

Economic Plan for the Manhood Peninsula

Produced by the
Peninsula Coastal Economy Team



Key Information			
1	Name of CCT	Peninsula Coastal Economy Team	
2	Single Point of Contact (SPOC)	Jane Cunningham Manhood Peninsula Partnership Project Officer	Tel: 01243 785166 Email: jcunningham@chichester.gov.uk
3	CCT Membership	See Appendix 1	
4	Accountable Body	Chichester District Council George Smith Economic Development Officer	Tel: 01243 785166 Email: gsmith@chichester.gov.uk
		Does the Accountable Body have a representative on the CCT membership?	Yes

Foreword

The Economic Plan for the Manhood Peninsula has been produced by the Peninsula Coastal Economy Team, Chichester. This is one of the Coastal Community Teams awarded funding by the Department of Communities and Local Government (DCLG) during 2015 to set up a new team and further projects of economic benefit for the area. See Appendix 1 for more information about the Peninsula Coastal Economy Team.

The collective aim of the Coastal Community Teams is to help bring jobs, growth and prosperity back to beach towns and cities in the light of coastal change and social challenges often found in our seaside areas. The teams bring together local business, councils and people to help coordinate regeneration projects in their area.

The Peninsula Coastal Economy Team is affiliated to the existing Manhood Peninsula Partnership. The Manhood Peninsula Partnership is comprised of all local and regional agencies working with community and parish representatives as well as third sector wildlife and environmental organisations. The MPP has been meeting regularly since 2001.

The local economic character

The Manhood Peninsula is a great place for business and supports a wide range of thriving businesses, most importantly: tourism; leisure; agriculture and horticulture; and manufacturing. The marine environment fosters diverse economic activities including commercial fishing, angling and water sports. Renewable energy generation is increasingly regarded as having economic potential on the peninsula. There is a small 'office and commercial' market and significant self-employment. The interests of each sector must be balanced with the need to protect the special environmental qualities and distinctive character of the peninsula.

The area is known for big skies, open countryside, beaches and clean water. The peninsula's natural and cultural assets are the cornerstone of its economy and the reason why it is one of England's most attractive places in which to work, live and visit. The natural environment needs to be viewed as an economic asset that can be worked with, not an obstacle to securing sustainable economic growth: a healthy, well-functioning natural environment is the foundation of sustained economic growth, prospering communities and personal wellbeing.

Tourism plays a crucial role in the economy of the Chichester District as a whole, accounting for nearly half of the total spend by all visitors. Many of these visit the coast to enjoy the beach, walk, cycle and bird-watch, all of which emphasise the importance of the local environment to the economy. Tourism is particularly important to the peninsula and development proposals need to be carefully managed in order to preserve its appeal.

In common with many coastal areas, the peninsula is host to a number of complex issues arising from its coastal location. Communities are exposed to significant and specific challenges that have been exacerbated by the 2008/09 economic downturn but, optimistically, signs of growth and change can now be seen, particularly in the visitor economy.

Key benefits of sustainable economic development

Enhancing the amount, range and types of economic activity and employment on the peninsula will have significant benefits:

- creating more robust, sustainable communities
- creating more diverse, more balanced communities with more young people and young families
- providing local job opportunities that allow for more flexible patterns of work and improved work: life balances
- providing jobs attractive to young people to enable them to stay in the area rather than having to leave in search of employment/better employment
- reducing the need for commuting

A co-ordinated approach to engage, support and promote the different business sectors on the peninsula would encourage economic prosperity, particularly in the key sectors of tourism and horticulture, by:

- Ensuring the peninsula is recognised as a leading area nationally for food and drink production
- Increasing awareness and consumption of local foodstuffs, especially fish and salads to reinforce local distinctiveness
- Increasing cross sector awareness between horticulture and tourism, providing benefits to both
- Making best use of the Manhood Peninsula's natural assets
- Boosting the local economy by providing opportunities and activities outside the usual holiday periods to encourage visitors to spend more time on the peninsula
- Supporting the integration of renewable energy production and green waste disposal into local businesses

Local and Regional Policy

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

Selsey is a town with a population of around 11,000 (Office of National Statistics (ONS), Census 2011). It is a popular holiday destination with one of the largest caravan parks in Europe, and a population that doubles during the holiday season.

East Wittering and Bracklesham have a combined population of 5,117 (ONS Census 2011). The population of nearby West Wittering is 4,472 (ONS Census 2011), inflating the population of the western peninsula to just over 9,500 and bringing it closer to that of Selsey, an important factor when considering transport and facilities on each side of the peninsula.

The local authority approach to the peninsula economy is reflected in the district wide Chichester District Council Economic Development Strategy 2013-2019. It recommends a targeted approach to supporting high growth potential indigenous businesses; sets out actions to do more to attract and retain younger people; stresses the importance of education and training in raising aspirations and developing skills; encourages the District to make better economic use of its considerable natural and cultural assets; and recommends an outward-looking, partnership approach, so that resources are used efficiently and intelligence and best practice are shared widely. It has four priorities with 16 primary and 6 secondary actions that align with those set out in the West Sussex Economic Strategy, which provides the framework for a coordinated approach to economic development across the county.

The economic needs of the peninsula are reflected in the priorities identified for Chichester District's economic strategy. These are:

Priority 1: Attract and retain working age talent.

Priority 2: Create the conditions to support growth orientated businesses.

Priority 3: Match skills to business and economic needs.

Priority 4: Make best use of the District's natural and cultural assets.

Local and regional approach to Economic Development

Local Enterprise Partnerships (LEPs) have been established to develop a strategic approach to economic development within locally defined functional economic areas. Chichester District, including the Manhood Peninsula, is part of the Coast to Capital LEP, which has identified the following as key priorities:

- Addressing low levels of entrepreneurship;
- Tackling weak employment growth and low productivity in some of its constituent parts;
- Encouraging businesses to become more internationally focused;
- Improving skills, especially amongst young people;
- Maintaining and improving levels of investment; and
- Improving transport infrastructure.

West Sussex County Council, too, has developed a new framework for the county's economy with seven strategic priorities:

- Promote West Sussex as a First Class Business Destination;
- Understand and Support the Needs of Established Businesses and Support People to Start and Grow Successful Enterprises;

- Adapt and respond to new funding conditions and opportunities to ensure that West Sussex secures investment to support its economic development priorities;
- Deliver the transport and communications infrastructure that businesses and residents need;
- Make best use of land and property to support a robust and sustainable economy;
- Support the creation of a range of jobs that enable people to participate in the labour market in a way that best reflects their needs at different life stages; and
- Support local people to acquire the skills that the economy needs.

There are a large number of organisations, agencies and partnerships involved in supporting local economic development and economic growth. A key challenge for the Manhood Peninsula is defining the best way to address the economic challenges associated with communities on coastal plains.

Long Term Vision

A long term vision for the future allows the Manhood Peninsula to develop as an attractive area for existing businesses, and as a place outside the city of Chichester where new business start-up centres are promoted. Economic opportunities will also be provided through projects that regenerate historic assets such as Selsey Cinema, or create new economic assets such as Selsey Haven.

Proposed Actions

The Peninsula Coastal Economy Team has brought together suggestions from its partners to produce the following list of aspirational projects that the Peninsula Coastal Economy Team can progress when suitable funding opportunities arise:

Tourism

Encourage day visitors to become stay visitors by:

- Promoting the virtues of the environment, including the dark skies suitable for astronomy, as an asset to encourage longer and repeat stays by visitors
- Creating the Green Links across the Manhood (GLaM) network in order to make best use of the economic opportunities offered through a package of activities - cycle hire facilities; links between cafes and other destinations spanning the peninsula
- Working with tourism and cultural organisations to develop co-ordinated, high value visitor packages and to increase the significance of tourism and culture to the economy.
- Creating links with the South Downs National Park and other key destinations
- Developing local food initiatives, for example, the Peninsula Breakfast as part of the visitor experience
- Running networking events for accommodation and hospitality sectors.
- Implementing tourism related sea-life observation and education opportunities

Fisheries & Aquaculture

Protect the fishing industry and improve fishermen's working conditions at Selsey by:

- Providing a safe area in which to land catch during poor weather.
- Providing improved fish landing and storage facilities.
- Providing an amenity area for fishermen.
- Investigate the local potential for fish farming, including crustaceans.

Marine

Promote local coastal and land based recreational activities for recreational boat users and other visitors by:

- Developing a local information package with Chichester Harbour Conservancy for the boating sector visiting Chichester Harbour
- Supporting marine-based recreation through events and local promotion

Agriculture/Horticulture

Engage with local growers to increase their profile as local employers by:

- Improving awareness of the high level employment potential of the agri/horticulture industry
- Supporting closer links between tourism and local food producers through marketing and events
- Supporting existing businesses in the Sidlesham and Almodington Horticulture Development Areas, while bringing in new businesses.

Retail

Improve the local retail offer by:

- Developing a co-ordinated approach to engage, support and promote the retail sector, particularly in relation to specialist areas such as water sports, cycling and walking.
- Improving and diversifying the retail offer in coastal locations by holding networking events to introduce retailers to opportunities presented by new visitor attractions.
- Enabling Selsey Cinema to undergo its transformation into a hub for new local jobs that will revitalise Selsey High Street. The project has produced a business plan and marketing strategy.

The actions outlined above need developing into working projects. Some of these will be implemented, funding permitting, via a series of projects found in the following Economic Plan for the Manhood Peninsula.

Peninsula Coastal Economy Team - Economic Plan

End March 2016								
Action / Project	Planned Outcomes	Funding	Risks and Dependencies	Lead Org	Partner Orgs	Key Milestones	Milestone Due Date	Action Delivery Date
Peninsula Coastal Economy Team Economic Plan	Delivery of the PCET Economic Plan including the Demographic Research and Selsey Haven reports.	Coastal Community Team Fund	None	PCET	CDC			
						Draft Plan	Oct-15	
						Final Plan	Dec-15	
						Submission	Jan-16	14/01/2016
Demographic Study for Selsey and East Wittering & Bracklesham	A report on demographics and employment development for Selsey and East Wittering & Bracklesham establishing: the quality of local employment, education and training opportunities, and the impacts of seasonality.	Coastal Community Team Fund; Chichester District Council	None	Selsey Town Council	CACI			
						Draft Study	Nov-15	
						Final Study	Dec-15	
						Submission	Mar-16	15/03/2016
Selsey Haven Feasibility Study	A consultation and scoping document comprised of outline sketches of three concept options; short commentaries on the three options. The commentaries will cover issues including environmental and coastal processes.	Coastal Community Team Fund; Chichester District Council	None	PCET	Haskoning DHV			
						Draft Study	Nov-15	
						Workshop	03/12/2015	
						Final Study	Jan-16	

						Submission	Mar-16	15/03/2016
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April 2016 - March 2017								
Action / Project	Planned Outcomes	Funding	Risks and Dependencies	Lead Org	Partner Orgs	Key Milestones	Milestone Due Date	Action Delivery Date
Selsey Haven	To further the preferred option for Selsey Haven	Defra; European & Marine Fisheries Fund (EMFF); LEADER; Coast to Capital; CDC; WSCC	Lack of funding and personnel. No suitable project engineers or funds available.	CDC	MPP; Selsey Fishermen's Assoc; Selsey Town Council			
						Confirm preferred option for Selsey Haven	Apr-16	
						pre-planning discussion with CDC	Apr-16	
						Tender process for project engineer / Architect	May-16	
						Engage project engineer	Aug-16	
						Identify sources and apply for funding	Aug-16	
						Commission environmental and economic impact studies	Mar-17	Mar-17

Destination Management Plan (DMP), for the Manhood Peninsula	To evaluate the current rural tourism offer; identify common challenges facing local tourism; develop a clear understanding of the tourism offer including themes for the area; ensure that it links effectively with the wider regional offer.	2014-2020 European Structural and Investment Funds Growth Programme	Identifying lead organisation; lack of personnel;	Chichester University	CDC; RSPB; MWHG; MPP; Selsey Town Council			
						DMP research	Oct-16	
						DMP final	Feb-17	
						Destination management group	Feb-17	
						Marketing Plan	Feb-17	Mar-17
Selsey Cinema	Refurbish the 1930's Selsey Cinema building to provide space for a new cinema and small businesses.	Heritage Lottery Fund; Coastal Community Fund; Arts Council	Lack of funding and personnel	Selsey Town Council	MPP; CDC			
						Business Plan	Apr-16	
						Funding	May-16	
						Design	Sep-16	Mar-17

April 2017 - March 2021								
Action / Project	Planned Outcomes	Funding	Risks and Dependencies	Lead Org	Partner Orgs	Key Milestones	Milestone Due Date	Action Delivery Date
Selsey Haven	Phased project delivery	Defra; European & Marine Fisheries Fund (EMFF); LEADER; Coast to Capital; CDC; WSCC	Lack of funding and personnel	CDC	Selsey Fishermen's Assoc; local community; project engineer			
						Design	Sep-17	
						Planning application	Jan-18	
						Build 1st season	Sep-18	
						Build 2nd season	Sep-19	Mar-21
Selsey Cinema	Phased project delivery	Heritage Lottery Fund; Coastal Community Fund; Arts Council	Lack of funding and personnel	Selsey Town Council	MPP; CDC			
						Implementation	April 2017	Sept 2017



Appendix 1: Peninsula Coastal Economy Team

The Peninsula Coastal Economy Team is comprised of those with a specific interest in employment and business opportunities on the Manhood Peninsula, south of Chichester, West Sussex. It is affiliated to the existing Manhood Peninsula Partnership:

<http://peninsulapartnership.org.uk/>.

The Team has received funding from DCLG via the Coastal Communities Team fund, and from Chichester District Council to create a group with a broad range of interests focussed on the local economy. There are three work streams to be progressed:

1. Economic Plan. A condition of being awarded Coastal Community Teams funding is the production of an Economic Plan for the peninsula. Completion date: Fri 29 Jan 2016.
2. A feasibility study to investigate the costs and benefits of constructing a small harbour or haven in Selsey. Completion date: Fri 26 Feb 2016.
3. A report on the demographics and employment in Selsey, East Wittering and Bracklesham. Completion date: Fri 26 Feb 2016.

Individual projects will be driven by a small dedicated Working Group. The collective Peninsula Coastal Economy Team projects will be guided by an Advisory Group and a Stakeholder Group.

- Peninsula Coastal Economy Team – Advisory Group: members have an extremely close interest in the above projects and will attend general meetings where necessary.
- Peninsula Coastal Economy Team – Stakeholders: members represent a wider range of interests than the Steering Group, but won't attend general meetings.

Economic Plan Working Group

Jane Cunningham	Manhood Peninsula Partnership	MPP Project Officer
George Smith – Chairman	Chichester DC	Econ Dev Officer

Selsey Haven Working Group

Jane Cunningham	Manhood Peninsula Partnership	MPP Project Officer
Dom Henley	Chichester DC	Coastal Engineer
George Smith – Chairman	Chichester DC	Econ Dev Officer
Steve Oates	Chichester DC	Econ Dev Manager

Demographic Study Working Group

Sam Tate	Selsey Works	Selsey Town Co-ordinator
Joyce Griffiths	West Wittering PC	Parish Clerk
George Smith – Chairman	Chichester DC	Econ Dev Officer
Jane Cunningham	Manhood Peninsula Partnership	MPP Project Officer

Peninsula Coastal Economy Team – Advisory Group

Name	Organisation	Selsey Haven	Demographic Study
George Smith – Chairman	Chichester DC	Y	Y
Steve Oates	Chichester DC Econ Dev Manager	Y	Y
Jane Cunningham	MPP	Y	Y
Iain Shepherd	EU Ambassador of the Sea	Y	Y
John Connor	CDC Cllr – Selsey North	Y	Y
Chris Dean/Tony Wiener	Selsey Town Council	Y	Y
Sam Tate	Selsey Works	Y	Y
David Lowsley/Dom Henley	Chichester DC	Y	N
Chris Russell	Architect & Marine Design Consultant	Y	N
Christopher Harvey	Selsey Fishermen’s Assoc Chairman	Y	N
Robert Greenwood	Selsey Fishermen’s Assoc Secretary	Y	N
Uwe Dornbusch	Environment Agency	Y	N
Robin Henderson	Pagham PC	Y	N
Joyce Griffiths	West Wittering PC	N	Y
Councillor tbc	West Wittering PC	N	Y

Peninsula Coastal Economy Team – Stakeholder Group

Name	Organisation	Selsey Haven	Demographic Study
Caroline Wood	Coastal West Sussex	Y	Y
Helen Loe; Ana Fajardo	WSCC	Y	Y
Paul Bedford	Peninsula Community Forum	Y	Y
Emma McKinley	Chichester University	Y	Y
Richard Austin	Chichester Harbour Conservancy	Y	Y
Adrian Thomas	RSPB	Y	N
Tony Delahunty	Sussex IFCA	Y	N
Roger Spencer	Arun DC	Y	N
Ray Radmall	Pagham PC Chairman	Y	N
Laura Newland	Natural England	Y	N

CDC Observers

Cllr Roger Barrow	CDC Environment	Y	Y
Cllr Gillian Keegan	CDC Commercial Services	Y	Y
Louise Rudziak	CDC Head of Service Housing & Env	Y	Y
Jane Hotchkiss	CDC Head of Service Commercial	Y	Y