

COASTAL REVIVAL FUND APPLICATION FORM

Please read the July 2015 Coastal Revival Fund prospectus before completing this form. The prospectus is available at www.gov.uk/government/publications/coastal-revival-fund-bidding-prospectus-and-application-form

SECTION 1: Contact Details		
1.1 Lead Contact for the application	Kate Geraghty	
1.2 Role and organisation of the lead contact	Secretary, Chideock Society	
1.3 Contact Address	1, The Watch House, Seatown, Chideock, Dorset DT6 6JU	
1.4 Telephone number(s) (a) Office (b) Mobile	(a) 01297 489422	(b)
1.5 Email address of lead contact	kate@seatown.eclipse.co.uk	
1.6 Are you applying on behalf of a Coastal Community Team? If yes, which one?	No	

SECTION 2: Local Authority (LA) Contact Details		
<p>The Department will <u>only</u> consider applications that have support from a local authority for the area, as grant funding will be paid to a LA on behalf of the project. Please attach a letter from the authority confirming that they are willing to act as the 'accountable body' for the funding. Anyone who is having difficulty engaging with their local authority can contact DCLG at: coastalcommunities@communities.gsi.gov.uk</p>		
2.1 Name of local authority	West Dorset District Council	
2.2 Main LA contact - name and main role (if different from 1.1)	Trevor Hedger Senior Economic Development Officer	
2.3 LA Address (if different from 1.3)	West Dorset District Council, South Walks House, Dorchester, Dorset DT1 1UZ	
2.4 LA contact telephone numbers (if different from 1.4) (a) Office (b) mobile	(a) 01305 252378	(b) 07920 450283
2.5 Email address of LA contact (if different from 1.5)	t.hedger@westdorset-weymouth.gov.uk	

SECTION 3: Communications/ Media Details	
3.1 Lead Contact for press/ communications/ advocacy	Kate Geraghty
3.2 Contact Address	1, The Watch House, Seatown, Chideock, Dorset DT6 6JU
3.3 Telephone number(s) (a) Office (b) Mobile	(a) 01297 489422 (b)
3.4 Email address of lead contact	kate@seatown.eclipse.co.uk
3.5 Pen Picture – please describe the project in a manner suitable for a media release (maximum 40 words)	“ <i>Seatown to get a Makeover</i> ”. This small, but beautiful Dorset coastal settlement is planning to develop a regeneration scheme to improve access to the Jurassic Coast and the surrounding area for residents and visitors.
3.6 Name of your local MP(s)	Oliver Letwin

SECTION 4: Overview of project	
4.1 What would you like to call your project?	‘Seatown Regeneration Project’
4.2 What is the nature of your project (e.g. reviving a pier, regenerating a square)	To develop a feasibility study for the much needed restoration / regeneration of the deteriorating beach frontage of the World Heritage Site at Seatown and adjacent areas and ensuring that the visitor experience is improved and optimised.
4.3 Where is your project based? Please also include a postcode for the project location.	Located at the southern end of Seahill Lane, Seatown, Dorset, in the vicinity of the beach apron, river outlet and turning circle, together with the highway access from the A35 at nearby Chideock. Postcode between DT6 6JW & DT6 6JU.
4.4 What is the aim of your project? Please give a brief summary of the overall purpose of your project. (1-2 sentences)	The overall aim of the bid is to address a number of longstanding problems linked to vehicular access to Seatown and associated traffic and visitor management issues on this part of the Jurassic Coast, World Heritage Site, by developing a comprehensive regeneration action plan for Seatown. The improvements aim to make the area worthy of its World Heritage Site status and to be inclusive by improving the enjoyment of all users including parish residents, holidaymakers, educational groups, the elderly and infirm.

4.5 Who/ which organisation will lead the project?	The Chideock Society with support from Chideock Parish Council.
4.6 Who/ which other organisations will be involved in the project?	The Seatown Management Committee, West Dorset District Council, Dorset County Council, local landowners, Dorset Coast Forum Coastal Communities Team.
4.7 How much money are you bidding for?	£11,000
4.8 Are you involved with any other bids to the Coastal Revival Fund? If yes, please give the names of these projects.	No.

SECTION 5: What are the key priorities for your coastal area?

Please summarise the key priorities for the coastal area and how your project relates. For example, this could link to a Coastal Community Team bid proposal or Local Enterprise Partnership plans. (maximum 300 words)

The West Dorset / Weymouth & Portland Local Plan advises that ...*"the area is renowned for its outstanding environment, including a varied and beautiful landscape underpinned by great geodiversity which is expressed in the internationally recognised coastline, the Jurassic Coast World Heritage site and attractive villages etc."* and*"The 'Jurassic Coast', designated because it is considered to be an outstanding example representing major stages of the Earth's history"*.

The Jurassic Coast World Heritage Site Management Plan has as one of its policies: *"A collaborative coastal corridor approach will be used to target infrastructure and access improvements in the Site and its setting."*

This project assists in delivering this policy.

The Plan also emphasises the need for sustainable and safe use of coastal locations and facilities, but this is not currently being achieved at Seatown, an important Access point, with the result that many visitors do not have as positive an experience as they should and so do not stay as long as they might, which means that businesses do not benefit as much as they could. This is due to the problems of poor highway access, poor access to the foreshore due to previous storm damage, poor quality infrastructure such as public conveniences, inadequate information and interpretation about the natural environment, public access and footpaths, as well as the area's history and heritage.

SECTION 6: What does your project involve?

Please summarise what you plan to do and what this bid money would fund. If your project is part of a wider, longer-term project then please briefly set out the aims of the wider project and how the part that will be funded through the Coastal Revival Fund fits into these broader plans. (maximum 300 words)

The bid is for a Seatown Regeneration Feasibility Study to assess the following issues, engage with stakeholders and develop options and solutions to address these problems:

Seatown is one of the most popular and heavily visited locations on the Jurassic Coast due to the iconic view of Golden Cap, the highest point on the Dorset Coast and the South Coast of England. This iconic feature and image is used extensively in tourist advertising, which understandably attracts thousands of visitors. It is also an important place to access

- the SW Coast Path National Trail
- 30 miles of footpaths and bridleways on adjacent National Trust land
- several SSSI's
- the beach used by the general public, fossil hunters, and groups of students, many from abroad, on Geological and Environmental Field Trips.

However, local infrastructure is totally inadequate to serve the needs of these users, the major weakness being vehicular access to Seatown via an historic, extremely narrow, single track, and therefore frequently congested, lane. This highway is also the sole access for residents, emergency and delivery vehicles, three caravan sites, a popular destination pub and thousands of tourists.

There is a bridleway, but this has landowners' much used vehicular rights, with few refuges for pedestrians, horse riders, cyclists and wheel/push-chair users.

The beach itself has no clearly marked, safe, public access. The concrete beach frontage, currently used for access, is severely damaged, and other visitors erode the adjacent ground to scramble across the rock armour.

Cars parking in restricted areas cause further congestion and the turning circle is hazardous, with traffic competing with sightseers, pedestrians, those visiting the toilets and commercial outlets. The toilet block, built before the WHS designation, needs both internal and external improvement.

People with disabilities have no nearby parking space to experience the outstanding coastal views safely.

SECTION 7: The following section asks for information on how your project will meet the criteria for the Coastal Revival Fund

7.1 The value, importance or local regard for the site, structure or asset

The project involves a site or asset which is of particular value locally. Applicants are asked to explain the local value of the asset or site and why it would justify investment. The value does not need to be financial. It could, for example, set out the history behind the project and identify whether it is considered 'at risk'.
(maximum 400 words)

Seatown is greatly valued, not just by the Chideock and Seatown communities, but also by the wider public in Dorset, thousands of annual visitors, weekenders, day-trippers and generations of holiday makers, many of whom end up as residents.

Two main aims of the Chideock Society, founded in 1989, are

- to conserve and enhance the village environment with special emphasis on the Conservation Areas, the AONB, and the World Heritage Coast
- to promote the heritage and history of the parish.

Chideock Parish Council has consistently supported all attempts to protect the unique qualities of this settlement for future generations to enjoy. It successfully demonstrated the merits of Seatown, leading to the designation of Seatown as a new Conservation Area in 2008 to reflect the value, importance and local regard for the site.

The problems outlined in the bid submission have been discussed locally and with the relevant local authorities for at least 12 years but no tangible progress has been made on developing an action plan for implementing projects to solve the problems.

However, following the winter storms, the Seatown Management Committee, chaired by the local District Councillor and attended by all stakeholders, was revived in March 2014, with a view to reinvigorating interest and developing a plan to address the problems highlighted above. Due to the attractiveness of the location, this is not just a summer seasonal problem, but occurs all year round so, continuing with the current situation is both untenable and unsustainable. By the same token, if solutions can be found and delivered, then the benefits will be year round as well.

An indicative plan, agreed by DCC and WDDC, was drawn up with the help of the District Council in 2003 examining the seafront area. This demonstrates that there has been much thought given to the issues, which is of benefit, as it provides a starting point for the feasibility study work that would be undertaken at a far greater level of detail and in a more comprehensive manner. This will be with a view to addressing the issues and developing sustainable solutions that are compatible with this World Heritage Site location.

7.2 Delivering a community benefit from the revival

The Coastal Revival Fund is intended to boost coastal assets for the benefit of the community as a whole. Please use this section to set out how the project will help to deliver benefits to those living locally, as well as to those visiting or working in the area. Please set out a) the intended community benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

The project will benefit all sections of the community through the implementation of improvements that the feasibility study, as the first but essential stage of the regeneration plan, will assess and cost. Some of the emerging ideas include:

- develop a Transport Management Plan to address traffic congestion issues, which lead to conflict between the community/ visitors/ caravan owners
- explore the potential for developing a Park and Ride Scheme, using greener, sustainable forms of transport such as electric buggies, pony and trap, cycle hire, thereby creating new employment potential
- making the current turning circle a safe vehicle-free viewing point
- improving a rundown area and creating a new turning point on the concrete beach apron, with access for emergency vehicles
- creating wheelchair and pedestrian ramps from the road for safe access onto the beach
- providing parking close to the beach apron for people with disabilities, to improve their visitor experience.

These will all generate benefits as follows:

- for the Chideock and Seatown Communities from improved access solutions between Chideock and Seatown leading to less congestion and less traffic accessing the seafront, which would make a significant improvement to quality of daily life.
- for visitors, who would have an improved experience of Seatown, which provides excellent recreational opportunities for walking, both up to the top of Golden Cap, and more leisurely beach / coastal walks and fossil hunting, thereby assisting with the national and local health and well-being agendas
- the project will be inclusive as people with disabilities will have enhanced facilities and access to the area
- emergency services will have easier access to Seatown which has a resident population and, as a coastal location with large numbers of visitors, generates numerous incidents
- the feasibility study will pave the way for implementation of various improvements and for seeking funding from local and national sources
- local businesses at Seatown will benefit as a result of people staying longer and having a more positive experience, with the greater chance of return visits and recommendations to friends and family.

As a result it can be demonstrated that the project aims to address community, economic and environmental issues in an integral and therefore sustainable manner.

7.3 Delivering an economic benefit from the revival

The Fund is intended to help improve the economic sustainability of coastal assets and coastal communities more broadly. Please use this section to set out what economic benefits your project will have and, in particular, if it is likely to lead to additional jobs or training opportunities. Please cover a) the intended economic benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

Seatown, from a tourism point of view, falls within the general Bridport area.

The UK Tourism Alliance 2012 'Tourism Statistics 2012' report shows that the national average tourism spend per day in the UK is £76.31, but the latest local figures compiled by Southwest Tourism show a spend of only £48.65 per day for Bridport based locations. This may not be too surprising, given Dorset's popularity compared with locations such as Cornwall. However, it is even far lower than the average spend at Lyme Regis just over 8 miles away (£64.70). One impediment to this spend is the lack of suitable parking and easy access to coastal locations in the Bridport area. Seatown is one such 'bottleneck' that makes it difficult for visitors to firstly reach, then stay with comfort, reducing the likelihood that they will spend at the location, and therefore make increased economic benefit and resulting employment in the area, less likely.

Dorset Tourism reports (2010) that there are 434,700 coastal visits to the Bridport area each year, a figure increasing every year. Whilst economically beneficial, this does also place strain on small coastal locations and their fragile infrastructure. According to SW Tourism Alliance's annual visitor survey (2010), around 30% of visitors feel that their visit has a negative impact on the infrastructure of local communities. This is clearly of concern to local tourism businesses that need the local infrastructure to continue to attract visitors.

Coastal Revival Funding is required to address this issue and support this local initiative, by contracting some external expertise to undertake a 'Seatown Regeneration Feasibility Study' to explore the identified issues further, engage with residents, relevant authorities, agencies and landowners and develop options, costs and potential funding sources for short and long term solutions to the identified problems.

The key economically related outcomes of the project would ultimately be:

- an improved situation for local residents and businesses going about their daily lives
- an enhanced visitor experience for all, with longer stays, repeat visits and resulting greater spend with local businesses
- making the area easier to reach thus making the commercial outlets more attractive and accessible
- positive recommendation from those "*having a lovely time at Seatown*" and "*wish you were here*" experiences, are likely to lead to a greater spend at commercial outlets from longer and repeat visits.

Environmental improvement, improved safety and long term sustainability are considered to be equally important.

7.4 Local support

Please set out what support your project has from the local community and how you know this, e.g. what consultation has there been about your project and what local organisations or groups are involved? If this bid is not from a Coastal Community Team and there is a Team for the area, please state whether or not they are supportive of the project. (To find out if there is a Coastal Community Team for the area please contact the Department for Communities and Local Government). (maximum 300 words).

As advised above, the need for improvements as set out has been discussed, identified and supported by the local community for many years and it is imperative for action to now be taken. The Chideock Village Plan questionnaire identified:

- Seatown as a place which residents wanted properly protected
- the access lanes as places where they did not feel safe as pedestrians.

12 years ago a public presentation, hosted by the Parish Council, was given in the Village Hall by the beach landowner with regard to emerging plans at that time for the reconfiguration of the beach frontage providing most of the solutions to problems faced there and those who attended gave approval. The landowner has given written confirmation that he will still support the project and donate land.

As an integral part of this bid preparation, there has been renewed consultation and discussion with a range of organisations including:

- Dorset Coast Forum, based at Dorset County Council, who are leading on the Dorset 'Coastal Communities Team' and who are supportive of this project
- The Chideock / Seatown District and County Councillors
- West Dorset District Council's Senior Economic Development Officer confirms that WDDC will act as the required 'Accountable Body' (see attached letter)
- The National Trust, an adjacent landowner, (with whom there is a close working relationship) has expressed support for this bid
- The local MP; Oliver Letwin has expressed his firm support
- Chideock Parish Council
- The beach front landowner

SECTION 8: Prioritisation Criteria
Should the Fund be oversubscribed, it may be necessary to consider the following issues:
8.1 Unlocking further charity or private investment
Please set out whether work carried out under the Coastal Revival Fund would help you attract other sources of charity or private funding. Please explain the likelihood of further investment, and (if known) briefly give the amount, from whom and for what. This can include both match-funding for this stage of your project (which is requested in more detail in section 9.2) or your work to attract capital funding for future stages of the revival. (maximum 250 words)
<p>At this stage the funding is only required for a Feasibility Study and so it is not envisaged that applications for funding for this element will be sought from other sources. However, subject to a successful outcome from the study, it would then act as a springboard for applying for essential external capital funding for project implementation, from a range of sources. The landowner of the beach frontage has confirmed that he will make the necessary land available at no cost. Furthermore, the local community within Chideock / Seatown has a strong track record of fundraising for community projects and there is confidence that if this funding bid is approved there will be full commitment from local people to help generate match funds for future bids.</p> <p>The whole process is a sequential one and it is clearly essential to undertake the feasibility study first.</p> <p>Some match funding for the bid is being provided by the Chideock Society; see section 9.1 below.</p>
8.2 National Heritage List for England?
Please set out whether the site or asset is on a heritage at risk list: www.historicengland.org.uk/listing/the-list (maximum 150 words)
No.

SECTION 9: Proposed Outputs and Project Delivery

9.1 Applicants should set out a high-level breakdown of how the Revival funding would be used. Only the costs that are intended to be met through the Coastal Revival Fund need to be covered.

Funds may be spent on improvement or regeneration of structures, or any other works that meet the criteria outlined in the prospectus, including professional advice in relation to a building, asset, structure or public space, e.g. feasibility studies, legal advice on development of a structure, architectural surveys etc.

The funding cannot be spent on things like salaries, training, venue hire, volunteer expenses, monitoring and evaluation. If your project includes these types of costs then they will need to be met from another source.

Item	Amount	Date of expenditure
Detailed topographical/land survey of seafront and beach access areas	£1000	Autumn – Winter 2015/2016 with start depending upon date of grant approval and completion by 31 March 2016
Planning & regeneration consultant input to include all coordination of all Feasibility Study work and preparation of report	£7000	As above
Architects fees for illustrative improvement and proposal/layout plan	£3000	As above
Legal advice in respect of land ownership and potential future conveyance/lease issues that will need to be addressed in the study	£1000	As above
TOTAL	£12000	As above

9.2 Match funding

If the total costs of your project are more than you are bidding for from the Coastal Revival Fund, please briefly set out how these other costs will be met, and how much they are. (maximum 200 words)

The Chideock Society has confirmed that it can contribute £1,000 towards the funding of this work so that the grant request from the CRF is £11,000.

9.3 Project delivery
Please set out who/ which organisations will be responsible for delivery of the project and what expertise and experience they have to be able to deliver the project effectively. (maximum 100 words)
<p>The Chideock Society and Chideock Parish Council will be responsible for the project, with West Dorset District Council being the Accountable Body. External experts will be appointed, with appropriate professional qualifications, to deliver the Feasibility Study, with a combination of:</p> <ul style="list-style-type: none"> • Good Local knowledge • Experience in regeneration studies and implementation of projects • Architectural and design expertise • Surveying experience • Legal expertise in relation to land and property <p>It is clear from the information provided above that whilst there have been efforts in the past to take this project forward it has stalled due to lack of funds and expertise.</p>
9.4 Transparency
Please explain how and when all aspects of the project will be made publicly available. (maximum 100 words)
<p>The Chideock Society will give updates at meetings and through the members' e-mail newsletter.</p> <p>Parish Council meetings are open to the public and the project will always be on the agenda for discussion.</p> <p>Regular updates will be published in the village magazine and on the community website and village notice boards.</p> <p>A consultation event/workshop is planned for the beginning of the study and a further event/workshop once the Draft Feasibility Study has been completed, to ensure that the emerging solutions and actions have a broad consensus of local support.</p>
9.5 Confirmations
Please write 'yes' in the sections below to confirm that:
A) Details of the projects and progress will be made available to the Department for Communities and Local Government:
Yes
B) All Coastal Revival Fund grants would be spent by 31 March 2016:
Yes
C) The project complies with State Aid under European Union Law:
Yes
D) The letter from your local authority has been included with your application:
Yes

This form needs to be submitted along with a letter from your local authority agreeing to act as the accountable body for the funding. Please do not send any other additional documents.

The closing date for applications is 23:49 hours on Monday 14 September 2015.

Applications are preferred electronically to coastalcommunities@communities.gsi.gov.uk but will be accepted in hard copy. Any application made in hard copy should be sent to the following address:

Coastal Revival Fund
Coastal Communities Team
Department for Communities & Local Government
3rd Floor, Fry Building
2 Marsham Street
London
SW1P 4DF

Hard copies must also arrive no later than Tuesday 15 September 2015.

Any queries can be directed to: coastalcommunities@communities.gsi.gov.uk.



West Dorset District Council

South Walks House, South Walks Road,
Dorchester, Dorset DT1 1UZ
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Weymouth & Portland Borough Council

Council Offices, North Quay,
Weymouth, Dorset DT4 8TA
Tel: 01305 838000 Fax: 01305 775004

Ms Kate Geraghty
Secretary
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www.dorsetforyou.com Text Relay calls welcome

**Economy, Leisure & Tourism Division
Head of Leisure & Tourism**

Nick Thornley

Direct dial: 01305 252378

Email: T.Hedger@westdorset-weymouth.gov.uk

11th September 2015

Dear Mrs Geraghty

Coastal Revival Fund Application

Thank you for a copy of your proposed application to the Coastal Revival Fund for studies to improve access and visitor management at Seatown on the Jurassic Coast. I understand your application to be for up to £12000 to undertake a 'Seatown Regeneration Feasibility Study'.

If your application is successful, I can confirm that West Dorset District Council is prepared to act as the accountable body for the administration of your Coastal Revival Fund award.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Trevor Hedger'.

Trevor Hedger
Senior Economic Regeneration Officer