



# Selsey Coastal Trust Project

*Living by, and working with the sea*

February 2011





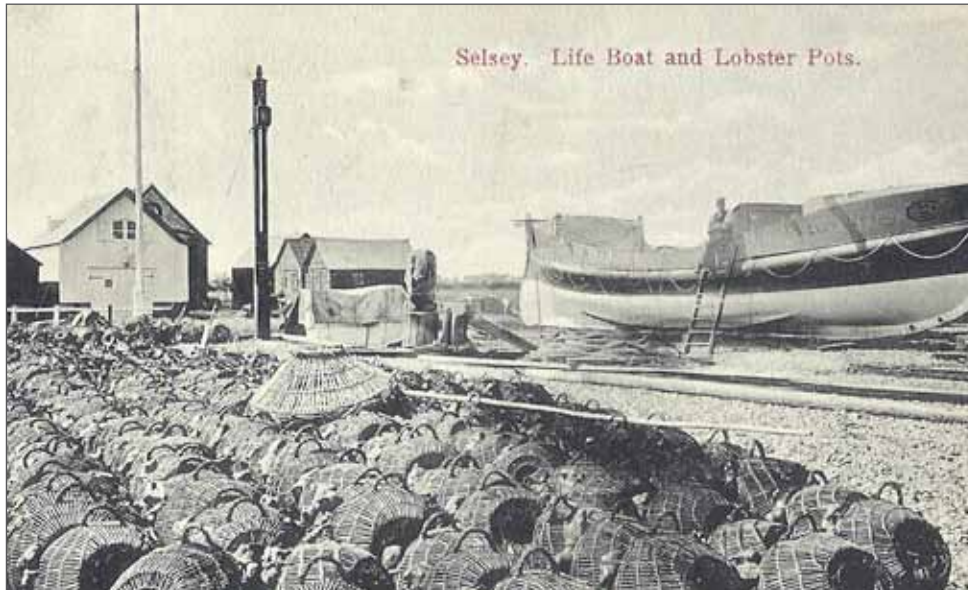
## Contents

5	Preface
6	Background
7	Acknowledging a need to change
8	Potential Key sites
9	Key sites
16	Establishing the Trust
18	Suggestions
20	Stages
21	Workshop feedback and ideas
22	Ideas
32	Social enterprise
34	Sustainability
35	Realisation
36	Conclusion
38	Acknowledgements

Bathing huts 1931



East Beach 1920



Selsey lifeboat 1903



Selsey 'Fish shops' 1916

All images courtesy of the Selsey Society

## Preface

In June 2009 DEFRA (Department for Environment Food and Rural Affairs) announced the creation of the Coastal Pathfinder Fund, to provide £11 million to support local authorities in coastal areas, to work with their communities and manage their response to coastal change.

In December 2009, 15 successful authorities were announced, including Chichester District Council. The District Council bid was awarded £450,000 and brought together a number of projects from across the Manhood Peninsula. These included the Selsey Coastal Trust initiative.

The Pathfinder projects will run through to May 2011 and will test new and innovative approaches to planning for and managing change. Through this work, the Pathfinder program is intended to:

- Improve understanding of how coastal communities can adapt to coastal change and what the possible costs and benefits of different approaches are.
- Provide practical lessons and examples that can be shared with other practitioners, particularly on community adaptation, planning and engagement as well as delivery of adaptive solutions.

One element of the Chichester based Pathfinder project is to consider the feasibility of establishing a Coastal Trust for Selsey, which generates surplus revenues to support future maintenance of the town's ageing coast defences. At present the Selsey Coastal Trust is both a transitional body, and a working project. It is looking at how Selsey's community can shape the long-term future of the town. Over the course of the project it will be gathering and testing ideas and looking at potential regeneration projects that could be progressed in the future.

## Foreword - The Selsey Coastal Trust Project

This document is an introduction to the ideas the Trust will be considering and the output from a series of workshops the project has undertaken to investigate its ideas. It has been prepared for the Pre Trust Group by the South Coast Design Forum and will form the core of a future prospectus document that the Trust will use to raise awareness of, and funding for, its projects.

In addition to the work of the South Coast Design Forum, I would like to extend my thanks to the members of the Pre Trust Group, who have overseen this element of the Chichester Pathfinder project. I have named them individually in the acknowledgements but collectively, their support as elected members for Selsey and local residents and business people means that the Selsey Coastal Trust concept has this vibrant community at its heart.

**Roland O'Brien –  
Chair of Pre-Trust Group and Manhood Peninsula Steering Group (MPSG)**



## Background

Over the next 20 years, it is estimated that the cost of maintaining Selsey's coastal defences will be in the region of £30 million. With all levels of public finance under tremendous pressure, even funding for preventative maintenance cannot be guaranteed. The plan to create a community owned trust has come from local people and is designed to provide an alternative means of funding the required maintenance.

The idea is to revitalise Selsey by creating a partnership between the Council and a community Trust that can share the long-term responsibility for Selsey's coastal defences. The vision is for a series of connected regeneration schemes that are owned and managed by a community trust or social enterprise, with surplus profits being redirected into a delivery partnership of the authorities responsible for coastal defence. The Pathfinder fund is helping to investigate whether this innovative idea is feasible.

Key principles and objectives for the trust / community enterprise have been devised and agreed. The Development Trusts Association is providing ongoing advice and support and has awarded the Pre Trust Group "emerging trust" status.

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

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

With Selsey Bill being the most southerly tip of the Manhood Peninsula, Selsey is roughly triangular in shape and has a coastline on two sides, to the east and west. The exposed position of Selsey, the complex offshore environment and resulting wave action has led to centuries of exceptionally rapid erosion. Fronted by a drift aligned gravel beach, the hinterland is elevated slightly at Selsey, although at Medmerry (to the West) it is close to or below mean sea level and formed of soft materials, which are easily eroded.

Despite its exposure to the environment, Selsey has some valuable assets, which the Coastal Trust will seek to exploit in its projects. In addition to the existing points of interest in Selsey, the forthcoming realignment of the coastline at Medmerry will provide a connection between Selsey, Pagham Harbour Nature Reserve and the western side of the Peninsula. The result is Selsey becomes a key part of a wider tourist destination.

For further information see the following:

[www.environment-agency.gov.uk/static/documents/Leisure/Medmerry\\_MR\\_\\_Frequently\\_asked\\_questions.pdf](http://www.environment-agency.gov.uk/static/documents/Leisure/Medmerry_MR__Frequently_asked_questions.pdf)



**The situation in Selsey - as defined by Going Dutch II 2009**  
**The map shows the transit of shingle from west to east and the pattern of erosion along Medmerry to the west of the Selsey Bill (southern most point).**  
**Blue arrows show the relative strength of wave action.**

## Acknowledging a need to change

Over the past decade there have been a number of studies carried out in Selsey to not only address coastal erosion but also to help support and develop the local economy. The impact of a number of these studies has already benefited the town, but areas of the coastline are in need of attention to address significant deterioration to the sea defences constructed in the mid 1950's.

### Going Dutch

In 2001 a conference drew on the experience of coastal management specialists from the UK and the Netherlands. This 'Going Dutch' event was followed up in 2008 with the Going Dutch II study. They considered the prevailing pattern of erosion in line with climate change estimates and the conditions of wind, tide and the resulting transport of sediment along the coast.

Having considered the conditions, Going Dutch examined a number of approaches and concluded that working with natural forces would be the most sustainable form of sea defence, long-term. This echoed the findings of the Environment Agency's coast defence strategy for the area between Bracklesham and Selsey (called Medmerry). The Environment Agency scheme to realign the coast at Medmerry has subsequently received planning permission in late 2010.

In addition to physical adaptation, the Going Dutch studies identified opportunities for better eco tourism on the Peninsula and considered how Selsey's biggest threat (the sea) could also be its biggest asset and then went on to consider how that should be exploited.

### East Beach Masterplan

One of the most focussed and ambitious schemes developed was the East Beach Masterplan of 2009. It was a very comprehensive and well-executed proposal to re-establish the long association Selsey has with the sea. If the plan can be financed it would provide a dive centre, restaurant, café and play area at its heart, with additional landscaping around the pond and improvements to Orchard parade shops.

The Pre Trust Group considers the connection with the sea as a significant aspect and asset of any future regeneration in Selsey. It is important to identify current and historic use of land/buildings, potential use, owners and stakeholders (that have a vested interest in its future use) and also to look at the financial and non-financial benefits of any potential redevelopment.



### Examples of studies carried out for Selsey including:

High Street Improvement Study 2005  
 High Street Improvement Study 2008  
 Selsey East Beach - Reconnecting with the sea 2009

## Potential Key Sites

The sites being considered by the Pre Trust Group provide a mix of uses and run from East beach car park west past the fisheries and lifeboat station along to Selsey Bill and onto Medmerry, where the area would be connected by way of a footpath moving north and then east to link with Pagham Harbour nature reserve.

The sites have been chosen because they all have existing groups associated with them and can therefore deliver real benefit back to the wider community, at the same time as providing a degree of adaptation to the coastal changes Selsey is facing.

In terms of adaptation, each scheme would need to consider how they can help Selsey survive amid rising sea levels and the harsh effects of weather and tide.

In addition to the individual sites, a coastal path has been considered that would provide a link between Pagham Harbour, Bunn Leisure and the proposed realignment scheme at Medmerry. This would improve access to the coastline overall and enhance Selsey for its permanent and seasonal residents.

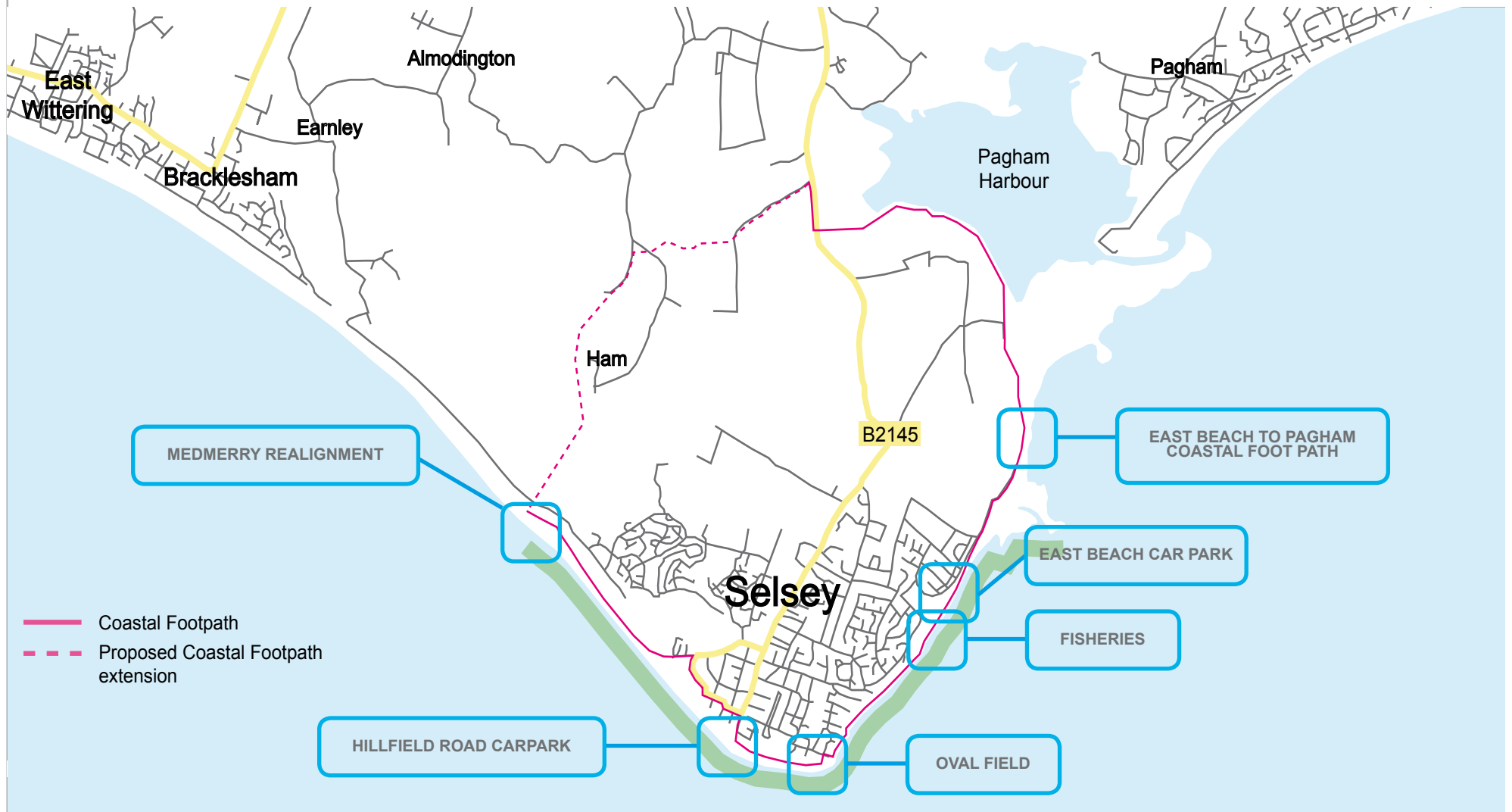
The Coastal Trust has spent time working with local groups to identify potential sites which could be redeveloped/regenerated as part of a project aimed at making a strong and sustainable future for Selsey.

## Coastal scenes around Selsey from Pagham to Medmerry





## Key Sites



## Key Sites

### Site 1: East Beach, Selsey

This site is currently a mix of leisure and retail. It includes the public conveniences, a small food/drink kiosk, skate park, play park and bike track on the north side of the site and a collection of fishermen's huts and wet fish retail units to the south.



Looking west along East Beach

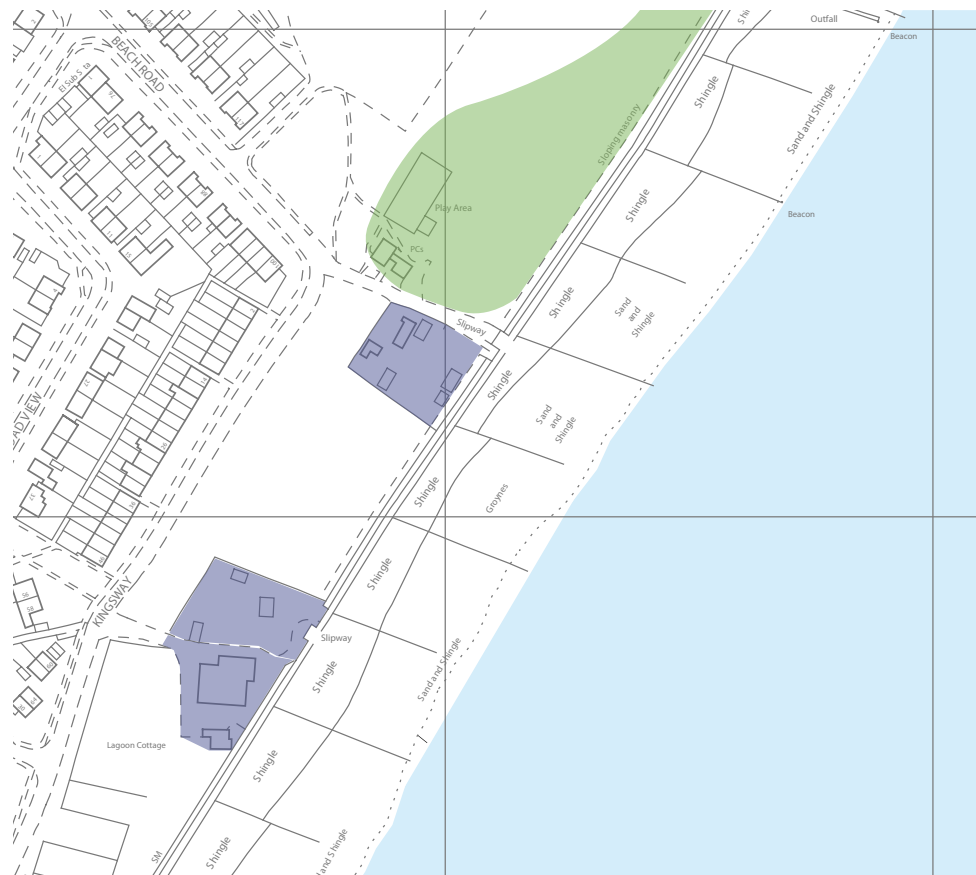
BMX track and kiosk at East Beach Carpark



## Key Sites

### Site 2: Middle Fishery

Half way between Site 1 and the lifeboat station along East Beach.  
This site is currently the 'wholesale' wet fish area and is mainly made up of huts and units used by the fishermen



Boats and sheds of Middle Fisheries

### Landing a catch





## Key Sites

### Site 3: Oval Field

Bottom of Grafton Road, on Selsey Bill. Currently an open site with a multi use games pitch in the north west corner. It is bordered to the south by the beach and to the north, east and west by housing.



Oval Field vantage point with views of Isle of Wight

Bill House to the west of Oval Field - Image courtesy of the Selsey Society





## Key Sites

### Site 4: Hillfield Road/Marine Beach Car Park

The beach area running from Grafton road to the end of West Street. This is only accessible as far as Hillfield road where the path cuts inland along Clayton Road to West Street.

It includes Marine Beach car park and a mobile cafe. Most of the access is along unmade pathways/open beach.



Hillfield Road / Marine Beach Car Park and refreshment van



## Key Sites

### Site 5: Offshore Coastal

Primarily along East Beach, but effectively the area immediately bordering the coastline from Bunn Leisure in the west to Pagham Spit in the east.

### Site 6: Round Selsey coastal track and cycle path

Joining up Pagham Harbour, the new Medmerry realignment scheme and 'urban' Selsey, it is envisaged that a continuous path be identified which would link these areas.



## Key Sites



Images showing the coastline, footpath and fishing fleet off Selsey

## Establishing the Trust

To achieve full trust status, the Pre-Trust group must prepare a plan that illustrates the key areas of development, as outline design proposals, supported by a financial plan to show the necessary investment required to make them happen; and business plans to show the likely revenue they would generate. Combined, the revenues and surpluses will give the Pre Trust Group an indication as to the possible contribution that could be made to the cost of future sea defence maintenance.

Future viability of any plan is based on the potential of the natural assets along the coast, which have been attracting people to Selsey for many years.

Known as a popular seaside destination, Selsey offers some of the best sites in the country for a range of interests from bird watching to diving, with over 200 wrecks offshore and the famous Mixon hole. In addition, the conditions are among the best in the country for solar, stellar and lunar observation, attracting many leading astronomers including long time Selsey resident Sir Patrick Moore.

To develop the proposals it was essential within the process to engage with the community and specific user groups to hear their views, capture valuable insights and explore their ideas.

By the end of the feasibility study, The Pre-Trust group needed to create a master plan or prospectus for its concepts that could be shown to potential sponsors, funders and investors. Having spoken to a number of potential project partners, the Pre-Trust Group decided to appoint the South Coast Design Forum (SCDF) as they offered a very considered approach to the work and had significant local knowledge that could be brought to bear on the project.

The SCDF is a network of designers from all design disciplines including architecture, urban design, communications etc. It works to connect and promote the design sector in the region locally and nationally. Formed in Chichester in 2006, the SCDF now covers the entire coastal strip from Brighton to Southampton and is expanding inland across Hampshire.

The SCDF proposed to run three public workshops across 2 days in September 2010 followed by further workshops with groups of pupils from Seal School and Manhood Community College. The public sessions attracted over 100 residents and local business people as well as others from the Town Council, District Council, and key community groups such as the Selsey Fishermen's Association.

The aim of the workshops was to explore ways people use Selsey and how they would improve the six key sites. Drawing on a broad pool of local expertise, the SCDF assembled a qualified team to facilitate the sessions. Working closely with the Pre-Trust group and using the outputs from the sessions, the SCDF team have developed the ideas to an initial stage, to enable the feasibility of each idea to be considered in more detail.

The workshop sessions were intense and to cover the six sites, attendees of each workshop were split into three groups to consider two sites each through open discussion.

Each work group was assigned a facilitator and a scribe to run and capture the discussion. Stimulus material was provided to identify the sites in question in the form of maps and photographs. Then to help encourage debate and provide visual references, images were available of different schemes thought to be relevant.

This stimuli included the East Beach Café and long bench in Littlehampton, to show local examples of how imaginative ideas and direct public involvement can make a difference. An example from further afield included the Cloud Bar at Anderby Creek in Lincolnshire. The idea of Artist and Cloud Appreciation Society member Michael Trainor, the new structure looks out to sea and provides a viewing platform to view the formations over the unspoilt Lincolnshire coastline. Mirrors and specially designed 'cloud chairs' allow cloud watchers to view different areas of the sky.

Selsey's Oval Field is particularly significant in terms of solar observation and so the Cloud bar was felt to be relevant due to its location, scale and appeal to a special interest group. It has become an interesting landmark and is spreading the interest in cloud spotting. An appropriate facility of some kind located along the southern perimeter of Oval Field could address the combined needs of the local astronomers and sea defences with wider community benefits.





The 'Cloud bar' -  
Anderby Creek - Lincolnshire

Both picture with permission from:

© Ian Loxley, Photo Gallery Editor  
The Cloud Appreciation Society.

<http://cloudappreciationsociety.org/>



The Long Bench at Littlehampton - an imaginative idea, funded through the sale of individual 'slats'

## Suggestions

### Made by the workshop attendees

- Toll charging on the B1245.
- Voluntary contributions to fund sea defences
- More trees on oval field to attract birds
- New Café at East Beach with sea view
- Tidy up fisheries including retail area
- Heritage trail including museum
- Joint Building for local groups
- Off-shore power generators
- Events like boot sales and antique fairs, sea shanty festival, crabbers race etc.
- Turn off street lighting to save money
- Beach huts and deck chair rental
- Some kind of observatory or facility to aid astronomers, sun, stars and cloud gazing
- Planting to stop erosion
- Cinema
- Initiative to draw people into Selsey from Chichester to shop?
- Link cycling and walking as pastime.
- Provide better signing for walks
- Cycle hire and repair at two locations – Bunn and Pagham
- Improve fisheries – without losing working character
- Offshore amenities if viable – rock haven, floating pontoons or decks for bathers
- Good interpretation/directional signs
- Benches or long bench along east beach sea wall.
- Seasonal bridge to link with Pagham
- Seasonal catering – pop-up bars or cafés
- Express Selsey Heritage – including D-day Mulberry Harbours etc.
- Use wind – sailing school, and other water sports?
- Carp fishing in the pond for a fee.
- Boat trips to Bognor, Pagham, Isle of Wight or Chichester Harbour

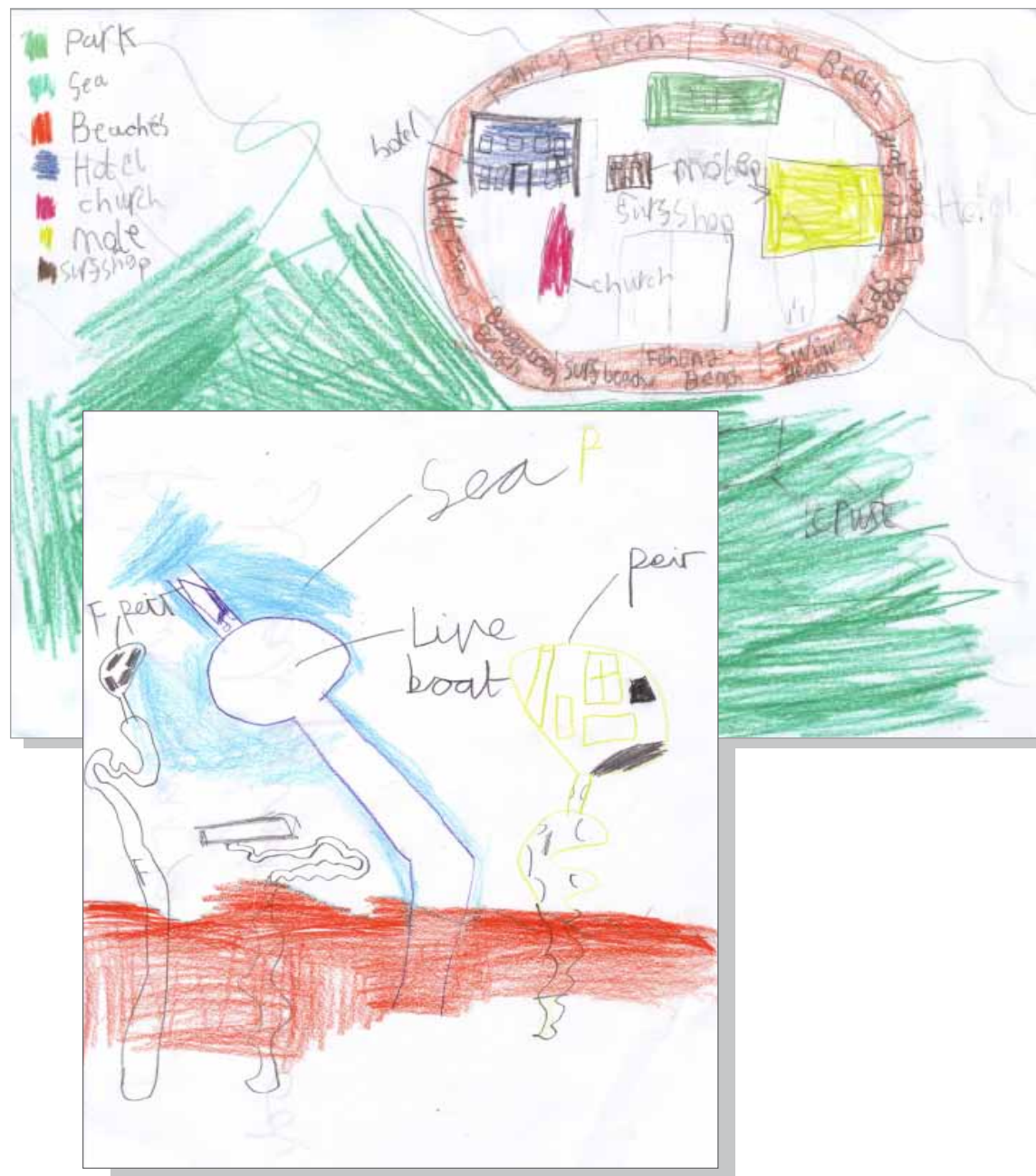






Ideas from the year 6 pupils of Seal School - Selsey

Abbie's colourful beach hut - above  
 Oliver's master plan - top  
 Ryan's pier - left

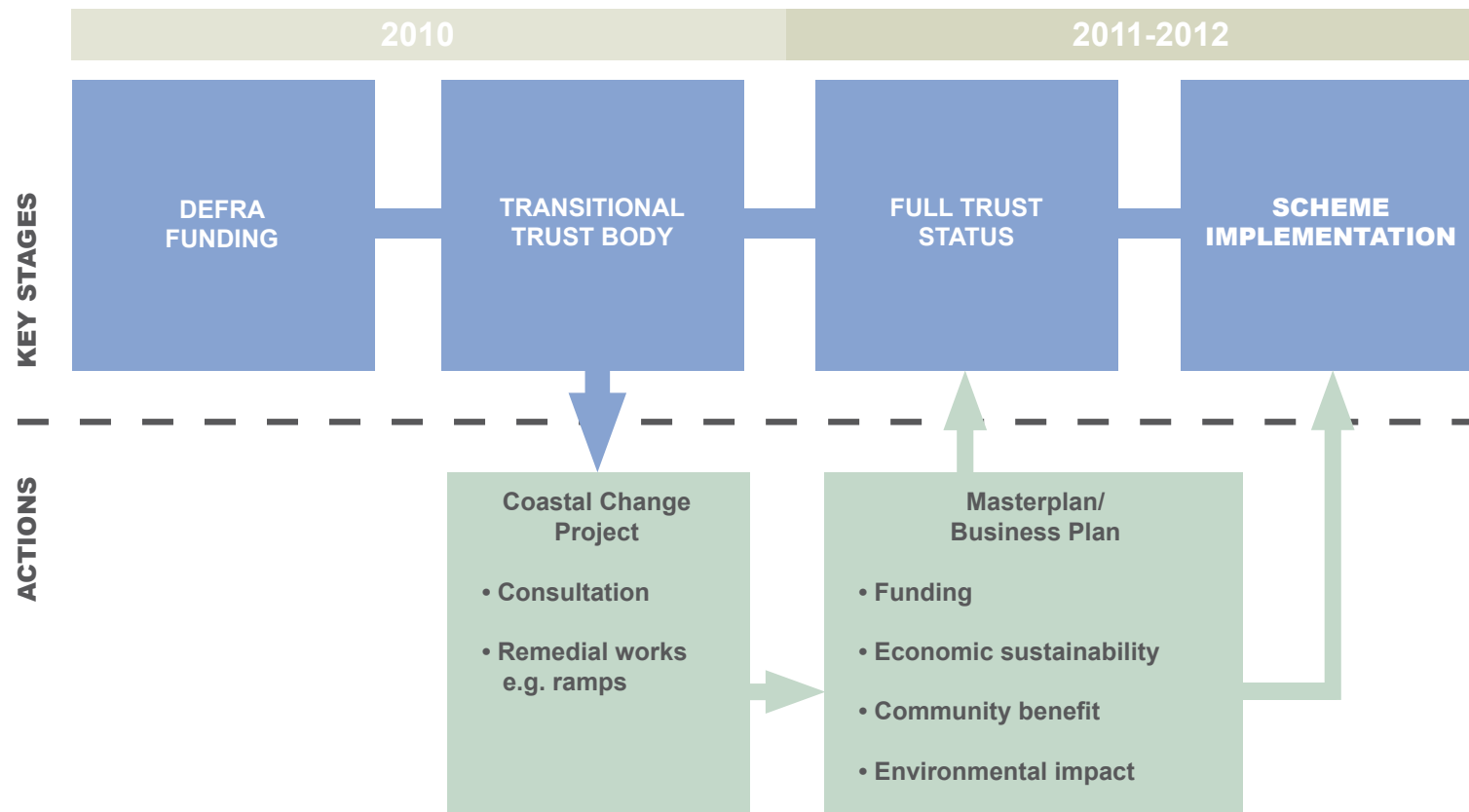


## Stages

A wide range of ideas were proposed and discussed at the workshops, some of which appear more viable than others. To help illustrate the possibilities and to see the likely impact on the location and community the SCDF have considered how the ideas could be developed in terms of design, position and size. These concept sketches are for illustration purposes only at this stage.

The initial funding granted under the Coastal Pathfinder Projects by DEFRA, has enabled a process to be initiated that has a number of clear stages to follow. Achieving full trust status is a crucial stage and dependent on getting approval for a masterplan that is economically sustainable and delivers real community benefits.

The following diagram explains the key stages and how certain actions need to work towards securing full trust status followed by eventual implementation.





## Workshop feedback and ideas

Across the different workshop groups, there was a strong regard for Selsey, expressing the need to be sensitive and appropriate with any proposed scheme.

It was not surprising therefore, that a frequently expressed view was that people like the coastal strip around Selsey the way it is. The 'unspoilt' or 'raw' nature of Selsey is what has often attracted people in the first place. Many of the attendees had moved from elsewhere, although other long-term residents also held this view.. Unspoilt, quaint and quiet, were used to describe the general environment.

In many ways the seafront is not typical of other seaside resorts as Selsey has a high proportion of residential properties bordering the beach. Unlike typical sea front towns such as Bognor Regis or Brighton, the promenade (or coastal footpath) is not frequented by tourists with usual seaside expectations, but is used by regular visitors, residents, or users with a specific interest.

Naturally there was concern about changing the character of Selsey, although it was acknowledged that areas of the town and approaches look run-down and could be improved. In particular the approach to East Beach, past Orchard parade, was seen as one area in need of improvement.

As the ultimate aim of this project is to help find ways to contribute to the cost of maintaining sea defences, linking sea defences with some form of new intervention or amenity was thought to be a good idea, although the viability of such schemes would need to be developed further.

Although a number of ambitious ideas put forward by the attendees, the simple idea of a café with a sea view was raised repeatedly. Although not supported by everyone on the grounds of viability or the increased risk of litter, the idea of providing an attractive place to get light meals and refreshments is very simple and although possibly seasonal, would be a benefit to a range of users.

Under the heading of 'Offshore', a number of people across the workshops raised the issue of offshore power to raise revenue, making Selsey self sufficient in energy. Again there was plenty of debate for and against. Some well informed attendees gave both technical and financial reasons against the idea.

Oval Field was generally regarded as a valuable open space within this part of Selsey. Future use with the suggestion of amenities for the astronomers raised some concerns about loss of amenity, disturbing birds and the increase of on-street parking. People were concerned about the genuine need for a structure to be built and ability to insert a small building into the site. How this would be funded and then run was a concern to most. Oval field however is under threat from erosion so a scheme needs to be considered that would contribute to improving the sea wall beyond the existing bund. Even though some participants wanted to leave Oval Field as it is, this is not a long-term option as it will gradually be lost to the sea.

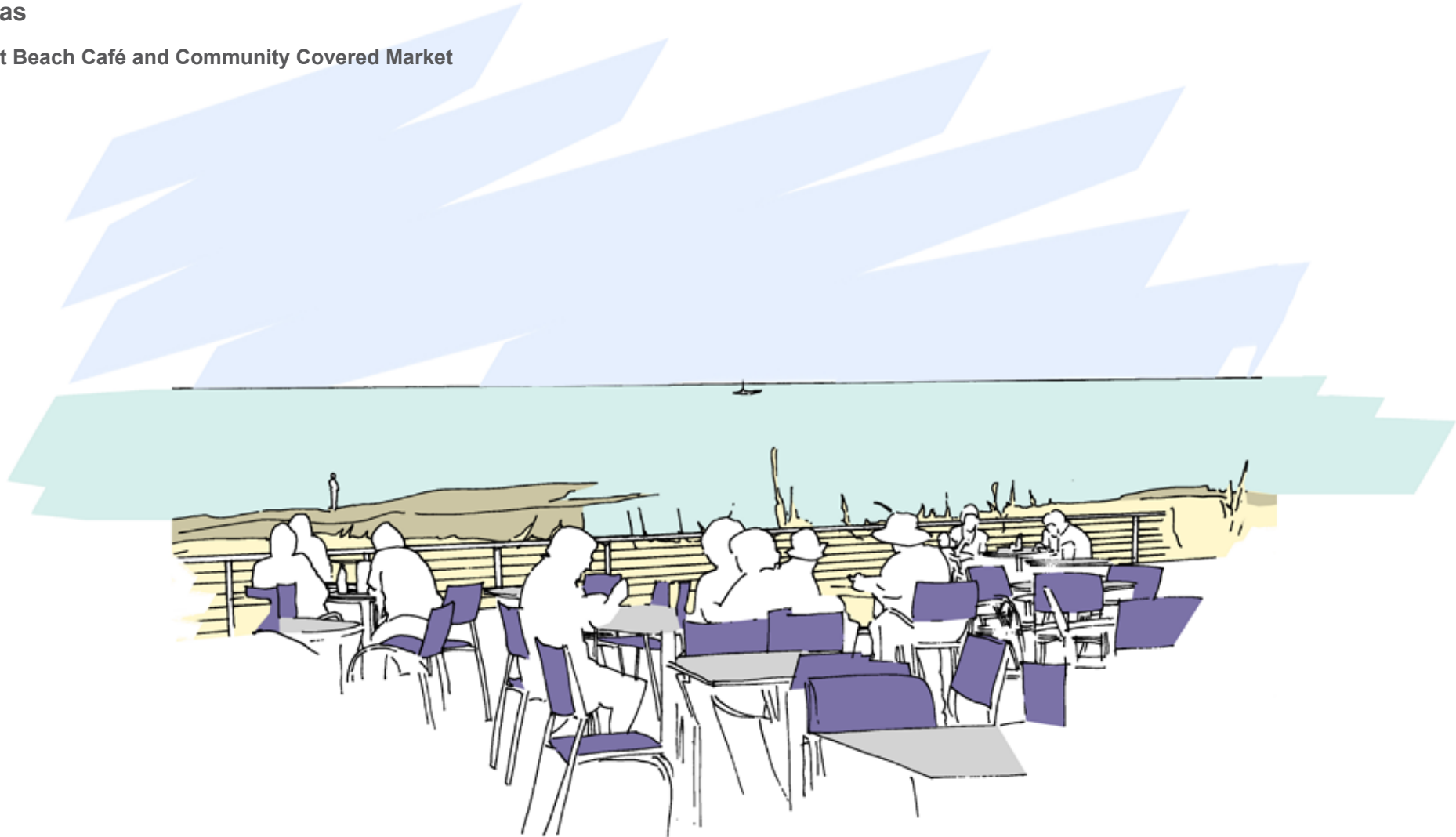
The need for on-going provision and maintenance of public WC's was a regular topic across the 3 workshops...

The proposed East Beach scheme that includes a new dive centre was raised, but not discussed in detail although it was felt by some that the scheme would be hard to finance despite the quality of the dive sites.

Having had a fishing fleet since St Wilfred taught the Saxons how to make nets in the seventh century, fishing has been a vital part of the local economy contributing around £1m per annum. The condition of the fisheries in terms of visual impact and the hazards associated with a working beach were discussed and met with mixed views. Some felt the fisheries added character and any trip hazards from winch lines across the beach and footpath were to be expected. Whilst others felt that despite the need to be a working beach, the current situation is far from attractive and is simply untidy. Attendees were keen to find ways to address the aesthetics of the fisheries and also to improve the retail provision to enable better access to local produce.

## Ideas

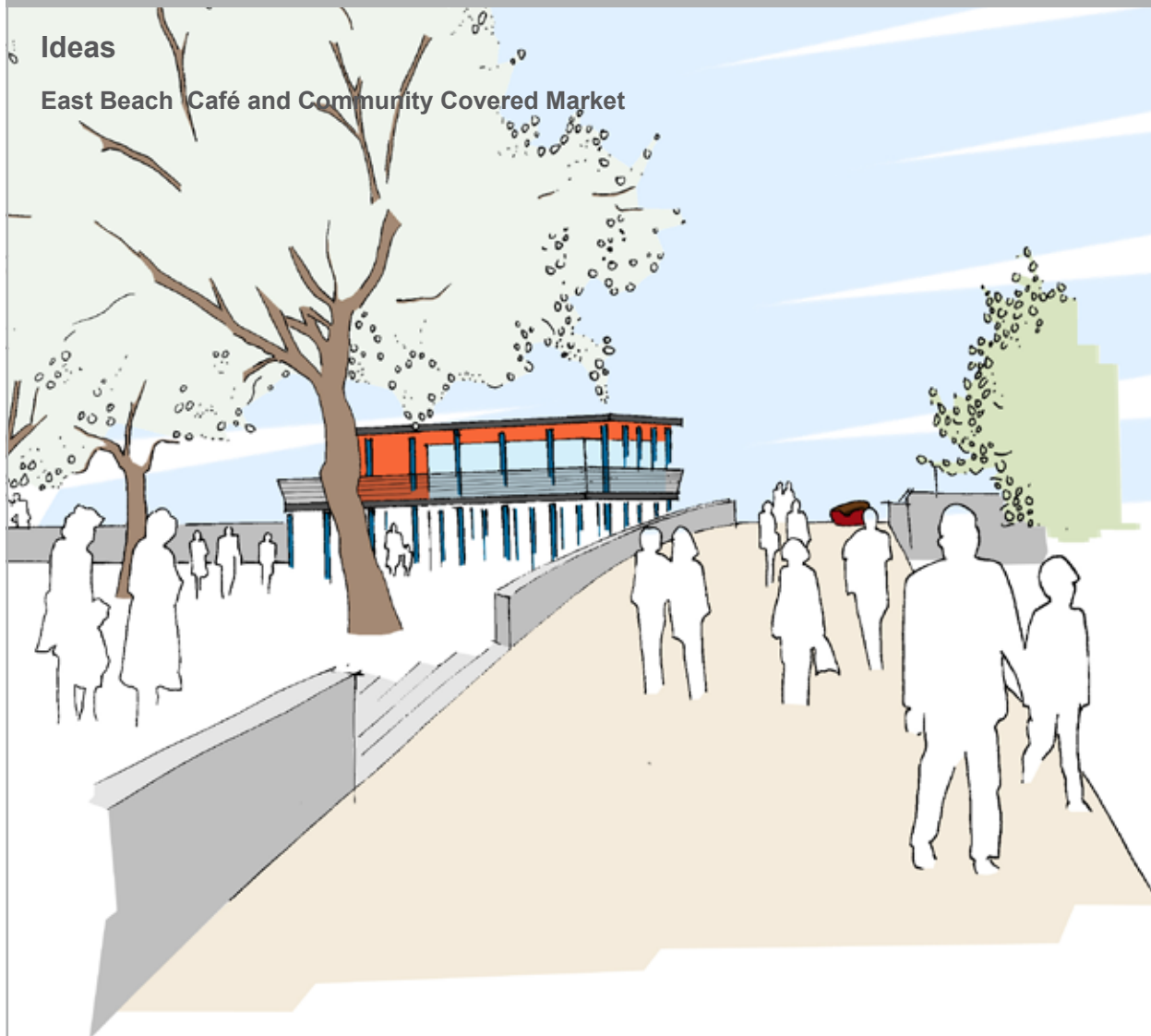
### East Beach Café and Community Covered Market



*“Everyone likes to enjoy the sea view, a cafe’ on East Beach would be ideal.....”*

## Ideas

### East Beach Café and Community Covered Market



View east along the slipway towards the promenade showing the raised Café and Community Market

Whilst the area around East Beach Car park through to Orchard Parade has been the subject of a very comprehensive scheme published in 2009, the subject of a simple structure to replace the existing café and toilets was raised. Given the flood risk behind the sea wall at East Beach, the suggestion was made to elevate a structure to provide a sea view and provide resilience to potential flooding.

This idea has been developed into a sketch proposal that shows a building on stilts to elevate it to the level of the sea wall, providing easy disabled access. The structure would include a small building incorporating a café, kiosk and WCs. In addition, a large deck area for outdoor seating would also be included, thereby increasing the potential covers for the café.

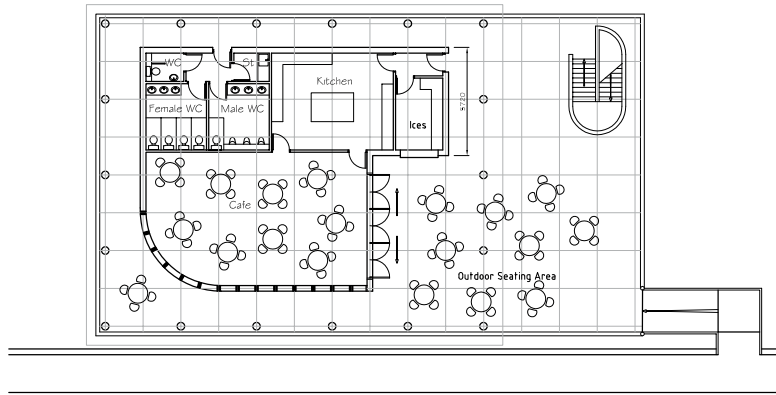
The expanse of the deck and building would create a covered undercroft area at ground level. This would be a community space to be used for events, markets and the retail of fresh fish.

The aim would be to create a very simple cost effective structure that utilises the site and aspect to full advantage and provides both a commercial opportunity for the café operator, as well as a community amenity that could be hired out of season.

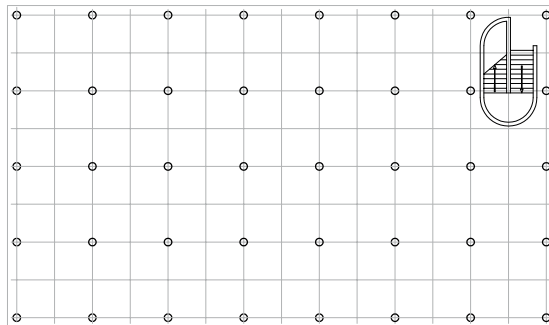
Whilst the trade would be seasonal to some degree, it is felt this proposal could be viable and contribute to the wider aims of this project.

## Ideas

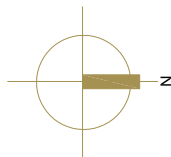
### East Beach Café and Community Covered Market



FIRST FLOOR PLAN



GROUND FLOOR PLAN



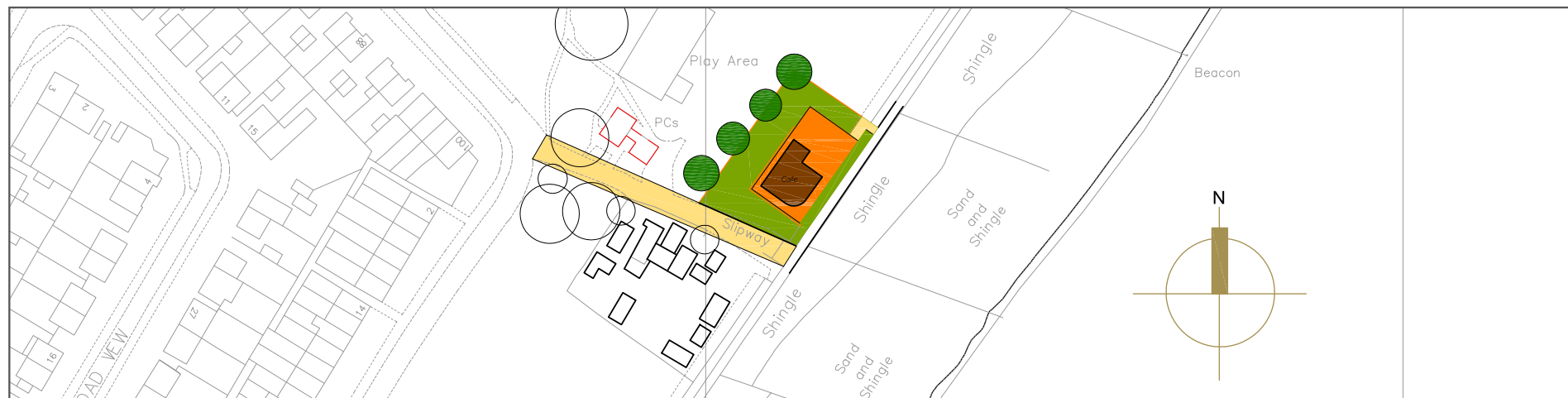
Community Covered Market under the café at East Beach



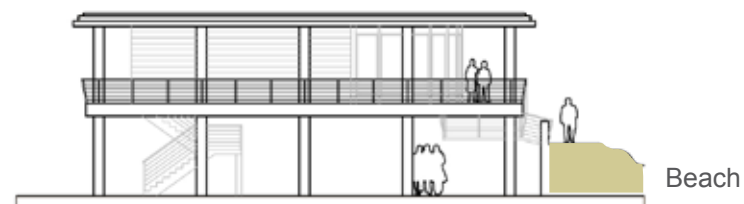


## Ideas

### East Beach Café and Community Covered Market



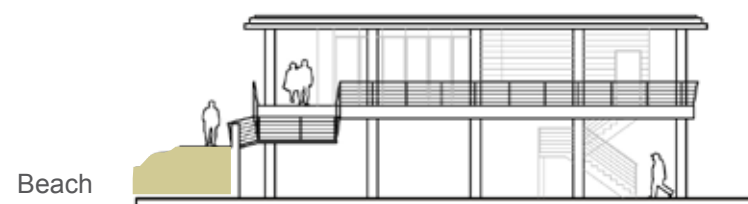
EAST ELEVATION



SOUTH ELEVATION



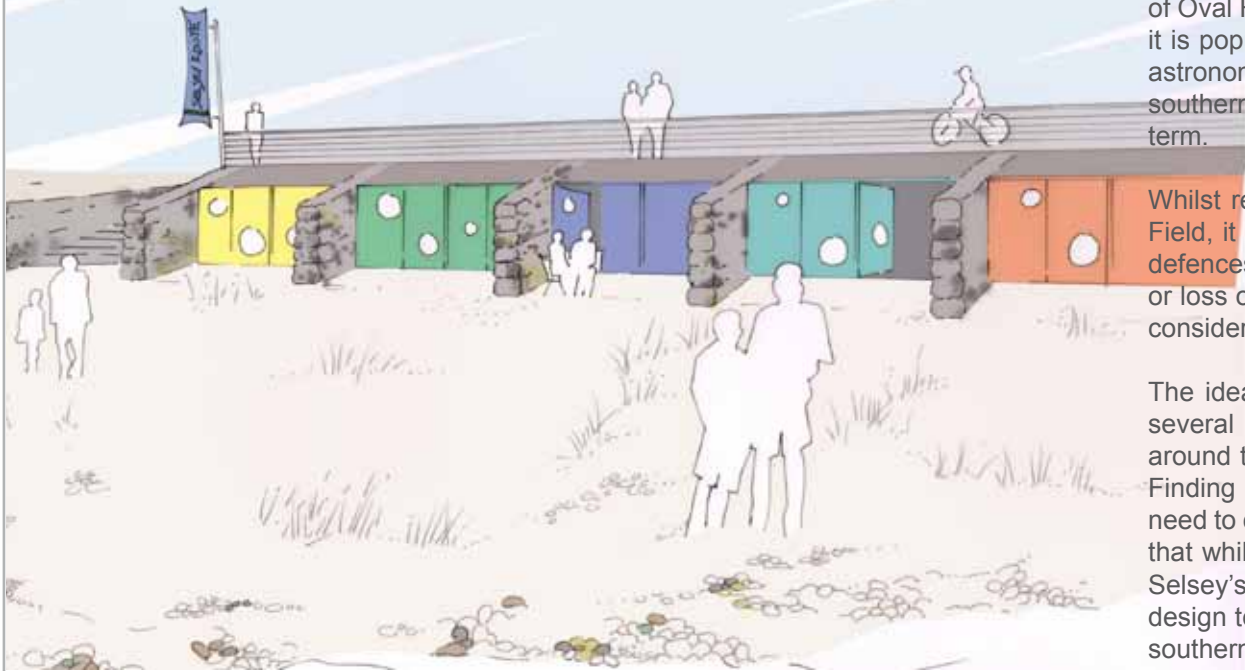
WEST ELEVATION



NORTH ELEVATION

## Ideas

### Oval Field sea defences including 'beach caves' and extension of coastal footpath



As a highly valued area of green space, suggestions to develop any part of Oval Field were met with some resistance at the public meetings. Whilst it is popular with many groups including bird watchers, local children and astronomers, Oval Field is under threat from marine erosion along its southern edge. It is therefore not an option to simply do nothing in the long term.

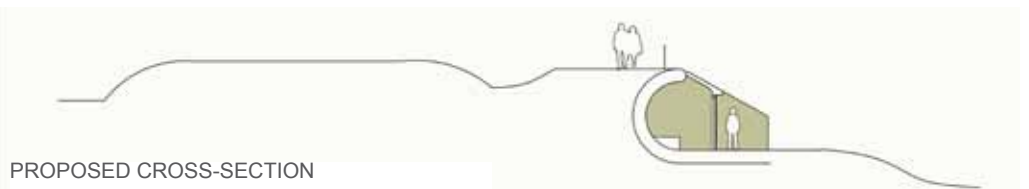
Whilst respecting the views of local residents and existing users of Oval Field, it has been considered that in addressing the need to improve sea defences, other amenities could be included, with minimum visual impact or loss of visual amenity. As a central aim of this project, it should also be considered how the sea defences could be financed.

The idea of beach huts as a form of revenue generation was raised by several of the groups at the public meetings. There are many examples around the UK coast where timber beach huts become prime real estate. Finding a suitable position along both beaches – east and west - would need to consider the visual impact and the affects of the weather. It was felt that whilst the traditional timber hut would not stand up to the ravages of Selsey's winter weather, it might be possible through the use of innovative design to provide a form of beach hut within a new sea defence along the southern boundary of Oval Field.

With correct engineering input, they could be constructed as a series of 'caves' shaped to diffuse the energy of the waves and prevent the structure from taking the full force of the sea.

Their use would be entirely seasonal and could be designed so that whilst the main structure was concrete and stone-filled gabions, the timber fronts could be designed to be removed in the autumn, and then re-instated in the spring. The beach caves could be leased on an annual basis to generate revenue and the timber fronts (with lockable door) would be issued when the lease was granted.

The concrete structure could also form a continuation of the coastal path as well as other amenities, such as seating enclosures or positions for telescopes to assist bird watchers and astronomers.



PROPOSED CROSS-SECTION

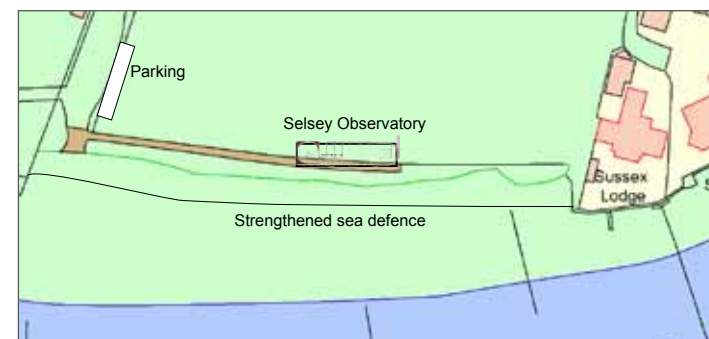
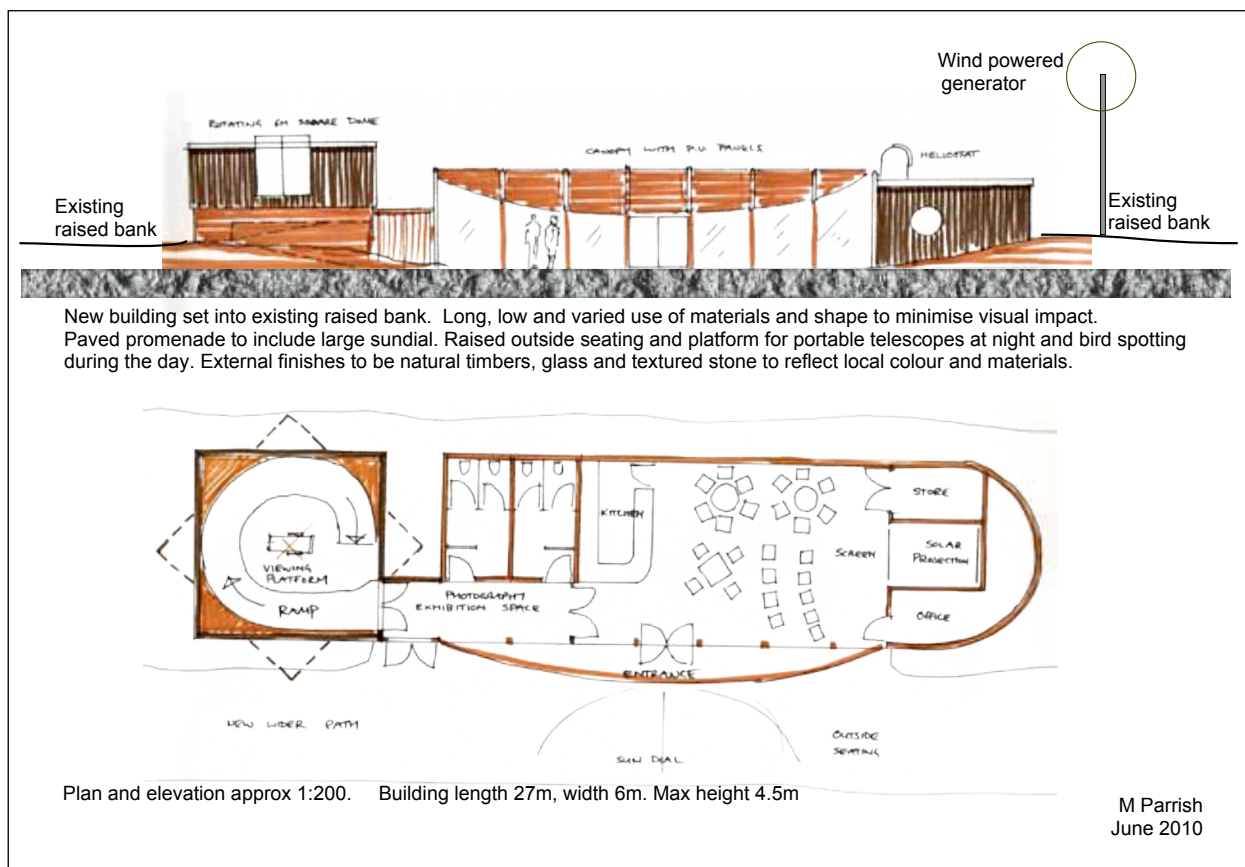


PROPOSED WINTER ELEVATION

PROPOSED SUMMER ELEVATION

## Ideas - Selsey Observatory

A scheme by local architect and astronomer Mark Parrish proposes a narrow low level building into part of the existing bank along the southern edge of Oval Field. Its size, shape and use of materials are aimed at reducing visual impact. It would provide a valuable community amenity accommodating around 40 people and including a café, toilets and a heliostat to project images of the sun onto a wall. It would also include a small lecture theatre that would be used as a small cinema. The aim of the building would be to provide a useful facility for astronomers at night and bird watchers during the day. Both these user groups would also provide an opportunity to introduce education visits to the facility.



The above images reproduced permission of Mark Parrish © 2010

The Milky Way photographed from Oval Field and reproduced with permission of Pete Lawrence © 2010  
See in full on page 37.

[www.digitalsky.org.uk](http://www.digitalsky.org.uk)



## Ideas

### Hillfield Road car park refreshment kiosk



Situated at the end of the B2145, the Hillfield Road Car park is a popular vantage point for visitors to enjoy views out to sea in the comfort of their own vehicles. Given the layout of roads in Selsey and the lack of a safe and continuous coastal route from east to west, visitors to Selsey have to decide at the Medmerry roundabout whether they wish to turn left to East Beach or go straight on to Hillfield Road or West Beach. As a result this tends to draw people down the High Street to the beach.

One of the attractions of Selsey is the lack of active sea front in terms of retail and leisure developments, but it is clear that a number of simple amenities would be beneficial. At present refreshments are served from a mobile cafe. This suits the seasonal nature of trade and the extreme weather experienced from October to March. Being west of Selsey Bill, there is less shelter from the prevailing westerly winds and strong tides.

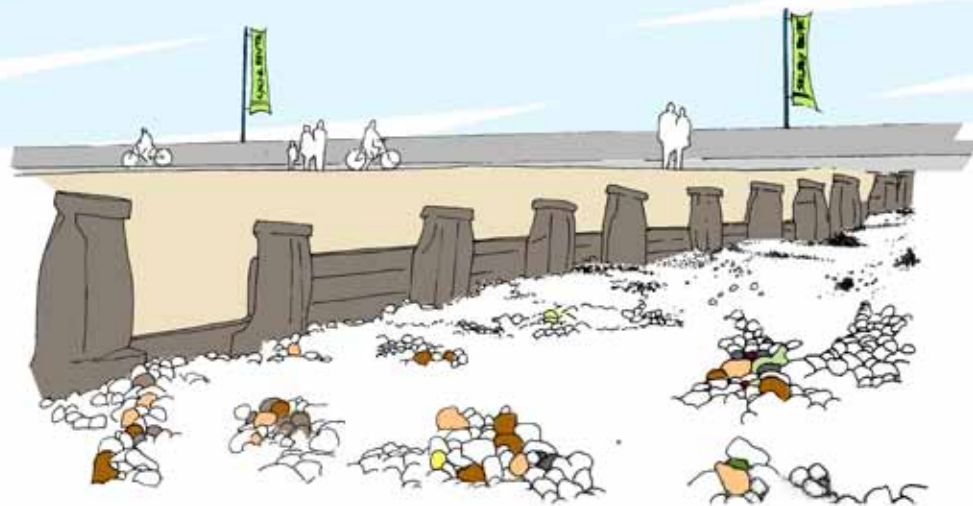
However, the workshop groups considered the site as a potential location for a purpose built refreshment kiosk and public WC.

This is a key location and although the site is particularly challenging as it is often covered with shingle from the beach during winter storms. Any structure would need to be designed and constructed to withstand this.

Financially, the aim would be not only to establish an improved business opportunity for the kiosk operator, but also contribute to the sea defence maintenance.

## Ideas

### Coastal track and cycle path



View of coastal track from beach

The subject of how to develop proposals to use the shoreline under the heading Offshore, drew out a number of highly ambitious proposals including wave generation of electricity.

Recognising the health benefits of exercise and the needs of walkers and cyclists, the final area to discuss was the creation of a continuous cycleway and footpath to run along the coast from East Beach through to Medmerry, where it would turn inland through the Bunn Leisure complex and farmland, joining up with Pagham Nature reserve and back to the coast. Linking Medmerry and Selsey through walkways and cycle paths would also provide a wider connection to the west of the peninsula, promoting eco tourism and allowing Selsey to tap into addition tourist revenue streams.

To establish the route would require co-operation from several landowners, a range of physical improvements to the existing path along the sea wall and the creation of new footpaths or bridleways. The benefits are numerous and the proposal was widely supported in the workshops. It was suggested that whilst some form of interpretation or signage would be useful, it should not be intrusive and detract from the natural setting of some stretches of the path.

The coastal path, offers revenue generation through the provision of amenities for walkers and cyclists in the form of refreshment kiosks and cycle hire and repair. Given that the entire route is 14 km around Selsey, there could be more than one location depending on the start of the route. Once in place the route itself could provide revenue opportunities for the Trust in the form of competitions and tours.



Far left - Appropriate surface treatment on Salterns way footpath - Birdham

Left - Hull's Seven Seas Fish trail - images of fish are represented in a variety of materials on the ground - to celebrate Hull's fishing heritage and diverse catch

## Ideas

### Off-shore rock haven east of Selsey Bill

One of the most popular suggestions raised at the public meetings was the idea to create an area of sheltered moorings offshore by constructing a rock haven.

Crew members from Selsey lifeboat and local fishermen attended the sessions and gave a very experienced view on potential offshore developments. The fishing fleet and lifeboat station use the more sheltered side of Selsey, east of Selsey Bill. Any offshore proposal to the west of Selsey Bill through to Medmerry is unlikely to be viable at this time. Given that commercial fishing is vital to the local economy and other groups use the East Beach to launch boats including divers, sheltered moorings in the form of a rock haven were considered by the workshop to be a good idea and would provide some form of sea defence as well.

The rock haven would be a type of revetment constructed offshore using either rock or interlocking concrete blocks, and constructed only after detailed investigation. Sheltered moorings would provide an opportunity to charge mooring fees to help fund the rock haven and could also help to make the work of the fishermen more sustainable.

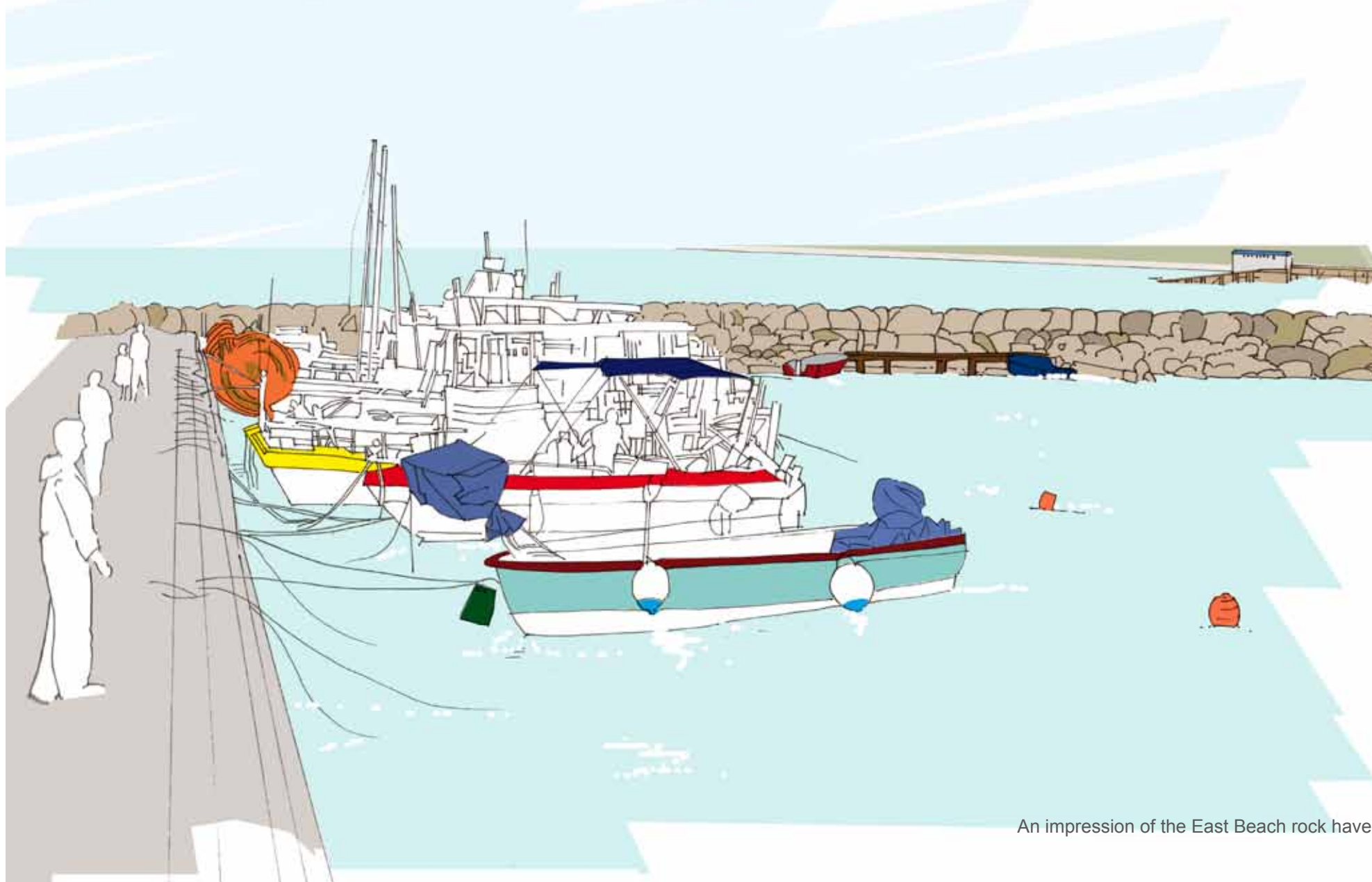
This is one of the more ambitious schemes discussed and would require significant investment. If technically possible, it would extend the season for all who use the sea including both leisure craft and the fishing fleet. It would provide an amenity with revenue potential by charging fees for moorings or permits for fishing. Environmentally it could have a positive impact on marine life, providing an artificial reef and could be placed strategically as a form of defence to alter the pattern of coastal erosion.

There are many examples – especially around the Mediterranean where havens are often built as stone revetments or mounds, although interlocking concrete blocks can also be used. If this proposal were to be developed it would require detailed consideration, planning and implementation by specialist engineers. As an amenity, it would provide a destination for boat tours and if connected to the promenade would also establish another physical connection with the sea, much like a traditional seaside pier does. As a result, there would be a positive impact on the shore and if located close to the proposed raised Café at East Beach and the improved fisheries area, the collective effect would be a significant improvement with huge potential commercial impact.



Example of a Mediterranean style rock haven

## Ideas



An impression of the East Beach rock haven



## Social Enterprise

Long before David Cameron coined the idea of 'big society' as a rallying call in the 2010 election campaign, local people have given time and expertise to projects that benefit their local community. Selsey is quite exceptional in this regard with more than 100 special interest groups run by volunteers to help local business, preserve local heritage or simply serve sections of the community.

With the end of large-scale public funding that has helped to finance countless regeneration projects around the UK over the past ten years or so, there is a greater need to enable communities to address local issues with a more financially sustainable approach through 'Social Enterprise'.

Social Enterprises are commercially run, profit making organisations that are driven by social aims. Their profits are then re-invested into social, community and environmental objectives.

To that end, this study has been funded through Defra's Coastal Pathfinder initiative to help communities under threat from coastal erosion, to manage and adapt to coastal change. The primary aim is therefore to generate revenue through the creation of a number of initiatives or business opportunities.

However, for any community led initiative to be successful it must fulfil a need and have a clear sense of ambition. It must also have the right lead, possibly in the form of a 'champion' or visionary who has the ability to bring together the right people, establish collaboration and where necessary attract the right sponsors or funding partners to help deliver the project.

Two good award-winning examples are the East Beach Café at Littlehampton opened in 2007 and the Dover Sea Sport Centre opened in June 2010.

The Dover Sea Sport Centre has been delivering sea-based training for more than 30 years and since 1999 has been a non-profit making charity. Today it occupies a new building designed by Simons Design, and was short-listed for the Royal Town Planning Institutes SE awards.



Image by Zeryminski © 2010

Image by John Latter © 2010

## Social Enterprise

The building provides a home for a number of different user groups including RYA training, dinghy sailors and canoeists. It also houses a café and has been seen as a key project in Dover's regeneration master plan that aims to be the most prosperous coastal town by 2035.

With support from the Dover Harbour Board and the determination of the centres trust chairman (Bill Fawcett), this project is a good example of a collaborative approach and has the support of a number of agencies and public and private sponsors including: Sport England, Dover Harbour Board, Kent County Council, SEEDA, The Home and Communities Agency (HCA), Roger de Haan Trust and Dover Town Council.

Although the East Beach Café is a privately run business developed by Littlehampton resident Jane Wood and run by her daughter Sophie Murray, it has become a destination or landmark benefiting Littlehampton in so many ways. Inspired by driftwood, this highly acclaimed building has won more than 20 national and international awards. Designed by Thomas Heatherwick, the inspiring structure of the café was made locally from steel to form a shape that is both familiar in terms of its reference to driftwood and yet alien, given its bold appearance.

It was the result of Jane's passion for great architecture and determination to prevent an approved planning application to renovate and over develop the previous café building. Her approach was to buy the café and run it for a year to find out how it worked and what people genuinely wanted. The idea of uncomplicated food, locally sourced ingredients served in a building that presented a contextual link to its location and respected its setting and the near by South Terrace Conservation area were key in setting the vision and ambition.

Whilst East Beach Cafe may not be a true social enterprise, it demonstrates how doing the right thing with a clear sense of purpose and quality will yield significant benefits. However, aspects of best practice can be extracted from both examples although it is fair to say that the broad range of public funds available to the Dover Sea Sport Centre may not be available today, thereby establishing the need for social enterprise.

At a time of restricted revenues, a move to the big society and a wish by the people of Selsey to ensure their town is protected into the future, the Coastal Trust concept is very timely and fits with national and local thinking.

Forming partnerships between public and private sector can ensure a degree of secure funding for local projects as found in Pevensey which was the first sea defence project anywhere in the world to be funded as a Public Private Partnership (PPP/PFI). By committing to a 25 year contract, Pevensey's residents and environment are guaranteed a consistent standard of defence until at least 2025. As a result, the Environment Agency and Pevensey Coastal Defence Ltd have developed an example of 'best practice' in the delivery of sea defence services.



Littlehampton's East Beach Cafe' by Thomas Heatherwick

## Sustainability

### Economic Model

In order to progress its plans and further develop and implement the ideas and aims set out here, the Coastal Trust has identified 4 possible funding streams it can pursue.

#### Option 1 – Long-Term Self-Finance (Organic Trading)

- The Trust forms as an entity
- It starts small - a small business identified as part of the feasibility project which is likely to generate reasonable revenues
- It reinvests over time and builds capital reserves through additional business opportunities or even small scale project delivery
- It fundraises alongside its trading activities
- This may take longer to achieve the Trust aims >10/20yrs
- The Trust is solely reliant on itself

#### Option 2 – External funding applications and loans (Financing)

- The Trust forms as an entity
- The Trust starts trading on a small scale
- The Trust applies for grants and/or awards from non private funding sources and donating Trusts against specific projects
- Or – It borrows money as any business would, with a business plan against specific projects/buildings from commercial finance houses/banks

#### Option 3 – Private one off funding (Special Interest/Philanthropy)

- The Trust seeks one off lump sum funding from private donors & philanthropists on a long-term, low interest loan basis or as a donation
- The donors could be individuals (high net worth) or specific interest groups/membership organisations
- The 'donor' would have a specific interest in a single project i.e. an astronomer funding the construction of an observatory or PADI funding a dive centre
- Trust becomes long term manager/tenant of the facility if leasing
- Or - the donor 'gifts' the facility to the Trust in return for naming rights or a guarantee of its future use

#### Option 4 – The big bang theory (Big Bang)

- The Trust partners with a major developer
- The Trust licenses the land to the development partner
- The development partner builds and owns the entire project
- The Trust is the long term tenant for the entire project
- The Trust can use the buildings to sub let or to operate businesses from
- The development partner has the asset value and rental fee - or - sells the completed development, with the Trust as the long term tenant, to an investment house/pension fund

## Realisation

### Proposed schedule

The Defra Coastal Pathfinder Fund is providing financial support to local authorities, to work with their communities and manage their response to coastal change. The idea of the funding is to support communities to test the feasibility of their ideas and/or plan for a different future.

For the Selsey Coastal Trust this means giving it the time and resource it requires to collate the tools, information, ideas and support it would need to become a reality. Once the Defra funding is completed in May 2011, the Pre Trust Group will need to determine how to progress the concept and when to form the legal entity.

So far, the project has identified a number of initiatives that could be developed and managed by the Trust once it is formed. The ideas presented here are far from a definitive list but they do give the Pre Trust Group a number of potential projects to pursue which is the aim of the Defra funding.

Beyond this stage of work there are other steps required before the Pre Trust Group can move to full Trust status. A Trust would need to appoint trustees and consider how best to raise the funds to acquire the land and develop the projects identified here. Like any business the Trust would also require a team of people and a formal organisational structure to be in place before it could undertake any of its plans.

As a guide to the future programme, the Pre-Trust group is working towards the following key dates.

<b>February 2011</b>	<b>Output from community workshops delivered</b>
<b>January/February 2011</b>	<b>Business planning for projects carried out</b>
<b>March/April 2011</b>	<b>Governance structure for Coastal Trust examined and agreed</b>
<b>May 2011</b>	<b>Defra funding ends for feasibility study</b>
<b>June 2011</b>	<b>Pre-Trust group continues to seek funding to start Trust</b>
<b>July 2011</b>	<b>Trust forms, incorporate and registers as a charity</b>
<b>Summer 2011 onwards</b>	<b>Funding applications, grant requests, trading begins to develop funding for projects. Other activities required to progress projects including securing land, legal support, appointing trustees/board and creating detailed implementation plan.</b>
<b>2013</b>	<b>Target date to make first contribution to coastal maintenance.</b>



## Conclusion

Following the public consultation meetings held in September 2010, this study has been compiled to show how ideas suggested by the community could be developed physically and economically to form a social enterprise that will contribute to the future of Selsey.

The Selsey Coastal Trust is moving towards full Trust status and will continue to develop these ideas.

In summary Councillor John Connor Portfolio Holder for the Environment for Chichester District Council and Mike Beal Chairman of Selsey Town Council commented on this work as follow:

*“We all want to help build a strong and sustainable future for Selsey. The workshops were a direct way for local people to get involved.*

*“The six sites have been chosen because they all have existing groups associated with them. These groups can deliver real benefit to the wider community by demonstrating how to adapt to coastal change.*

*“The intention is to make sure any ideas proposed are practical, and sustainable. Local people’s comments and ideas will help shape future discussions.”*

### **Cllr John Connor - Portfolio Holder for Environment at Chichester District Council,**

*This approach to the future of the coast shows that those of us who are on the ‘front line’ are not going to be just victims. The proposals in this document show that given the opportunity, locals have good ideas as to how, where and what can make our locality not just survive, but thrive.*

*People laughed at Brunel when he made some of his suggestions to solve real problems, but he turned out to be one of the greatest names in world history. I am not suggesting that these concepts are comparable with Brunel’s ideas but nobody laughs at him now.*

*Selsey and its environs do have a future and the Coastal Trust can be key to this future. Who knows, in future people will look at the work of Coastal Trust and understand that local solutions to local problems are the way forward.*

### **Mike Beal - Chairman Selsey Town Council**



The Milky Way photographed from Oval Field and reproduced with permission of Pete Lawrence © 2010

[www.digitalsky.org.uk](http://www.digitalsky.org.uk)

## Acknowledgements

On behalf of the Selsey Coastal Trust we would like to thank all those involved in this project so far, who have contributed by attending public meetings or by providing useful insights, content and expertise.

### The following groups have been involved in some way:

Chichester District Council  
 Jane Wood - East Beach Café Littlehampton  
 Learning Links  
 Manhood Community College  
 Manhood Cycle Network  
 Manhood Peninsula Partnership  
 Manhood Peninsula Steering Group  
 Mulberry Divers  
 Professor Andrew Clegg - Chichester University  
 RNLI  
 Save our Selsey  
 Seal School  
 Selsey Allotment Society  
 Selsey Business Partnership  
 Selsey Fisherman's Association  
 Selsey Regeneration Limited  
 Selsey Society  
 Selsey Sports Dream  
 Selsey Town Council  
 Sussex Sea Fisheries  
 University of East London - Sustainable Fisheries Delegation  
 West Beach Selsey Residents Group  
 The residents and businesses of Selsey

All maps have been based on digital map data and subject to the following:

### Ordinance Survey Copyright

All maps have been based on or reproduced from Ordinance Survey material with the permission of Ordinance Survey on behalf of the controller of HMSO © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil proceedings.

**West Sussex County Council LA100023447 2006.**

### Thanks also to members of the Pre Trust Group:

Roland O'Brien (Manhood Peninsula Steering Group)  
 Cllr Melva Bateman (Selsey District Councillor)  
 Cllr Fred Robertson (Selsey District Councillor)  
 Cllr Bev Tinson (Selsey District Councillor)  
 Cllr Brian Rainer (Selsey Town Councillor)  
 Carol Purnell (Manhood Peninsula Steering Group)  
 Linda Frampton (Manhood Peninsula Steering Group)  
 Alex Midlen & Coastnet  
 Collectively their support, time and energy has allowed the concept of a Coastal Trust to be fully tested and remain entirely focussed on the needs of Selsey.

South Coast Design Forum -  
 Organisers, facilitators and authors of this study August 2010 - February 2011  
[www.scdf.org.uk](http://www.scdf.org.uk)

### Credits

All original photography, diagrams and illustrations have been produced by the SCDF team responsible namely AM Design and BroomeJenkins.  
 All other images or photographs have been produced with permission as follows:

- Pg. 4 A selection of post card images from 1903 - 1931 - Selsey Society
- Pg.6 Re-drawn, based on a map produced by "Going Dutch II"
- Pg.12 A reproduction of a post card - Bill House - Selsey Society
- Pg.17 Ian Loxley © 2010 Photo Gallery Editor The Cloud Appreciation Society
- Pg.19 Abbie, Oliver and Ryan of year 6 Seal School - Selsey
- Pg. 27 Selsey Observatory scheme Mark Parrish © 2010  
 Solar Eclipse Pete Lawrence © 2010
- Pg. 32 Dover Sea Sport Centre - John Latter © 2010





