

Project Documentation - Initial Project Proposal Document

Project: East Wittering and Bracklesham Vision

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1. Purpose of Document

The purpose of this document is to set out the requirement for the inclusion of East Wittering and Bracklesham in the Council's work plan for support to the preparation of a Vision for the area in line with the work undertaken in towns and the city in the district.

2. Project Description

To work with partners to determine the aspirations for East Wittering and Bracklesham, which is intended to conclude with a Vision for the area, along with an action plan. The project will adopt the approach taken in the towns and city as part of the consideration of a Vision and objectives for each.

3. Background

The Council has, for the last year, been working with towns across the district to assist with the creation of a Vision for each area of the delivery of key projects which are linked to each Vision. It has become clear that the process of undertaking a Vision and working with communities in towns in this way is one which could be used elsewhere for the benefit of the local community.

East Wittering and Bracklesham have a combined total population of 4,658 (Census 2011), with a significant increase on this during the summer months. (Populations in Midhurst – at 4,914 and Petworth – 3,027 are lower). There are a total of 55 retail outlets (which compares to 87 and 85 in Selsey and Petworth respectively and 110 in Midhurst. The Local Plan identifies East Wittering as a 'Local Centre' in relation to retail and Bracklesham within the definition of 'Local and village parades'. Both areas are identified as areas for development over the coming years as part of the Local Plan which will result in an increased demand on services and will increase the population. There is no Neighbourhood Plan at present for the area and the hope is that any vision work would help to inform the Neighbourhood Plan.

Recognition of East Wittering and Bracklesham as key areas for retailers and visitors was made through the inclusion of the areas in the allocation of shop front grants and training to businesses which are currently in place.

Through working with partners for the Selsey Vision work, both the Rural Town Co-ordinator and Manhood Peninsula Project Officer have identified that broader areas of social and infrastructure interest in the Manhood area have developed which have extended to East Wittering and Bracklesham. East Wittering and Bracklesham are also seen as a major tourist attraction and there are issues with capacity at times in catering for these increased numbers of visitors.

4. Outcomes to be Achieved

A Vision for East Wittering and Bracklesham will complement other community and forward planning work, creating an aspirational environment to develop for economic and community sustainability. Partners will have renewed objectives to deliver on which will help the area to continue to be a vibrant centre of visitor attraction.

As a result of the improved confidence it is anticipated that businesses in the local area will increase their investment, improve trade, encourage new investment and maintain vacancy rates. It is also anticipated that visitor numbers and tourism spend will increase.

5. Timescales

The project will commence in April 2019.

It is proposed to conduct surveys with residents and businesses within the first three months of the project and to conduct participation workshops. A fully supported partner action plan will be created with key areas of responsibility and key tasks to help to continue to improve the area.

6. Project Costs and Resources

	Costs (£)	Source
One-Off	£10,000 To support the project through the engagement and initial projects. There may be funding from the Parish Council who are supportive of the Vision. Ward Members are also supportive of this project.	CDC Potential for funding from parish council to be confirmed.
Revenue	£17,000 To provide temporary support within the Place team on a two-year basis as an extra 0.5 FTE to assist with delivery of Vision related projects. An improved area will have indirect benefits regarding income to the district.	CDC
Savings	None	
Services to be involved in the project delivery	Place, Estates, PR and Consultation	

7. Benefits vs. Cost

The project will support the continued vitality of the area and help to ensure that businesses vacancy rates are kept low, whilst considering the visitor economy. The project will assist East Wittering and Bracklesham Parish Council with reacting and responding to future demands on the area. Whilst the land at Kosy Kot in Bracklesham is currently subject to a specific project, there may be development opportunities for other council-owned assets in the area. The council owns other assets within the area which include public conveniences, car parks, land and boat storage.

8. Identify Risks

Without a partnership approach to the area there may be a lack of partnership approach by agencies supporting East Wittering and Bracklesham.