of the Hub building could be used as flexible performance space. There are also opportunities for the Hub to accommodate outreach workshops organised by Chichester Festival Theatre, which has a successful youth arm which could help engage young residents in the performing arts.

Wherever possible, efforts will be made for the performing arts, music, dance and drama uses to consolidate the core objectives of the Hub; contributing to greater appreciation for the natural and cultural heritage of the area.

4.8.1 Cultural Ambition and Programme of Activities (cont'd)

A Sustainable Fishing Industry

The fishing of crab, lobster and other shellfish is Selsey's traditional industry and crucial to its local identity and heritage. The close association of the enhanced fishery with a new and inspiring Hub will provide opportunities for improving intellectual and physical access to the marine environment and assisting in valuable research into its biodiversity, the impacts of fishing and how processes of climate change will influence species, habitats and the fishing industry. It is essential to the livelihoods of the fishermen that fish are sustainably caught and it is hoped that this project will enhance an existing rural industry that works in a sustainable partnership with the local environment and natural resources of the area.

The improved fishery, including retail outlets for the sale of seafood and the fishermen's traditional woven willow products will provide an attraction to visitors, helping to promote the 'Selsey Crab' brand at home and abroad. It is also proposed to provide the fishermen with access to training opportunities to assist them develop a brand identity and marketing strategy. This will enable them to respond positively to new market opportunities. The project will also include initiatives to assist the fishermen to develop energy efficient distribution networks, product development and collaboration across the food chain.

The fishery micro-businesses are seeking innovative ways of working together for mutual benefit. A number of infrastructural facilities and operational services can be shared, so increasing operational efficiency and providing a coherent and 'brandable' unity. For example, the fishermen would like shared ice-making and cold storage facilities and a common meeting room. An innovative idea is to use the heat generated by the refrigerators to heat the occupied parts of the development, including the adjacent Marine Centre. This will add to the environmental sustainability and viability of the scheme. The visitor experience provided by the fishery, including the retail outlets, will enable young people to understand the industry and see how it relates to issues such as marine biology, climate change and tourism. Together, the various functional and strategic stakeholders of the Fishery and Hub are regarded as a model mixed-use development making efficient use of a coastal site.

This project should be considered in relation to an agri-tourism strategy for the region, which will enhance the Manhood Peninsula's tourism offering. A local need has been identified for a high profile tourism attractor which would attract people from the larger centres of population in the South-East. The Fisheries and new Hub will together serve this function.

The enhanced fisheries will include a programme of skills development relating to best-practice fishing techniques for sustainability, product promotion and the technical issues of managing a hatchery. This will be coordinated through a

regional strategy and will provide easy access for trainees. Collaboration with the Hub and other universities and centres of learning will assist in the development of new ideas and business opportunities which can serve as models to be adopted by others. The additional functions and facilities to be provided by the enhanced fishery will create a number of new skilled jobs.

Fishing has always been central to Selsey's economy and has a strong position in local consciousness. Showing that such a traditional industry can adapt to changing social, environmental and economic circumstances will serve as an example to local people that innovation and adaptability is central to a thriving community.

Leisure activities

The Environment Agency have suggested that there are opportunities for the project to link into their policy on the 'Development of Spatial Strategy for water related recreation', currently in its infancy. It is hoped that links to the Chichester Sub-aqua Club can be reinforced and other dive groups can be encouraged to use the East Beach for diving, training and events once the facilities are enhanced. The Mulberry Divers, a local business, have expressed an interest in the running of the divers facilities at the Hub and are very supportive of the proposals.

Creation of Coastal Heritage Trails

Opportunities for various themed routes with interpretation and information available from the Hub and along routes:

- 'Working and living with the sea': (East Beach, Middle and lifeboat fisheries, RNLI station, Selsey Bill, West Beach and coastal erosion)
- 'World War Heritage': (The Listening Post, coastal walk with interpretation about Mulberry Harbours and wrecks)
- 'Underwater environment and archaeology': From Shore to Mixon Hole, identifying local diving sites
- 'Historic Buildings of Selsey Town': local building styles and materials, High Street
- 'Interaction with the Parish Map': local sights of interest / pubs to visit

Cycleway links

The Manhood is a flat area with potential for promoting cycling for both recreation and commuting. In the past few years two major cycle ways have been created linking Chichester to Selsey and West Wittering with further proposals to link Selsey and East Wittering with a bridle-way/cycle path. A cycle centre, with facilities for hiring bikes, should be included in the project.

Overview

Chichester and its environs already benefits from many visitors its attractions include Chichester itself, the South Downs, Goodwood, Chichester Festival Theatre, Chichester Harbour but few who visit these places also go to Selsey. By creating a facility in the town in keeping with Chichester's other attractions, Selsey could once again become a key visitor destination as well as strengthen the wider area's appeal. This would help encourage the local authority's goal of marketing the area as more than just a day-trip destination.

The regeneration would boost the town's flagging economy, provide opportunities for local people to learn new skills, acquire new knowledge, meet people and make more use of the area's natural facilities.

It is also compatible with the Manhood Peninsula's wider aims and future sustainability, aims to turn the challenges the area faces into opportunities.

It is hoped that the project will provide a focus to Selsey that would put it on the map once more, strengthen its identity and make local people proud of their community, wider environment, cultural heritage and forge a reconnection with the sea.

4.8.2 Funding opportunities

It is hoped that this Masterplan will facilitate the transformation of Selsey's existing (human and business) assets at East Beach, and beyond, into a vibrant centre of cultural, educational, recreational, entrepreneurial and industrial activity.

Project management: creating a Development Trust

The success of this project depends on the establishment of an appropriate delivery vehicle. Chichester District Council will facilitate the establishment of a locally-based organisation, a Development Trust or Social Enterprise. On its Board of Directors will be represented all on-site businesses and partner organisations, statutory bodies, wildlife, heritage and environmental groups. The key strategic elements of this organisation already exist within the Manhood Peninsula Partnership and the Manhood Peninsula Steering Group, which represent the range of local stakeholders. The delivery organisation will be established through the support of these groups but will be independent of them so as to have full ownership and responsibility for the development and success of the project.

Chichester District Council will support the nascent delivery vehicle until it is formally established, at which point it will act as a partner organisation, offering advice and support as necessary. Draft Memorandum and Articles of Association have been prepared for the groups consideration, which may modify them to its needs or seek an alternative formal structure. The local organisation will be responsible for using grant funds to employ a Project Manager. If necessary, the appointment and employment process can be managed through CDC.

The Officers of Chichester District Council have experience of delivering this kind of project on time and within budget and will allocate sufficient support the project to ensure its success.

Establishment of a Development Trust, Centre Manager and Pilot Project

One of the initial phases will involve the establishment of a Pilot Project on the site. The Development Trust will employ a Hub Manager who will be responsible for the implementation of the strategy, and sourcing funding from the range of identified funding sources. In this way the project is driven by local people and has their ownership from the beginning.

It is hoped that the first phase of the development will attract the backing and funding from Commission for Architecture and the Built Environment Sea Change Initiative, Chichester District Council and the Heritage Lottery Fund's smaller grant opportunities to develop a programme of traditional construction skills training and community participation. Using organisations like the Weald & Downland Museum and involving the Construction Skills Council's National Heritage Training Group people in need of work (the long-term unemployed, hard to reach groups) could be transformed into skilled construction workers for this and subsequent phases.

Materials could be sourced locally (CDC Estates, Goodwood Estate) and transformed into building components, to be used for the construction of a Pilot Project structure, such as the café or fishermen's resource centre. It is hoped that this will demonstrate the skills of the people, showing that the system works, and will help to attract major funding from other sources, such as The Environment Agency, further monies from the Heritage Lottery Fund, possibly EU structural funds and INTERREG funding amongst others.

Phase I:

The appointment of the Centre Manager

Grant funding will be allocated for the employment of a Centre Manager, initially for a period of two years.

The Centre Manager will answer to the Board of the Delivery Organisation and will receive the support of CDC and other partner organisations.

The responsibilities of the Centre Manager will be split into two broad categories:

1. Work relating to the implementation of capital works at the 'Hub'.
2. Work relating to developing the programme of activities to be undertaken at the Hub.
3. Work relating to furthering the development and implementation of wider regeneration goals; for East Beach and other sites in Selsey.

A key function of the manager will be to liaise with partner organisations with a stake in the sustainable development of the Manhood Peninsula; Manhood Peninsula Partnership, Manhood Peninsula Steering Group, Pagham Visitor Centre, Chichester Harbour Conservancy, Bunn Leisure, Nature's Way Foods etc. In this way, the Centre will be positioned at the heart of a wider strategy; helping to realise shared objectives for mutual benefit.

1. Public Consultation

The Centre Manager will be responsible for organising an in-depth community participation event, involving all layers of the local society particularly hard to reach groups. The delivery organisation and centre manager will agree on the most appropriate method of consultation; Spaceshaper, Planning for Real, Enquiry by Design, Charrette etc.

This participation event will use the existing masterplanning material giving particularly detailed attention to the design of the Hub. The manner in which the buildings will be constructed, such as through the employment of a trainee workforce, will be a key design consideration.

2. Design Competition

The detailed community participation will be worked into a detailed design brief. The delivery organisation, acting through the guidance of design advocacy organisations such as the South Coast Design Form, will then invite a shortlist of architectural firms to participate in a Design Competition for the detailed design and build contract for the Hub.

3. Public Exhibition

The competition entries will be presented to the public in an exhibition and in the local press. Selsey residents will then be able to vote on their preferred option through analogue and online means. The delivery organisation will then be able to appoint their preferred architects, taking account of local opinion.

4. Implementation

Phase I will include the implementation of those parts that have received funding:

- a) Sea Change funded cultural centre
- b) EFF funded fishery facilities
- c) Commercial business elements: café, restaurant, dive centre.
- d) Public conveniences, showers, changing rooms.
- e) HLF funded skills training programme

There is potential, through HLF funding, for the Phase I building programme to serve as a skills training and interpretation pilot project, possibly undertaken with the assistance of Construction Skills Council, the National Heritage Training Group or A4e.

The implementation of the capital works will be managed by the Project Manager, employed by the chosen architectural firm. They will be required to work in partnership with the skills training coordinators in the employment of the W&D Museum and forestry contractors. The Centre Manager, representing the delivery organisation, will be the client and will not be involved directly in the implementation works.

4.8.2 Funding opportunities (continued)

Phase 2

1. Programme

As the capital works proceed, the Centre Manager will be responsible for securing funds for the programme of cultural activities to be undertaken at the Hub and for initiating Phase 2 of the capital works. Major funding applications will be made to:

- a) HLF
- b) EA
- c) EU (INTERREG/ Structural Funds)
- d) Big Lottery
- e) Natural England
- f) Sport England
- g) Mind
- h) LEADER
- i) Arts Council
- j) Play England

2. Capital Works

Phase 1 will have demonstrated that the system works. Phase 2 will continue the skills training programme to provide a second layer of facilities and regeneration programmes, including:

- Improvements to other fishery sites
- Retail units
- Covered market space
- Play area
- Improvements to the car park and nature reserve
- Improvements to Orchard Parade and the associated public realm

Taking a phased approach allows the momentum to build slowly, demonstrating that each component works and is successful before moving to the next. In this way, the wider regeneration strategy will be implemented incrementally as funding allows.

Exemplar Project and Educational Resource

With the pilot project underway and with proven benefits to show, this will serve as a catalyst for the main section of the cultural Hub. It would be possible to make applications to HLF, EA etc for the main cultural shared space and other elements of the wider masterplan. This could be designated as something to be undertaken by the Local Development Trust/Social Enterprise, demonstrating that ownership is with local people and that their skills have been developed to the stage of being able to own, manage and develop the enterprise. The construction of the larger shared space could then be done using the trained workers, perhaps working with a second generation of trainees, but also for learning and interpretation for visitors. The sustainability component of this is strong; increasing the skills of the local workforce and working with locally sourced materials, with the potential for associated skills training, such as forestry on the Goodwood or CDC estates.

Building the larger parts of the Hub will establish its potential as an exemplar project and as an educational resource. The Weald & Downland Museum has expressed an interest in the potential of the Hub as an interpretation resource. The Hub will also include business start-up units, possibly serving to create linkages between the fishery, the university/educational and cultural users to identify new business opportunities. This collegiate approach will allow 'cross fertilisation' between disciplines that do not usually meet.

Discussions have been held with English Heritage Maritime Archaeology, world leaders in undersea landscape mapping, who have expressed an interest in the educational and collaborative opportunities raised by the establishment of a 'Marine Hub' (see Feedback Section).

Fishing Industry and funding from the European Fisheries Fund

This Pilot and Exemplar Projects activity must be seen in the context of diversifying the business options of the fishermen and creating an employment and skills generating machine for Selsey.

It is hoped that EFF funding will be available to assist with the construction of the Fishermen's Resources Centre. Funding must fit with one of the following criteria: modernisation of the fishing fleet, improvement of product quality, marketing fisheries products, improvement to processing and port facilities, development of sustainable fisheries, and development support towards fisheries-dependent communities.

It is hoped that the EFF will agree to put up to £2M into improving facilities and diversifying business opportunities for the fishermen. The EFF have confirmed that funding is potentially available to help the fishing industry and its communities and they would like to assist with the Selsey scheme if possible. CDC and the EFF have agreed that a phased bid to secure grant funding for the fishing hub may offer the best approach:

- Phase 1 bid - Retain huts and concentrate on grant bid to cover the "Tourism, heritage and the fishing industry" aspect, looking at the construction of the Fishermen's Resources Centre.
- Phase 2 bid - Improvement or replacement of huts at East Beach, Middle Fisheries and Lifeboat Fisheries.
- Secure funding at later date to complete the wider scale changes

4.8.3 Partnership development

Supporting the policies or aims of partner organisations

The whole project is underpinned by the aims and policies of the Sea Change programme's National Partners.

SEEDA

The project draws together a wide range of partner organisations to work together to deliver a project that will contribute to the creation of a prosperous, dynamic and inspirational region. The project aims to develop a range of specialist construction craft skills through the building of a cultural resource by the local community, particularly involving younger and hard to reach groups, and using of local materials. The project will support the local economy, while safeguarding the region's natural resources and promoting the area's rich cultural and maritime heritage.

Arts Council

The project will also provide a venue for unique artistic and cultural experiences to a broad audience enriching the lives of the local community and visitors alike. Working with local and regional arts providers a diverse program of events is planned and the project will host the area's Cultural Olympic celebrations.

Big Lottery

Located within the most deprived part of Chichester District the project will bring real improvements to the community and the lives of its people by reconnecting Selsey with the sea by improving access on a range of levels, both physical and intellectual. Engagement with local people has been at the heart of the project's development and will be core to its realisation, the delivery of an inspirational and innovative building.

CABE

The whole process will aid the better understanding of the value of architecture, landscape architecture and urban design, and will raise the quality of design, management and maintenance of the whole built environment.

English Heritage

The area's rich cultural heritage also underpins the project which also challenges issues of sustainable development, climate change, civil renewal, rural affairs, transport, and tourism. Raising awareness and understanding of coastal heritage and archaeology will complement English Heritage's Coastal Heritage project by providing opportunities for research and contributing to the management of the area's rich heritage resource.

Heritage Lottery Fund

The character of Selsey East Beach is defined by an assembly of unique qualities such as the idiosyncratic character of the fishermen's buildings and the important marine and natural environments important to the area's identity that the project will safeguard and enhance. The project will increase the awareness of these qualities through improved accessibility and safeguard character through restoration of the fishermen's huts.

MLA

The project will embrace close working with Chichester Museum to improve access to materials and archives at a local level to meet the needs of local people not only for research and educational purposes but also as an essential local resource. The focus of the project will be the integration of different forms of culture, arts, craft skills in an innovative way.

Local Project Partners

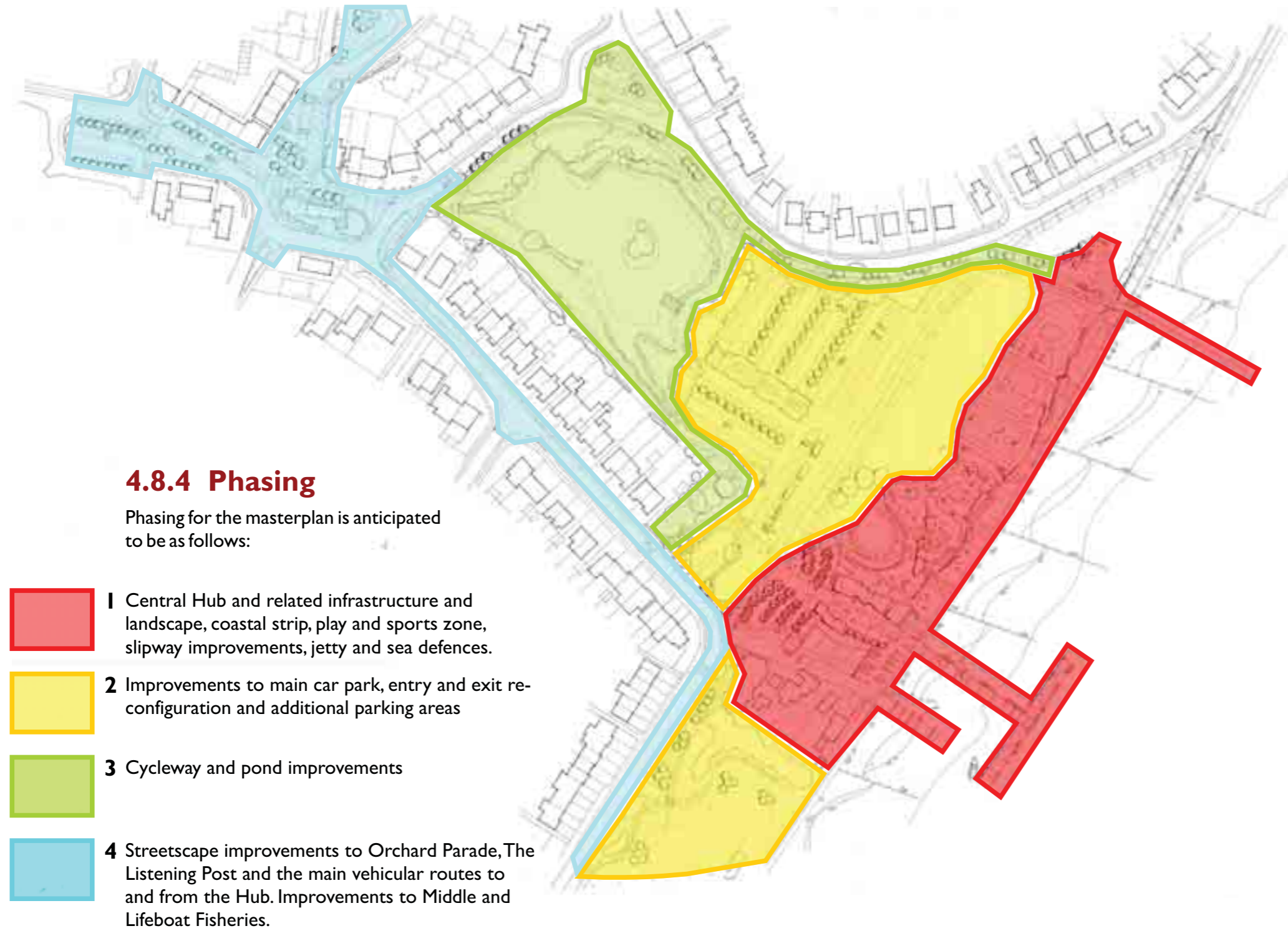
The shared learning issue is fundamental to the project if the two phased development trust is to work. The importance of the connection to the sea must be emphasized as part of the culture we are working: that of the marine environment, which is central to Selsey's identity.

Each project partner has a connection to Selsey and the sea, enabling them to work in a shared environment that actively facilitates cross-disciplinary connections to be made. The purpose of this collegiate system is to create opportunities for linkages that would not otherwise be seen. We have already discovered that English Heritage Marine Archaeology section is actively seeking to create greater links with the fishing industry the project should aim to tap into other opportunities out there.

The result of this will be to create jobs and business opportunities that may not otherwise be considered. It establishes opportunities for the fishermen to diversify their income generating potential, reducing the pressure on the fishery and increasing the value to be derived from related activities. There is also a strong educational and skills training component to this.

Groups that the project considers as project partners are:

New Local Development Trust/Social Enterprise
The Selsey Fishermen's Association
Sussex Sea Fisheries Committee
The Marine and Fisheries Association
The Manhood Peninsula Partnership
Save Our Selsey/ Manhood Peninsula Steering Group
The Manhood Peninsula Wildlife and Heritage Group
The East Beach Pond Group
Selsey Town Council
Chichester District Council
West Sussex County Council
The Government Office for the South East
CABE
SEEDA
European Fisheries Fund
English Heritage
The Hampshire and Wight Trust for Maritime Archaeology
The Weald and Downland Museum
The Selsey Society
Heritage Lottery Fund
The Environment Agency
Natural England
Sussex Wildlife Trust
Manhood Action for Wildlife
RSPB
Mulberry Divers
Selsey Bill Sub Aqua Club
Chichester Sub Aqua Club
Private cafe/restaurant operator
Chichester Museum
Chichester University
West Sussex Adult Education
Manhood Community College
Southampton University
Bournemouth University
Imperial College, London
Chichester Harbour Conservancy
Pagham Harbour
Shellfish Association of Great Britain
The National Lobster Hatchery
The Arts Council
The Cass Sculpture Foundation
Local schools
Youth groups
Local interest groups
Local History Society
East Beach Pond Model Boat Group
Selsey Festival
Chichester Farmer's Market
South Downs Planetarium Network
Crown Estates
Goodwood



4.8.4 Phasing

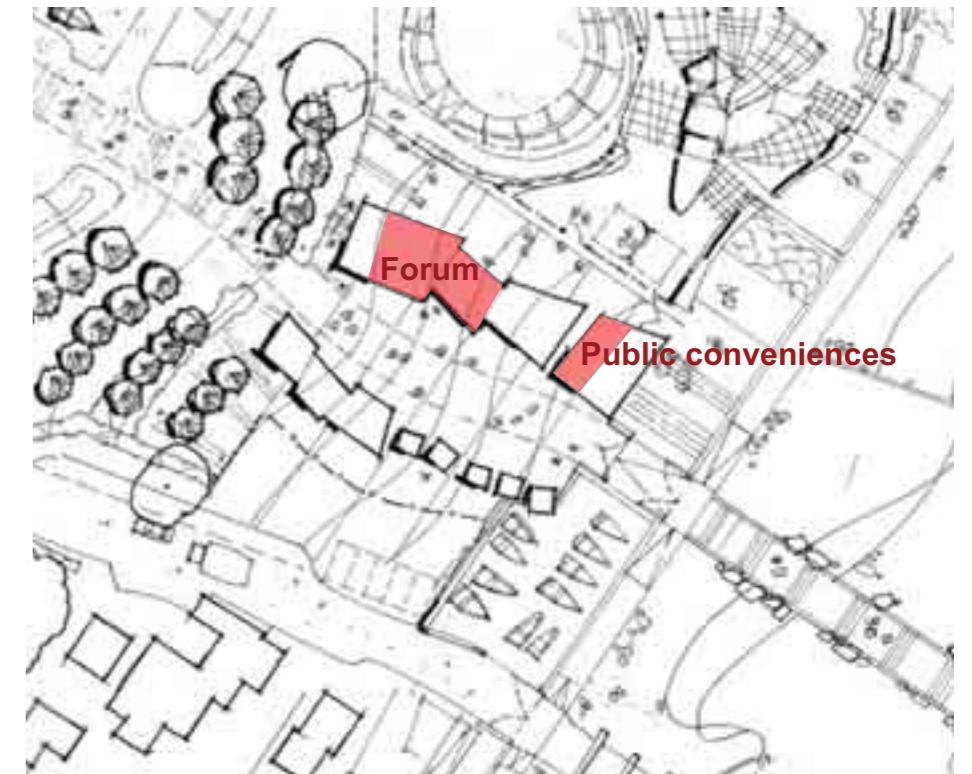
Phasing for the masterplan is anticipated to be as follows:

- 1** Central Hub and related infrastructure and landscape, coastal strip, play and sports zone, slipway improvements, jetty and sea defences.
- 2** Improvements to main car park, entry and exit re-configuration and additional parking areas
- 3** Cycleway and pond improvements
- 4** Streetscape improvements to Orchard Parade, The Listening Post and the main vehicular routes to and from the Hub. Improvements to Middle and Lifeboat Fisheries.



4.8.5 Initial funding bid

The intention that the first phase of the masterplan for development is the 'Forum' space and public conveniences. It is hoped that the Forum space will be funded by an application to Wave 3 of CABE's Sea Change Programme, with the funding for the Public Conveniences already in place from Chichester District Council.



Tabulated results of Public Consultation questionnaire

1. Which parts of the proposals do you like and why?	
All	11
Shops	10
Landscaping/ tree planting	9
Play Area	9
Hub	9
Car Park	7
Restaurant	6
Theatre/ Cinema/ Conference Centre	4
Pond	4
Improved Access	3
The Listening Post	3
Cycle Path	2
Skate Park	2
Café	2
Fishing	2
None of it	2
Toilets	1
Exterior Ampitheatre	1
Wildlife	1
Tidying	1
Aquatic education centre	1
Dive centre/ shop	1
Sea wall walkway	1
Seafront space	1
Wheelchair access	1
Sea defences	1
Gallery for artists	1
Business development	1
More activity, less vandalism	1
Early consultation, inclusion of children	1
Flexible Space	1
Sports facilities	1
Good Work	1
Regeneration	1
Interesting Development	1

2. Are there any parts that you dislike?	
Hub	8
None	7
Loss of car parking at Orchard Parade	3
Widening car park entrance	3
All of it	3
East Beach Shops, Lighting & Seating	2
Cycle path around the pond	2
East Beach shops, lighting/ seating	2
More retail	2
Ampitheatre	2
More Fish Shops	1
Open space area	1
Landscaping	1
Children's play area 1-4 years	1
Too much play space	1
Too much development	1
Unsuitable Development	1
Auditorium	1
Not enough for residents	1
Spoiling view with parked cars	1
Parking in Kingsway	1

3. Which are the most important parts to you?	
Keeping Selsey's Character	6
Park/ Play	5
Dive facilities	5
Theatre/ Cinema/ Performance space	5
Open Space	5
Tidying	4
Hub	3
Pond	3
Café	3
Shops	2
Tranquil Walking	2
Keeping Fishing Huts	2
Getting rid of one way system	2
Peace & Quiet	2
Landscaping	1
Ampitheatre	1
Car parking	1
Toilets	1
Wheelchair Access to Seawall	1
Wildlife	1
Fishing	1
Boat Mooring	1
Free car parking	1
Youth Facilities	1
Access to Seafront	1
Cycle Paths	1

4. Comments/ Suggestions	
Sea Defences	<p>1.18. General comments – based on 50 years experience of the Selsey Peninsula Coastline. The East Beach wall is low (by current standards) by 1m or so – and in extremis would still overtop. The 'rise' could be accommodated by a much wider 'promenade' (wave decking!) Suggest even on indicative drawings that new build is shown with sacrificial ground floor, i.e., garage and hall, with all electrics carried to first floor. At least one road should be shown as access/ escape road at say, 1m above existing ground level – preferably at +6.50 or even +7.00 A.O.D.</p>
Traffic Calming/ Free Parking/ Parking Restrictions	<p>1.28C. Don't like ramps unless stops parking on Beach Road, boy races. * Speeding is an issue, Beach Road.</p> <p>1.49. Already many lorries that come into Selsey get stuck trying to go around the one-way system at East Beach. It also attracts "boy racers" at night-time racing around it.</p> <p>2.40c. Speed ramps are required on the bend of Beach Road and Kingsway</p> <p>4.5. The road now used as the entry to beach needs to be updated remembering also the health and safety aspect – also make it a no parking zone. Really dangerous during the busy holiday season – despite a free parking just over the road.</p> <p>2.28. Charging for parking is a no-no.</p> <p>4.48. I would also object very strongly to any car parking charges being introduced as it is a great deterrent to locals and visitors of any potential amenity.</p>
More car parking	4.8. Car Park: Should be larger.
Motor home Parking	4.44. Would like to see provision for daytime motor home parking.
Keep Parking At Orchard Parade	4.33. Essential not to reduce East Beach shop car parking. It is their life – blood. E.B. fish and chip shops need large evening parking.

More Parking At Orchard Parade	4.44. Would like to see more car parking – possibly opposite the parade of shops in East Beach Road, with a pedestrian crossing provided.		view launch/ divers activities but reversing boat trailers needs to be away from public access. Maybe a designated area for boat trailers in car park a good idea. Maybe a demand for dinghy park/ use of dive ramp for residents/ visitors although wildfowl dedicated rescue boat needs to be 'at own risk'.		cheaper to refurbish and extend the existing ramp at the north end of the car park
Keep Orchard Parade Active	1.45b. It's worth noting that this draws people to the area who then go on to use other local shops.				
Leave Orchard Parade As It Is	4.8. Orchard Parade: We like our open space that is there now.				
Low Lighting For Public Spaces	4.48. I have two concerns relating to the plans for the Car Park. All proposals for lighting in the car park must take into account the current low density lighting levels currently enjoyed in this area. Selsey enjoys magical night skies due to the lack of any artificial light interference.		2.51. It looked as if you have to pass right through the centre of the hub to access the new slipway. Wouldn't this cause conflict with users of the Hub?		
Consider The Needs Of The Elderly	4.44. There are a significant number of older people living in the area of Selsey to the north and east of the shopping parade and a number of those use their cars to get to the shops as they have difficulty walking any distance.		4.42. If new slipway was to be introduced at the hub there is a need for some reorganisation e.g. driving through public space then reversing down the ramp to launch the boats would be difficult/dangerous.		4.43. The new hub area should be "connected" back to the Orchard Parade shops and the rest of the town, by signposting, and/or by a "you are here"-type map, showing that alternative eating venues, pubs etc are within walking distance.
Amend Bus Route To Go Past Site	4.44. Sometimes they will also park there to catch the bus to Chichester, as there is no bus route round the north-eastern area.	Turning Circle For Boat Launch	4.3. Ramp and access runs through hub. Vehicles launching need a turning circle. Allow spare vehicle and trailer.		
Bike Racks	4.44. There should be provision of cycle racks in this area too	Larger Turning Circle At N. Dive Ramp	4.45. A turning area needs to be incorporated into the plans so that cars and their trailers can turned and reversed up to the ramp. The existing turning area close to the ramp is not large enough.		4.43. I worry that the area might compete with, rather than complement, some of the nearby existing businesses. I've seen Council-funded operations which distort local markets to the detriment of existing businesses.
Play Equipment Design	2.1. The play park is lovely as it is but does need modernising having children aged 15, 13, 4 & 3. I feel careful consideration needs to be taken over equipment as Pye park is unusable in my opinion.	Space For Cars & Trailers In Car Park	4.45. In addition to the turning area, car park should also be laid out so that there are parking spaces for cars and their trailers.		2.46. The divers boat launch ramp is in the wrong place. You cannot have vehicles reversing in what looks to be a very pedestrian use area. It would make more sense to improve the existing ramp at the far end of the area for use by the divers, and to put a pontoon near where the proposed ramp is shown so that divers can use the facilities in between dives etc.
Alternative Play Equipment	4.19. 1. Army type assault course for older children 2. Sandpit/ paddling pool. 3. Bandstand 4. Facilities for 15/16/17 year olds	Restaurant Promoting Local Produce	4.46. Restaurant selling locally caught fish and local produce.		
Fewer Play Proposals	2.51. Possibly trying to cater for too many activities in the activity area.	Multi-Use Space For Cinema/ Theatre	4.46. Multi Use venue to include theatre / cinema for use in the evenings.		
Separate Fishing & Dive Boat Launching	2.3. Combined launch and access ramp. Need access for boat launch area to be split from access people. Suggest improve facilities/ ramp for launching at far end car park. Provide boarding/ unloading access at hub.	Boat Ramp To Help With Sea Defences/ Create Revenue	4.15. Boat ramp should be well thought out, not just a 'ramp'. How can this deliver sea defences or revenue towards their maintenance!		
Separate Fishing Access From Public Space	4.36. Key requirement/prerequisite is access to the boats from the hub (without having to get customers wet) without this they wouldn't be so keen. (a) They could launch from their improved existing ramp and motor across to the hub to pick up people from a pontoon (though if this doesn't work a concrete T may be ok).	Longer Ramp For Dive Boats	4.45. Note that the problems with launching and recovering both types of boats is due to the fact that the ramp is too short.		2.12. Maybe a demand for dinghy park/ use of dive ramp for residents/ visitors although wildfowl dedicated rescue boat needs to be 'at own risk'.
Separate Boat Launch From Public Space	2.7. Also think proposed new slipway would not work, wouldn't be practical to have more boats and trailers being hauled up through a pedestrians public open space. 2.12. Dive ramp and access to it probably best secluded just to East of hub. Important that non divers can still	Regular Clearing Of Shingle From Ramp	4.45. In addition, the ramp is buried in the shingle to a greater or lesser extent 99% of the time. Despite repeated requests over the years, the council has never cleared the ramp on a regular basis. This regular clearing of the ramp must be included in the new scheme.		2.11. The Friday rubbish skips are a very valued service to Selsey – has enough space been left for the movement of both skips and visiting cars between the tree planting in the car park?
		Swap Position Of Dive And Training Centre	4.3. Dive centre switch position store and training area. Allow compressor installation in corner outside and internal units. Will send more comments.		2.32. Also the loss of the Friday recycling facility – It is very well used and therefore prevents 'fly tipping'.
		Locate Hub At North End Of East Beach	4.16. I think the buildings should go over the other side by the existing diving runway. 4.45. Rather than build a completely new ramp I suggest that it would be better, and probably		4.13. The recycling facility on Friday needs to be maintained as this stops a lot of fly-tipping and unnecessary journeys to Westhampnet. 4.20. What will happen to the Friday skip and recycling facilities. We need this in Selsey to alleviate traffic on B2145 and encourage recycling. I have seen plan. Not so accessible as now. Have you looked at how many people use this site and how close we can park? 4.41. It occurs to me that (unless I missed it) there is no provision made for our much needed permanent recycling centre, and no reference made to the weekly (Friday) WSCC bulk domestic waste collection service which takes place at this car park. It takes up about 25% of the car park each time. It is it proposed to relocate these facilities, and if so, where? 4.44. The car parking area is currently used every Friday to provide the

	<p>residents of Selsey with a mobile household waste site. This is a very important and well used facility, particularly in view of the distance to nearest permanent one near Chichester and the significant number of the population that are retired.</p> <p>4.46. Move the existing Friday waste collection from the car park to a properly set up recycling centre on the land owned by CDC on the PYE Business Park.</p> <p>4.47. The plan was not clear about proposed re-siting of the bins. out of sight for aesthetic reasons may mean difficult access, queuing, and hence temptation towards fly tipping.</p> <p>4.48. The use of the Car Park for refuse collection each Friday in an extremely important resource to those who live in Selsey.</p>		<p>3.13. Retention of the 'feel' of the area, especially around the fishing huts. New buildings should reflect this in the materials used e.g. Wood – not loads of concrete.</p> <p>4.44. I hope the Hub area buildings will be softer than the current suggestion, involve the local practice of red brick edging with flint infill and be designed to weather well (in view of the salty air), so the use of wood should be limited and carefully thought through.</p>	<p>No Need For Fish Retail Units</p> <p>Willow Weaving Training For Fishermen</p> <p>Floating Pontoon Impossible</p> <p>Maintain Access For Upkeep Of Sea Wall</p>	<p>4.42. They questioned the need for fishermen's retail units as they have their own plots of land where they can sell fish from. They don't want to pay rent to someone when they don't have to. Also how will the units be allocated – this could cause problems.</p> <p>4.42. They also mentioned that Willow weaving is a dying art with one person actually weaving willow (what happens when he passes away)?</p> <p>4.42. The idea of a floating pontoon they don't believe will work – as with the weather it would be damaged / destroyed.</p> <p>4.43. At West Beach the sea walls were designed to have a 5m access strip behind them, to allow machinery access for maintenance purposes. This was lost over time, as garden fences crept seaward, and as a result it is much more difficult to work on the defences than it would have been. When designing the buildings/landscaping etc at East Beach, the Council's coastal engineer should be consulted as to how to ensure access for future maintenance is kept open.</p>
Reference To Selsey Tram	<p>4.47. The large mound, now used as a long children's slide, is, I have been told, on the site of, and made up of the ruins of, the summer terminus of the Selsey Tramway railway.</p>	Use Building Design To Make Reference To Heritage	<p>4.44. Although 'pargeting' is traditionally East Anglian, it might enliven the buildings if some of them had coloured plastered in fills with pargeted crabs, lobsters, fish, boats etc!</p>		
Skip For Fishermen	<p>4.36. A skip – closed (lockable) for non-fish waste and surplus/ waste oil tip. Litter bins. Hatchery is viable – Lobster.</p>	Smaller Café Building	<p>2.43. The proposal is far too big and dominating, and looks to be in an unsympathetic material.</p>		
No Need For Fishermen's Meeting Room	<p>4.42. Speaking with the younger fishermen They didn't think there is a need for a fishermen's meeting room, because (a) they can meet up in huts (b) the town hall (c) not everyone gets on.</p> <p>4.47. I think the need is very doubtful, given the existing facilities on the High St and Selsey Centre.</p>	Café To Promote Local Produce	<p>4.43. The cafe and retail premises should undertake to promote the sale/utilisation of local products (i.e. local fish, crab, lobster, vegetables etc).</p>		
Prioritise Local Businesses With Fishing Connection	<p>4.43. The letting arrangements for the new hub buildings should, where feasible, provide opportunities for local people. For example (a) in the new hub fishermen's retail premises, tenants should demonstrate a local connection with the fishing industry (so as to ensure that local fishermen get priority)</p>	Larger Theatre Space	<p>2.26. The size of the theatre is too small. It should seat around 100 and allow plenty of performance space. The design of the buildings as they are today.</p> <p>4.14. But the least should be a theatre.</p>	Security Features	<p>2.40. Ensure that skate park and other courts are lockable.</p> <p>4.34. With all this going on, you'll need 24 hrs 7 day a week security, we get enough vandalism and destruction as it is – all this will encourage more – litter is rife at the moment – I dread to think if this project takes off.</p>
Local Materials	<p>2.7. Concerned about proposed materials – why granite? Is not local – would like to see vernacular materials and construction used, flint, cobbles, wattle and daub/ rendered buildings.</p> <p>2.28. Unsure about treatment of buildings (finish) concrete – bad. Local materials, hope to be advised by Weald & Downland Museum: is good to use.</p> <p>2.32. Concerns Re 1. Lack of village character after re-structuring.</p> <p>2.43 Large concrete (?) open front building in the hub, NE corner on the sea wall It was not possible to see exactly what is intended here.</p>	Flexible Performance Space	<p>4.21. I would like to see some flexible performance space included (collapsible raked seating/ sound/ lighting for the community to utilise – this is sadly lacking in the area at present.)</p> <p>4.29. * Theatre. Space indoors is important.</p> <p>4.42. Two people (one was a town councillor) very enthusiastic about a theatre.</p>	Youth Consultation	<p>2.51. Will there be further consultation with specific youth groups and the youth of Selsey in general?</p>
		Designated Access For Fishermen	<p>2.40. The current gravel road to the seafront is abused and public access needs to be restricted for the benefit of the fisherman.</p>	Mature Tree Planting/ Vandal Proof Design	<p>3.10. The planting of trees is always to be recommended as the Peninsula does not have enough. However from experience of <u>some</u> out of control youngsters I would suggest older trees be purchased and a metal fence placed around them. I know this would cost more initially but larger trees would have an immediate impact and probably prove cheaper in the end as fewer replacements would need to be purchased.</p> <p>4.18. General comment: I understand Selsey has a vandal problem (too little to do, low policing levels) and any new facility needs to have this concern designed in.</p> <p>4.24. Good idea for a nice seating area by shops, what about the vandals though, would they take over.</p>
		Address RNLI Site	<p>4.39. I am interested to know if the Lifeboat Green is involved in this, I presume not as I cannot see it on any of the plans.</p>		
		Tidier Fishermen	<p>4.39. The only concern I have is the upkeep of these redeveloped places surrounding the fisherman's huts. They are a complete eyesore at the moment and the smell that emanates is disgusting. I appreciate that this is a working fishery but the fisherman are less than bothered about keeping the place tidy. I am concerned that they will not keep the newly developed areas tidy and they will go to rack and ruin very quickly.</p>		
		Fish Stall	<p>4.17. Maybe a fish stall at the space near fish shop on 2-3 days.</p>		
				Integrate Existing Fishermen's Huts	<p>3.11. Will the existing fisherman's Huts/ Area be better integrated?</p>
				Retain Character Of Fisherman's Huts	<p>4.47. Fishermen's huts. The existing "muddle" of tarred wooden huts.</p>

Robust Construction	arranged at random, or for now forgotten historical reasons, is the uniquely attractive aspect of 'the hub'. A bit of mess and muddle does no harm. 4.47. Will the new buildings all be made of tarred wood? What will the windows be made of? What compromises may have to be made to meet modern building and flood regulations?	Cycleway Down South Side Of Pond	4.12. The area around the pond – path down west side should also be cycle/ footpath. 4.51. I agree with the cycle-way idea around the pond although I have my concerns about conflict with pedestrians.	Compatibility With Pagham Harbour	4.7. Also concerned about potential impacts of increased visitors to the area affecting Pagham Harbour Nature Reserve to the N and damaging the East Beach SSSI.
Maintenance Programme	4.47. New and better cafés, toilets, playgrounds, etc, and the proposed divers' centre will all need maintenance, cleaning, and in some cases full time attendance and supervision.	Connect With Wider Cycle Network	4.51. Ideally I would like to see the cycleway located outside the pond area and a designated safe cycleway being created to link up with the Selsey to Chichester route (once completed).	Harbour Structure	4.42. They like the idea of introducing some sort of concrete structure, which could be T shaped to enable boats to shelter, unload / load (would love a harbour)!
Promenade	3.15. Making a promenade.	Less Planting At Pond	4.8. Pond area: Too much planting already.	Fully Accessible Toilets For Disabled Hoisting Facility	4.38. Will fully accessible toilets be included in your plans? People with very complex needs are unable to be truly integrated into their communities as due to lack of hoisting facilities and changing beds, they often have very limited time to visit anywhere, and have to return home sooner than they would like. This often leads to a lack of enjoyment and frustration Fully accessible facilities will mean everyone would be able to spend as long as they wish as the coast.
Emergency Flood Planning	3.18. Even if householders are safe in their raised houses, they will need food, medical help, etc, etc!! Happy to talk further!	Awareness Of Protected Habitat	4.43. Any planting in the zone where coast defence works are likely to take place in the future should be done in such a way that it is most unlikely to get any protected status in the future, as this will also impinge on the ability to carry out coast defence works. I understand the native shingle-planting at the seafront by the old Pontins site (between the Lifeboat Station and the Bill), now has some sort of (local) protected status, which makes for yet another administrative hurdle to doing works in the area.	Sailing Facility	4.38. Are there any proposals to include some sort of sailing facility?
Flood Proof Design	4.25. I hope the fact that car park is liable to flood and has done so.	Do Not Occupy Areas Used By Festivals	4.43. Equally this principle applies to the green between the E Beach car park huts and the next group of huts... any measures to "improve" it ecologically carry a risk that we'll be prevented from using it for community events (it is used for Sea Selsey, Lifeboat Day etc as a green on which stands are set up) or that restrictions are put in place that make carrying out coast defence works impossible, or more costly.	Ban Jet Ski's	4.47. Will precautions be taken to ensure that the better boat launching facilities are not to be used by "Jet Skis"?
Museum	3.20. How about a museum? 4.35. Small museum and sea life centre would be good – lots of history around East Beach area, i.e. Mulberry harbour picnic area would be good.	Appropriate Surfaces, Not Tarmac	4.12. Surface treatment of new areas should be appropriate to beachside location – not tarmac!	Canoe/ Dinghy Training For The Young	4.38. Selsey is almost an island but there are no facilities (as far as I know) for young people to learn how to handle a canoe or dinghy.
Permanent Base In Hub For Local History Society & Their Collections	4.44. I am on the committee of the local history group 'The Selsey Society', which was formed over 22 years ago, and we would support this project as we would dearly love to have a dedicated and permanent space <ul style="list-style-type: none"> for housing our collection of local history archives and artefacts – consisting of many photos, research papers, books and exhibition materials. where we could set up our computers and provide easy access for people (including those with a disability) doing their own research who wish to view our archives. and also be able to <ul style="list-style-type: none"> to present exhibitions to the public. to hold formal and informal meetings for local people. 	Lobster Hatchery Rock Island/ Harbour/ Sea Defences/ Address Road Into Selsey	4.6. The Road Into Selsey (BIG PROBLEM)		
Keep Opera Proposals	3.33. Please don't target the 'Eddie of Manhood End' opera for 2012.	Social Enterprise To Underpin Commercial Sustainability	4.7. Concern about how sustainable the exhibition space would be (speak to Arun DC about problems they experienced with Look and Sea centre in Littlehampton). Perhaps need to incorporate more commercial (poss. Social enterprise) elements into the scheme to ensure it has a long-term future.		
Store For Pond Group And Model Boat Club	4.11. CDC has promised storage space for equipment, ideally with electricity and running water, for East Beach Pond Group (& possibly the Model Boat Club). Please do not overlook this – I see no provision on the plan for such space!	Business Viability	4.42. Concerned that some elements could just close after a couple of years and stand empty (mentioned empty retail space in Selsey).		
Improve Selsey Common	4.11. * At the moment there are no plans shown for Selsey Common or the 'Kingsway' Green area. The Kingsway Green area is such a valuable uncomplicated green space I think it should be left first as it is. Selsey common needs careful thought to improve pathways and access without interfering too much with the wildlife.	Business Sustainability	4.48. My third concern relates to the entire plans for Selsey East Beach Regeneration plan – will it be self funding? If not, how and where will finance be sourced?		
		Wind Farm	4.42. Speaking To The Younger Fishermen. They mentioned there was a rumour for a wind farm which could have		

Financial Commentary Revenue Generating Opportunities at East Beach, Selsey

Prepared by
Planning Solutions Consulting Limited
June 2009

1.0 Introduction

Planning Solutions Consulting's¹ outline financial commentary is primarily focussed on the commercial (i.e. revenue generating) opportunities relating to the East Beach masterplan.

One of the objectives of the project is to introduce a critical mass of facilities and activities to create a 'destination' at East Beach. This consists of a number of revenue generating opportunities which will work well alongside other non-revenue generating activities such as adventure play modules, improved seating and landscaping.

The main revenue generating opportunities are likely to be rental payments for specific uses, although public sector funding is likely to be needed in part, for example, in terms of grounds management and longer term maintenance costs. In essence the main revenue generating opportunities are related to:

- Catering (cafe and restaurant)
- Dive area (likely to incorporate a retail area, store, briefing room and potentially a bunkhouse / hostel module of accommodation)
- Pitch hire within the proposed market area
- Room hire of the fishermen's meeting room and 'forum space'

1.1 Management

There is an ambition that a 'Charitable Trust' will be set up with representatives of stakeholders, including local community groups such as Save our Selsey, town and district councillors, local business people and Chichester District Council as landowners. There are several benefits of setting up a Trust. A Trust is likely to be able to claim business rate relief if the commercial units are let on a 'commercial operator's agreement' rather than a traditional lease. A Trust is also likely to be able to access funding sources which a commercial operator may find more difficult.

Additionally, a project officer will be appointed to the East Beach master planning project. The officer will be responsible for ensuring the commercial units are let, the day-to-day running of East Beach, letting the 'forum space' and fishermen's meeting room, maintaining the landscape and for marketing East Beach. It has been assumed that the post will be funded.

¹ - Planning Solutions Consulting Limited is a specialist leisure and tourism research and development company. We work with a range of clients including Tourism South East, Seeda, Emda and the Land Restoration Trust. Our sister company Planning Solutions Limited has for the past 14 years operated a number of leisure businesses including Conkers, a £16 million visitor attraction which has generated just under two million visits since opening in 2001. They also operate a cafe bar in a healthy living centre and a 100 cover restaurant in Brighton. This ensures consultancy advice is backed up by direct operational experience.

1.2 Phasing

The project will be phased in terms of development.

In respect of commercial opportunities, the initial phase will focus on introducing a cafe, restaurant, forum space, dive area, toilets, fishermen's meeting room, adventure play and sports areas, jetty, market area, enhanced diver's ramp, enhanced fishermen's ramp etc (please see masterplan drawing for detailed view). During phase one there will also be an emphasis on developing a training programme in traditional construction skills and where possible building materials will be sourced locally.

Following consultation with the client, it is expected that funding from CABE, Chichester District Council and the Heritage Lottery Fund will be sourced to take part of the initial phase forward. We understand this to be in the order of £650,000. Other funding sources, for example, the Environment Agency will be approached to ensure a critical mass of facilities are introduced at East Beach. The European Fisheries Fund will be used to develop the fishermen's meeting room.

The initial phase of development would act as a catalyst for future development, which would be taken forward by the Trust.

2.0 Revenue generation

In essence, the main revenue generating opportunities are the catering provision (cafe and restaurant) and a combined dive unit. These have scored highest in terms of our assessment of uses in terms of economic fit (please see East Beach Assessment).

Other revenue is also likely to be generated from hiring of the fishermen's meeting room and 'forum space', although these are likely to represent modest levels of income.

2.1 Catering

There are two main catering opportunities at the East Beach site, namely an all day cafe and a specialist restaurant.

The cafe is likely to have in the order of 60 internal covers and offer a menu of light meals and snacks. The positioning of the cafe is very important and ideally it would be located on the ground floor, with external decking adjacent to the adventure play areas, which cater for a range of different age groups. We have assumed that as a minimum the internal area (kitchen, stores and front of house) would be 120sqm (excluding external decking).

The restaurant would be located on the first floor with a balcony with extensive sea views. The restaurant would have in the order of 80 internal covers and offer a lunch time and evening service. It is expected that this restaurant would have a strong link to local produce and focus on fish and seafood as a speciality. We have assumed that as a minimum the internal area (kitchen, stores and front of house) would be 180sqm (excluding external decking).

Both the cafe and restaurant have the potential to attract commercial operator interest (particularly the cafe).

In today's economic climate it is unlikely that a commercial operator would contribute towards capital building costs (if they did the likely rental level is likely to be lower). However, they would be expected to contribute towards fixtures and fittings, furniture and equipment. We would estimate this contribution to be in the order of £60,000 for the cafe and £120,000 for the restaurant.

Annual rent is likely to be in the order of £10 to £12 per square foot for the cafe and £15 to £20 per square foot for the restaurant.

2.2 Dive area

The diving area will offer real critical mass to the hub and will help to extend its appeal to a different market segment. This element would include a retail space, dive meeting / briefing room and storage area. There would also be a separate changing area for divers.

In respect of the dive centre there is a proposal to incorporate a small hostel / bunkhouse accommodation module, which would be managed as part of the business although this is subject to approval from the Environment Agency.

Following consultation with a local commercial diving company there is potential interest in relocating their business to the hub, particularly if access to the water is provided (i.e. their customers do not have to 'get their feet wet').

An operators' agreement / lease could attract £25,000 to £30,000 per annum.

In respect of the operators' agreement / lease for the three main commercial opportunities careful consideration will need to be given towards a central service charge which would contribute towards communal area costs and landscape maintenance including, for example, insurance costs etc.

2.3 Market place

There is an ambition to introduce a marketplace type of facility, which is opposite the cafe, ideally this would be covered by a 'tensile structure.' It would provide opportunities for local producers to sell their produce within the hub.

Once all marketing costs are taken into account this is unlikely to generate significant revenue. If we assume that five pitches are let on an occasion basis they could generate circa £2,000 per annum. However, they would add to the critical mass of the facilities on offer.

2.4 Fishermen's meeting room and Forum Space

In respect of the fishermen's meeting room it has been assumed that this will be cost neutral as responsibility for its long term maintenance and operating costs will be met by the Selsey Fishing Association. There may be opportunities to let out the room to third parties which could contribute towards the overall costs.

The forum space will act as the cultural hub for the project and would incorporate a permanent exhibition space along with an area which could accommodate visiting specialist and education groups and a further exhibition space. In space usage terms it is envisaged that the cafe would have the potential to open up on to this space which would create a larger space for functions which could be hosted outside of the main operating hours of the cafe. There is

also desire to incorporate pods which could be let to community groups. The forum space with its coastal location will be a unique product offer in Selsey and the wider area. In terms of the education use the forum space will offer a base for outreach work and hosting education visits. The objective is to create a 'multi-use / functional space' to ensure that maximum use is made of the spaces.

The project manager will also be responsible for letting the forum space. However, as noted earlier there is competition from the Selsey Centre although it should be explored whether they would also be interested in managing the room and let it to their clients for a small commission. There may also be opportunities for temporary sales, exhibitions, gallery or historic archive shows. All of which could generate rental yield from the facility.

A summary table is provided below which shows indicative annual income once the overall development has been completed.

Revenue opportunities	Indicative annual lease / operators agreement (£)
Cafe	18,000
Restaurant	40,000
Dive area	25,000
Market place	2,000
Fishermen's meeting room and Forum space	18,000

Indicative total annual income is based on an average yield on £ fitted out premises 103,000

2.5 Other

East Beach has a number of existing ongoing management and maintenance costs in terms of for example, the open spaces, nature reserve, public conveniences, bin emptying, car park, recycling, street furniture, skate park, adventure play area. Chichester District Council is responsible for the majority of these costs. Selsey Town Council is responsible for the adventure play area. We have assumed that these will continue to be met by the respective project stakeholders, although

there may be an opportunity for a one off grant to provide an ongoing funding stream via an endowment investment.

Some of the areas within the main hub, for example, the forum space 'exhibition / interpretation' area may also need to secure a commitment from Chichester District Council to provide revenue support and capital reinvestment (particularly in terms of refreshing the exhibits) to ensure that the long term viability of the space is secured. Although part of the project officer's role should be to identify funding sources for the cultural / heritage elements of the project. There may also be opportunities for sponsorship or certain areas of the scheme via local companies and organisations.

Whilst the commercial operators (via a lease or operators agreement) will be responsible for repairs and upkeep of their demise, long term structural issues and maintenance of the site are likely to be the responsibility of the landowner.

3.0 Summary comments

This project represents a step change for the East Beach site in Selsey, West Sussex. The site has the potential to provide a new destination for the town and to become an important catalyst for the wider regeneration of East Beach and Selsey. The new investment in developing the area will enhance facilities for visitors and in particular for local residents. The phased approach would enable the project to be developed in a way which responds to market needs.

There is a rationale for promoting and securing the comprehensive re-development of the East Beach site to provide an enhanced tourism and leisure offer for Selsey and the surrounding area. However, as outlined within early documents, there are a number of constraints which will make securing a private sector-led approach difficult. Clearly, the current economic climate has distorted the leisure (and other) markets and this is reflected above.

It is recognised by the project team that once all costs (including long term maintenance) for the East Beach site are taken into account there is likely to be a need for a level of revenue support.

Whilst we feel that East Beach will require some longer term financial support from the public sector there are a number of 'non-economic' outcomes of the project, which include:

- Increasing the recreation provision in Selsey and wider Manhood Peninsular;
- Contributing to the visitor economy;
- Facilitating greater community engagement;
- Providing health benefits;
- Adding to the image and 'place making' and helping to raise the profile of the area;
- Providing new training and employment opportunities within the local area;
- Bringing overall economic benefits and sustainability to the traditional livelihoods of the fisherman and fishing industry in the local area.

The above is subject to a business plan and market testing exercise.

