

Project Documentation - Initial Project Proposal Document
Project: Selsey Vision
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1. Purpose of Document

The purpose of this document is to justify the undertaking of the project based on the estimated cost of delivery and the anticipated benefits to be gained.

2. Project Description

To work with partners to consult on, review and refresh the Selsey Vision. The intention is not to re-tread old ground, but to focus on what Selsey could be. The project will adopt the approach taken by the Chichester Vision project.

Selsey Town Council and Selsey Business Partnership will be key partners. The Vision will be underpinned by the extensive community planning that has taken place in Selsey in recent years including the Neighbourhood Plan.

3. Background

The original Selsey Vision was published in 2007. The process enabled groups to work together, establishing a common vision and creating the ability to attract external funding. This helped them to make physical improvements to the town and provided advice for the traders. The project was able to raise funds via SEEDA and more recently the Mary Portas work. Projects have included shop front improvements, retail consultancy advice, developing markets, improved signage and more street furniture.

However, whilst much of the work has been completed, the change to people's shopping patterns and the ability to shop online has set further challenges. The new edge-of-town ASDA store also poses a challenge.

There is little appetite in the town to go over old ground. However, there is a desire to make a clear case for Selsey as a town for the future, a town with a future. In line with the recently published 'Chichester Vision', the Vision will aim to re-imagine what the town could be, and what role it will take in the future.

Selsey Town Council do not have the means to create a fresh Vision alone, but are keen to work in partnership with CDC to create a positive, inspirational statement about what Selsey could and should be. They have recently established an Economy and Tourism Working Group, made up of Town Councillors, business people and other local authority officers. This demonstrates their commitment to moving the town forward and the new Visioning process will provide further momentum and an overarching direction in which the Working Group could operate and develop.

4. Outcomes to be Achieved

Selsey Vision will complement other community and forward planning work, creating an aspirational environment to develop Selsey into the town it needs to be for economic and community sustainability.

Selsey will have renewed objectives to achieve on which all parties will be agreed with commitment to deliver. The town will continue to be a vibrant place to do business and will be more attractive to visitors.

As a result of this improved confidence Selsey businesses will increase their investment; improve trade; encourage new investment and maintain vacancy rates and increase visitor numbers and tourism spend.

5. Timescales

The project will commence in April 2018.

It is proposed to conduct surveys with residents and businesses within the first 3 months of the project and to conduct participation workshops in the town to refresh the vision and encompass what has been learnt for the surveys. It is anticipated that the project will be delivered in 12 months.

6. Project Costs and Resources

	Costs (£)	Source
One-Off	£1,000 workshop and promotion. Venue hire source STC in kind £7,000 – Facilitator and Audit £2,500 – Artwork & Printing	CDC Selsey Town Council to be confirmed.
Revenue	None	
Savings	None	
Services to be involved in the project delivery	Economic Development Community Engagement Team for consultation Planning, Estates, PR	

7. Benefits vs. Cost

The project will support the continued vitality of the town and put in place an action plan to ensure that the vacancy rate remains low and that Selsey continues to have a mix of retail and small businesses, and the ability to retain and create jobs.

The project will also link to the Employment Land/Inward investment project and the new strategy for the visitor economy and cultural, so that these projects can be mutually supportive in their aims.

The project will assist Selsey Town Council in the development of future planning processes.

8. Identify Risks

Without a refreshed plan the town may suffer from a lack of partnership approach by the local government involved in supporting the town.