

Project Documentation - Initial Project Proposal Document

Project: East Beach Selsey Land/Asset Opportunities

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1. Purpose of Document

The purpose of this document is to set out the requirement for an option appraisal of the land and assets owned by the District Council at East Beach, Selsey, as shaded on the attached plan (appendix 2(a)).

2. Project Description

This project will look at the options available to the Council to improve the area around East Beach kiosk, Selsey, and consider options to for retail, café/restaurant and facilities for recreational activities such as diving (showers) and walking. Provide links to the fishing population and the legacy of Sir Patrick Moore. The requirement for public conveniences will also be considered with options explored in relation to how those facilities may be provided and potential cost savings available. It is intended that this project will improve the welcome to visitors and feeling of destination at East Beach.

3 Background

The Council owns an area of land at East Beach, Selsey, which include a kiosk and public conveniences. The Kiosk and Public Conveniences are effectively part of the same building structure, although divided into individual areas; the Kiosk is currently subject to a lease from CDC that expires in November 2019. The lease includes the cleaning, maintenance and opening / closing of the public conveniences. Any future arrangements would be open to competitive tender. The land to the east of the site currently has a BMX track, skate park and play area which is maintained by Selsey Town Council. The public conveniences require refurbishment and repairs to the interior and exterior of the building. Budget is allocated in the Asset Replacement Programme for the refurbishment of the public conveniences (£150,000) for 2022-23. To the edge of the site runs an adopted and unregistered road which provides access to the beach and is currently in a state of disrepair. This project will explore options for improvement and layout of the road and the implications and cost of adoption of the road which would improve the site and access to the beach. (See appendix 2(b))

This proposal is supported by Selsey Town Council and directly supports the Corporate Plan 2018-21 priority to “manage our built and natural environments to promote and maintain a positive sense of place”. The Neighbourhood Plan for Selsey mentions the East Beach area and an aspiration for enhancements to enhance visitor attraction and tourism and foster better links with the sea.

3. Outcomes to be Achieved

- A high level options appraisal of the possible opportunities for the land and property outlined above will identify the detail outcomes for this project which will include: opportunities for income generation; satisfying services’ needs (public convenience), improving customer satisfaction etc. The project should improve the welcome and feeling of destination at East Beach.

- Consideration of the potential to develop the site in order to provide sea views along with an all-weather seating area, potential for showers, canoe and diving storage,
- Enhancing the unique links of the site which include consideration of the legacy of Sir Patrick Moore (an example of which might include a permanent telescope but other options could be considered), along with the links to the fishing community.
- A cost / benefit analysis of the options having regard to both commercial and community objectives, considering future management opportunities of the buildings.
- Consideration of the unadopted beach access road, with costs for initial works, ongoing maintenance and options for adoption.
- Likely timescales for putting the possible options into action
- Any risks associated with each options of delivery

4. Timescales

There is no specific urgent timescale for this project, however, improvements to East Beach is a project which was identified as part of the Selsey Haven project as bringing benefits to the local area and there is a lease expiry date for the kiosk. (Nov 2019) This has also been identified during the current engagement process for the Selsey Vision. Implications relating to the lease expiry date of the café will require consideration as part of this project.

5. Project Costs and Resources

	Costs (£)	Source
One-Off	£25,000 (estimate) professional fees	Reserves
Revenue	The Council currently receives annual rent from the Kiosk operator of circa £7,000. There could be potential to identify new income generating opportunities.	
Savings	There may be savings as a result of the café operator providing public conveniences, potential savings from repairs and maintenance and NNDR.	
Services to be involved in the project delivery	Place, Property and Growth, Cultural Services, Licensing Chichester Contract Services, Communities, Environmental Protection, plus the appointment of external consultants.	

6. Benefits vs. Cost

The Council will need to consider what investment would be required by the Council against the likely returns.

7. Identify Risks

The Council runs the risk of losing additional income if opportunities are not maximised then the best value may not be achieved, and continued operating and repair and maintenance costs associated with the facilities. The Council may not receive immediate financial benefit should there be a need identified for capital outlay in respect to refurbishment, conversion or new-build works.