

Project Documentation

PROJECT INITIATION DOCUMENT (PID)

Selsey Vision

Release:	Draft
Date:	31/05/2018
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Approved by:	Tania Murphy, Place Divisional Manager

Document History

Revision Date	Version	Summary of Changes	Reviewer(s)
01/05/2018	1	Refinement of the Selsey Vision IPPD	SH/TM/PO

Consideration by the Corporate Improvement Team

Date	Reviewing Officer	Comments for Consideration
13/07/2018	Andy Buckley	Minor amendments suggested to the outcome measures to ensure the success of the project can be assessed post-completion.

Approvals

This document requires the following approvals:

Name of person, group or committee
CDC Cabinet
Selsey Vision Group

Distribution

A final copy of the approved document will be distributed to:

Name	Job Title
Tania Murphy	Divisional Manager Place
Steve Hill	Rural Town Co-ordinator
Jane Cunningham	MPP Project Officer

1. PURPOSE OF DOCUMENT

This Project Initiation Document (PID) defines the Selsey Vision project. It builds upon the Initial Project Proposal document and sets out the aims of the project, why the project should go ahead, who is involved and their responsibilities. This PID will provide the baseline for the project's management and for an assessment of its overall success.

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. There will be short-term actions along with longer term aspirations, which will come from this 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 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.

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

4. PROJECT OBJECTIVES AND SUCCESS CRITERIA

4.1. Outputs

The outputs are intended to reflect the recommendations from the Marshall Regen 2017 Socio Economic report on Selsey Haven as approved by CDC Cabinet in March 2018.

- Improve the public realm at East Beach.
- Develop trails and improve signage.
 - Wayfinding projects creating links and routes between Selsey High St and East Beach will address both of the points above. This will enable visitors to explore Selsey more easily and distribute trade round Selsey. Visitors and locals will be reminded that the Selsey Fishery is close by and easily accessible. The visitor economy, local traders and the fishing industry will benefit.
- New temporary commercial units or concession opportunities:
 - Preliminary ideas produced during an Architecture student competition for the re-design of East Beach kiosk into a café/restaurant will be the first step in re-imagining the existing Selsey kiosk. This will help re-invigorate the area and improve the visitor offer in Selsey.
- Employ a Seafood Sales and Marketing Champion
 - The work will be defined by the Selsey Fisherman's Association, and funding sought to either expand/extend an existing post, or employ a new person. CDC to host the post.
 - Supply chain review. This has been requested by the Selsey Fisherman's Association. Funding to be sought for delivery by a consultant. The project to be overseen by the Sales and Marketing Champion.

- Develop and host Crab and Lobster events
 - To be developed by Selsey Town Council and the Sales and Marketing Champion as part of other events in Selsey and elsewhere on the Manhood Peninsula.

Outputs will also reflect current projects and those arising from community engagement. These projects will be pursued by Selsey Town Council during and beyond the duration of the Vision engagement project:

During the Vision:

- Selsey Vision engagement materials
- Architecture student competition for new East Beach Kiosk design
- Develop a monthly local market selling local produce.
- Disabled infrastructure improvements at East beach, including access path between the car park and kiosk, play equipment and toilet improvements.

Taking the Vision forwards:

- Increased NHS dentist provision
- High Street / shop front trading promotions
- Patrick Moore memorial 'Stardisc'.

4.2. Outcomes

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.

Improved prospects for the Selsey fishing industry.

Increased awareness of the history of Selsey and how to get round the interesting places. This improves the attractiveness of the area and benefits the visitor economy

4.3. Outcome Measures

In partnership with Selsey Town Council, we are aiming to build maximum awareness of 'Selsey Vision' as a brand.

The main outcome will be providing sufficient opportunities and engaging all local people, in particular unheard voices in the community.

Outcome measures are:

- Increased visitor footfall at East Beach green (to be measured through car park statistics, visitor and business surveys)
- Improved sustainability of businesses (to be measured through vacancy rates)
- Refreshed Vision process to include an online presence for Selsey Vision

- Improved wayfinding and transport (signage and customer feedback)

4.4. Dis-benefits

None

4.5. Out of Scope

The project will not include:

The project will not deliver project ideas gleaned through the consultation process. The objective is to ask the question 'what do you want Selsey to be?' and collate the answers into an action plan for delivery by Selsey Town Council or community groups. The projects for delivery in parallel with delivery of the Vision were outlined in the Marshall Regen Socio Economic Report in respect of Selsey Haven.

5. PROJECT CONSTRAINTS

The project will be constrained by a failure to start the engagement process quickly, which in turn will be constrained by lack of funds to 'kick start' the engagement tools discussed with Selsey Town Council and described above. Funding for the projects which are identified as part of the consultation and engagement process may not be sufficient or available. There is also a risk that there is no consensus agreement on the priorities for the area.

6. PROJECT ASSUMPTIONS

The project commenced 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 elements of the project against which costings have been shown in the table below will be delivered by the end of March 2019 unless otherwise stated.

7. PROJECT COSTS

7.1. Project Delivery Costs

Costs (£)		Source
9 month duration	Partnership funded. Selsey Vision HQ in Selsey Library	WSCC.
One-Off	£200. Venue hire for workshops and other events and refreshments	STC to supply venue
One-Off	Marketing and Website, £5,500. To include Selsey Vision website, 'Selsey Stew' recipe competition, Selsey Vision 'washing line', paper and pegs, 2000 A3 fold out Vision leaflets/posters, Selsey Vision bunting, 6 panel display board with aluminium frame, printing of final Vision leaflet / poster.	CDC Selsey Vision Fund
One-Off	£5,000. Investigate potential of	CDC Selsey Vision Fund

	East Beach kiosk	Funding also sought from Coastal Communities Fund – see below.
	£10,500	Total
	Selsey Vision projects for which funding will be requested from CDC:	
Ongoing	Investigate feasibility of developing a monthly local market selling local produce to help support local fishing industry.	Funding source to be determined - anticipated to be a partnership project
Ongoing	Disabled infrastructure improvements at East beach, including access path between the car park and kiosk, play equipment and toilet improvements.	Funding source to be determined - anticipated to be a partnership project
One-Off	Wayfinding projects: <ul style="list-style-type: none"> • Wayfinding Website • A3 fold out leaflets. • QR codes • 10 bronze pavement bezels by Fitzpatrick Woolmer (City Walls Project) 	Funding sought from Coastal Communities Fund. Expression of interest submitted. Invitation to develop full funding bid July 2018. Bid due on Oct. Results due in Dec 2018.
	<p>Selsey Haven related projects</p> <p>Create better pedestrian wayfinding between town centre and East/West Beaches.</p> <p>Develop trails and improve signage.</p> <p>New temporary commercial units or concession opportunities.</p> <p>Employ a seafood sales and marketing champion.</p> <p>Develop and host crab and lobster events.</p> <p>Improve the public realm at East Beach.</p>	Funding source to be determined - anticipated to be a partnership project
	Selsey Sports Dream Contribution towards construction of a multisport pavilion/clubhouse by Selsey	CDC S106 contribution of £89,916

	Sports Dream. The facility will be located in Paddock Lane Selsey. The project was identified as an infrastructure project in the previous Selsey Community Vision document.	
Revenue	None	
Savings	None	
Services to be involved in the project delivery	Growth and Place. Community Engagement Team for door to door consultation. Planning, Estates, PR	

7.2. On-going Costs Following Project Completion

Ongoing costs – maintenance of the Selsey Vision website to be produced by CDC – officer time.

Revenue costs - CDC officer time to monitor website and ensure the dynamism of the ongoing Vision process is maintained.

On-going internal support from other service areas – specified in 7.1 above

Efficiency savings - NA

8. OPTIONS SUMMARY

Alternative ways of delivering the Vision project employ static methods such as online consultation via CDC's website, single workshops or consultation forms to be completed and submitted online or in paper formats.

After many years of formal consultation Selsey is not receptive to the usual formal means of consultation described above. Previous consultations have not posed the question – 'what do you want Selsey to be' and have not offered an ongoing opportunity for people to make their views known. It is hoped a more dynamic approach, that also appeals to under 25 year olds, will elicit a greater response and create a more representative picture of Selsey community's aspirations.

9. PROJECT APPROACH

The project will be delivered by Selsey Town Council assisted by the CDC Rural Towns Co-ordinator and the MPP Project Officer using the following tools:

- 1) **Mobile unit** (push along trolley with a range of low-tech consultation tools, washing line, display boards, pens, pencils, etc, built locally in the community:
 - i. To build identity and awareness of the vision
 - ii. To visit as many local events and groups as possible
 - iii. Linked to a CDC PR campaign, the mobile unit will be instantly recognisable and understandable to local people.
 - iv. The unit will be available for 6 months after public consultation begins
- 2) **Website:** stand alone, mobile friendly, currently under discussion with CDC web team. Ability to create a visual and dynamic process, capturing views, ideas, progress, actions and conversations, using social media elements. The legacy of these websites will be the creation of an ongoing project delivery

and development Vision website that will provide a focus for the project going forward and alleviate the need for paper documents.

- 3) **Central Hub:** hopefully utilising the space allocated to Selsey Works in Selsey Library. This will help to reinforce the message of the Vision and provide a complimentary access point to getting involved in the process. Will also be a place to run unique and creative Visioning activities and web logs/vox pops.

10. PROJECT PLAN

Task No.	Task / milestone	Completion Date	Responsible Owner	Dependency
Stage 1				
1	Selsey Vision (SV) logo	May 2018	Steve Hill	STC funding
2	SV barrow	June 2018	Mike Beal - STC	STC funding
Stage 2				
3	SV website	Summer 2018	Steve Hill	CDC Web&GIS CDC funding
4	SV consultation materials purchase	Summer 2018	Steve Hill	STC and CDC funding
5	SV HQ launch	Summer 2018	Steve Hill	WSCC and STC agreement
6	Funding to be sought for Fisheries Co-ordinator	June - Dec 2018	Jane Cunningham	Funding agreement from either Coastal Communities Fund or Seafarers UK
Stage 3				
7	Advanced website landing page	Summer 2018	Steve Hill	CDC funding
8	Commencement of Seas the Day	July 2018	Jane Cunningham	HLF funding received
9	Wayfinding priorities established	July 2018	SH and JC	'Head' and 'Heart' working groups to agree priorities
10	Scoping of CDC Project Brief for East Beach Kiosk Project	July 2018	Jane Cunningham	'Head' group to agree priorities
11	SV HQ ongoing	Summer / Autumn 2018	Steve Hill	WSCC and STC agreement
12	SV website monitoring	Summer / Autumn 2018	Steve Hill	CDC Web&GIS
13	SV promotion via CDC and STC websites	Summer / Autumn 2018	Steve Hill	CDC Web&GIS and STC
Stage 4				

Chichester District Council

14	Consultation barrow Selsey Festival	Aug 2018	Mike Beal / Steve Hill	STC/CDC collaboration
15	Agree priorities for developing trails and improving signage	Aug 2018	Steve Hill	'Heart' group to agree priorities
16	Seek funding for agreed priorities on trails and signage	Oct 2018	SH and JC	'Heart' group to agree priorities
17	Consultation barrow at Selsey Fireworks	Nov 2018	Mike Beal / Steve Hill	STC/CDC collaboration
18	Selsey Sports Dream pavilion/clubhouse on Paddock Lane. Funding decisions by contributing funding parties	Nov 2018	Mike Nicholls,	Funding decisions by England Cricket Board; Football Stadium Improvement Fund; Co-Op.
19	Consultation barrow Christmas light switch on	Dec 2018	Mike Beal / Steve Hill	STC/CDC collaboration
20	Completion of Seas the Day materials	Jan 2019	Jane Cunningham	
21	SV HQ ongoing	Jan 2019	Steve Hill	WSCC and STC agreement
22	SV website monitoring	Jan 2019	Steve Hill	CDC Web&GIS
23	Collation of material	Jan 2019	Steve Hill	Material gathering via above means
24	Seas the Day exhibition in the Novium commences	March 2019	Jane Cunningham	Completion of Seas the Day exhibition material
25	Draft SV leaflet	April 2019	Steve Hill	Collation of material
26	Final SV leaflet	May 2019	Steve Hill	Collation of material
27	Selsey Sports Dream pavilion/clubhouse on Paddock Lane. Construction	June 2019	Mike Nicholls	Funding
28	Report to Cabinet	July 2019	Steve Hill / Tania Murphy	Project completion
29	Seas the Day exhibition in the Novium ends	Dec 2019	JC or Selsey Town Council	Agreed date

11. PROJECT TEAM

Tania Murphy: Divisional Manager Place	Project overview
Steve Hill: Rural Towns Co-ordinator	To co-ordinate the Selsey Vision process; budget monitoring; co-ordinate SV HQ; ensure barrow is onsite

	at events; purchasing and procurement; collation of material
Jane Cunningham: MPP Project Officer	Budget monitoring; project monitoring; co-ordinate SV HQ; purchasing and procurement; collation of material

12. COMMUNICATION

Everyone with an interest in the project to be kept informed as follows:

- Project progress to be monitored via emails and meetings between CDC and STC held at 1-2 monthly intervals as agreed
- Monthly or bi-monthly meetings of the different project groups as agreed
- Monthly review of project budget against spend and other issues as they arise
– Steve Hill, Jane Cunningham, Tania Murphy

13. RISK LOG

The following risks have been identified together with an assessment of their severity and actions that can be taken to mitigate/reduce the risk. Details of all project risks will be recorded as and when they are identified.

Risk No	Risk Description	Likelihood Unlikely Possible Probable Certain	Impact Minor Significant Serious Major	Planned Actions to Reduce Risk	Responsible Officer
1	Lack of funding	Possible	Serious	Draw down funds to enable purchase of project components in good time	SH/JC
2	Lack of cooperation	Possible	Serious	Frequent contact via meetings and emails	SH
3	Missed deadlines	Possible	Serious	Project monitoring at frequent intervals	SH/JC
4	Lack of staff resources	Possible	Serious	Inclusion within service plans for partners	All partners