

Economic Plan for the Manhood Peninsula

Produced by the
Peninsula Coastal Economy Team



Key Information			
1	Name of CCT	Peninsula Coastal Economy Team succeeded by the Selsey Haven Steering Group	
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	Tel: 01243 785166
		Does the Accountable Body have a representative on the CCT membership?	Yes

Foreword

The Economic Plan for the Manhood Peninsula was originally produced by the Peninsula Coastal Economy Team, Chichester. This was 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 to further projects of economic benefit for the area. The funding enabled several projects to be delivered. To progress the largest project the Peninsula Coastal Economy Team has been succeeded by the Selsey Haven Steering Group. This is because membership needed to be tailored to suit the needs of the project. See Appendix 1 for information on membership of the Selsey Haven Steering Group.

The Peninsula Coastal Economy Team, Chichester delivered the following projects: a Demographic Study for Selsey and East Wittering & Bracklesham, the initial Selsey Haven Pre-Feasibility Study and the Economic Plan. These were completed in January 2016.

- The Demographic Study is complete and the information is available for parishes across the peninsula to use freely. Further peninsula-wide projects are being considered in relation to the visitor economy but these don't have guaranteed funding yet, so are not listed in this Economic Plan.
- The Economic Plan has been updated to show which projects have continued, ended, did not progress further, or are being progressed by other parties.
- The Selsey Haven project is being progressed by the Selsey Haven Steering Group.

The Selsey Haven Steering Group is comprised of partners with a specific interest in employment and business opportunities, arising from the creation of a small harbour or haven in the vicinity of East Beach Green, Selsey, West Sussex. The majority of partners were part of the Peninsula Coastal Economy Team. The funding partners: Selsey Town Council; Selsey Fishermen's Association; and Chichester District Council, are the core of the Selsey Haven Steering Group. Additional members with specific skills form a valuable part of the Group.

The Selsey Haven Steering Group has commissioned and funded the next round of more detailed technical and socio economic work on the harbour. These are a Technical Key Issues Study and a Socio Economic Assessment. Initial feasibility work on the Selsey Haven Project looked at the possibility of building a small harbour at East Beach. The next two studies examine the business case to determine whether the venture is financially viable, an essential step in moving the project forward. Final reports are expected in July 2017. Once this work has been carried out, the partnership will be in a position to decide on the long term viability of a harbour and can plan the next steps.

While the two studies are underway the Steering Group is defining what is needed to further the Haven project, part of which will include a beneficiary mapping exercise to define future funding sources. The aim is to create a plan that puts the next stages of the project in a good position to seek funding.

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 2026. 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.

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.	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 Pre-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

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			
						Acquire funding for the Selsey Haven Technical Key Issues Study	Feb 2017	01/02/2017
						Acquire funding for the Selsey Haven Socio Economic Study	Feb 2017	01/02/2017
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	None	Chichester University	CDC; RSPB; MWHG; MPP; Selsey Town Council			
						Project launch	Jan-2017	
						Tourism Management Partnership meeting	Feb-17	
						Business audit	Mar-2017	

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	Private business				
Due to lack of a business plan or funding the project is not being progressed at this time.								

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 if the Technical Key Issues and Socio Economic Studies indicate the project is economically feasible. Short term deliverables – film, posters and large scale projections	Defra; European & Marine Fisheries Fund (EMFF); LEADER; Coast to Capital; CDC; WSCC	Lack of funding and personnel	CDC	Selsey Fishermen's Assoc; Selsey Town Council; Chichester District Council			
						Set up Selsey Haven Steering Group	April 2017	11/04/2017
						Fishermen's promotion – award contracts	June 2017	June 2017
						Fishermen's promotion funding	June-2017	
						Fishermen's promotion – action tbc dependent on funding		
						Draft Tech Key Issues Study	June-2017	
						Draft Socio Econ Study	June-2017	16/06/2017

						Final Tech Key Issues Study	July-2017	
						Final Socio Econ Study	July-2017	
						Decision re future of the project	Sept-2017	
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	None	Chichester University	CDC; RSPB; MWHG; MPP; Selsey Town Council			
						Progress report		April-2017
						Business capacity assessment event	May-2017	
						Visitor survey data collection	Aug-2017	
						Progress report		Aug-2017
						Draft DMP doc produced	Oct-2017	
						Draft DMP doc reviewed	Nov-2017	
						DMP launch event	Dec-2017	
						Progress report	Jan-2018	
						End of project.	July-2018	



Appendix 1: Selsey Haven Steering Group

The overall aims of the Selsey haven Steering Group remain the same as those of the Peninsula Coastal Economy Team - to provide protection for the vital fishing industry of Selsey, improve flood defences, and boost economic opportunities by enhancing the visitor economy and providing space for new businesses. The project will help bring jobs, growth and prosperity back to the coastal town of Selsey in the light of coastal change and social challenges often found in our seaside areas. Local business, councils and people are being brought together to help coordinate regeneration projects in the area.

The Selsey Haven Steering Group is affiliated to the existing Manhood Peninsula Partnership: <http://peninsulapartnership.org.uk/>. 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.

Selsey Haven Steering Group

Organisation	Representation
Selsey Town Council	Vice Chairman Assets & Amenities; (Also Vice Chairman Planning and Neighborhood Planning Group)
Selsey Fishermen's Assoc	Secretary
Selsey Town Council	Chairman of Assets & Amenities (inc tourism/recreation)
Selsey Works	Selsey Town Co-ordinator
Chichester DC	Environment portfolio holder
Chichester DC	CDC Member Selsey North
Chichester DC	Environment Manager
Chichester DC and MPP	MPP Project Officer
Architect & Marine Design Consultant	Harbour design
MPP	Planning
Selsey Fisherman's Assoc	Chairman
Selsey Town Council	Chairman

Selsey Town Council	Vice Chairman
STC / Selsey Works	Selsey Town Clerk
Chichester DC	CDC Member Selsey North

A wider advisory group has been established. It is unlikely the group will need to meet, but can be called on to offer ad hoc advice when needed. Please see the following table for membership:

Selsey Haven Advisory Group

Organisation	Representation
National Oceanography Centre, Southampton	Overall perspective
Chichester DC, Senior Engineer	Local authority
Arun DC, Senior Engineer	Local authority
Environment Agency	National agency
Natural England	National agency
Sussex IFCA	National agency
Marine Management Organisation	National agency
Chichester DC	Econ Dev Manager
Coastal West Sussex	Local Economic Partnership
WSCC	Regional authority - Economy
RSPB Pagham Harbour	Local marine and coastal env
Chichester Harbour Conservancy	Local marine and coastal env

CDC Observers

Chichester DC	Head of Service Housing & Environment
Chichester DC	Head of Service Commercial