

2016

Seatown Regeneration Project Feasibility Study



Feasibility Study for The Chideock Society

Footprint Futures - Planning & Regeneration

& Associates

March 2016

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In addition survey work has been undertaken by Casterbridge Land Surveys and coastal engineering advice provided by Clive Evans, Engineering Consultant.

March 2016

Seatown Regeneration Project Feasibility Study

Summary & Recommendations

- This Feasibility Study has been undertaken on behalf of the Chideock Society with funding support from the DCLG Coast Revival Fund and addresses longstanding traffic and visitor management issues in Seatown, with a view to identifying realistic projects that can be taken forward over a period of time.
- Every household in Chideock and Seatown was informed about the project, encouraged to check the details of the proposals and give their views and although this public engagement has resulted in some conflicting views being expressed, this is inevitable in any local community when proposals for change in relation to longstanding issues are put forward for consideration. However overall, there is broad support for the proposals by local organisations and stakeholders.
- There has been limited time in which to complete the study due to funding requirements that require completion of the project by the end of March 2016
- A strong partnership approach has been taken to the work, which has involved close engagement and support from local stakeholders which has included the Chideock Society and Parish Council; local landowners, the local authorities, Jurassic Coast World Heritage Site Team and other interests.
- Three events, with invited stakeholders, have been held in January, February & March 2016, with the public also invited to attend the latter two events as well. Copies of agendas and notes of the meetings that have been held, together with presentations made at the meetings are available as supplementary documents on a CDROM.
- The project team is well aware that many of the issues addressed in this report have been considered in various forms over many years, but without resolution.

- A series of proposals and actions are put forward, as potential solutions to the identified problems and opportunities for change and improvement that have been identified with the input and support of local residents and stakeholders.
- It is fully recognised that funding will be required to implement the identified projects, which at the present time of public funding limitations, is a serious challenge for any organisation or community.
- However, it is considered that having prepared the Feasibility Study which presents the issues and potential solutions in a comprehensive and coherent manner, then this should provide the basis for bids and applications to funding streams such as the national Coastal Communities Fund, which is expected to run until 2020 and the Southern Dorset EU funded LEADER project, amongst others.
- The summary of projects set out in Section 8 of the report provides an indication of costs where currently known, as well as an indication of those projects that could be progressed:
 - In the short term, as 'Quick Wins' which are capable to implementation
 - Those schemes that could be progressed in the medium term
 - Long term or unlikely projects which have been included, as they have been referred to during consultation and/or in meetings.
- As a result of the improved partnership that has developed as a result of this feasibility study and with a degree of goodwill on all sides, it is proposed and recommended that by pooling funding, the partners have the potential to deliver at least some of the short term projects, which could start to make significant improvements to the traffic and visitor management problems in Seatown, for the benefit of all; residents; holidaymakers, landowners and businesses.
- In the light of the Dorset County Council's recently commissioned study of the Economic Value of the Environment to Dorset's Economy that includes an assessment of the benefit of the Jurassic Coast to the economy, it is recommended that engagement takes place with both Dorset County Council and West Dorset District Council, to establish

how best to maintain the momentum of this feasibility study and secure funds and support for implementation of projects.

- Recommendations arising from this Feasibility Study include:
 - The need for this Feasibility Study Report to be supported and endorsed by both the Chideock Society and the Chideock Parish Council
 - The proposal that a joint meeting be held with officer and Elected members of West Dorset District Council and Dorset County Council
 - That future funding opportunities being explored, notably from the national Coastal Communities Fund; the South Dorset EU LEADER Programme; Lottery; Local Authorities; Local Businesses with an interest in Seatown and through local community fundraising initiatives.

- The consultant team that has undertaken this feasibility has a broad range of diverse skills and also has a sound knowledge of the locality, coastal Dorset, planning, tourism and visitor management issues as well as the World Heritage Site.

- If required therefore, the team would be pleased to continue to work with the Chideock Society and other stakeholders, to support them in taking forward some of these projects towards implementation; notably the 'Quick Wins' that have been identified for short term implementation.

1 Introduction

1.1 This feasibility study is being undertaken on behalf of the Chideock Society following the successful bid for funding support from the Coastal Communities Revival Fund, which was announced in September 2015 by the Department of Communities and Local Government. The aim of the feasibility study, taken from the bid document is as follows:

Overall Aim

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.

- *This will 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, by developing a comprehensive regeneration action plan for Seatown.*
- *The objective is to improve the enjoyment of all users of the area, including parish residents, holidaymakers, educational groups, the elderly and infirm.*
- *The project aims to support the World Heritage Site Management Plan which emphasises the need for sustainable and safe use of coastal locations and facilities, but this is not currently being achieved at Seatown.*
- *The result is that many visitors do not have as positive 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 access to Seatown, poor accessibility 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.*

If the projects proposed are implemented in due course, then the key economically related outcomes of the Plan would ultimately be:

- *A much enhanced visitor experience for all, with longer stays, repeat visits and positive recommendations to others, with resulting greater spend with local businesses.*

- *An improved situation, for local residents and businesses going about their daily lives.*
- *Making the area easier to access and so making the caravan and camping sites more attractive and accessible, which would be good for future business.*
- *Resulting economic benefits, with opportunities for new employment as visitors having a more positive experience and... “A lovely time at Seatown” will lead to greater spend to commercial outlets from longer and repeat visits and from personal recommendations.*
- *However environmental improvement, improved safety and long term sustainability are considered to be equally important.*

A full copy of the CRF Bid document is provided as a supplementary document.

1.2 The project has been undertaken between the end of December 2015 and March 2016, within the tight timescale available as required by the Coastal Revival Funding criteria. Work has been undertaken on behalf of the Society by the consultant team comprised as follows:



Simon Williams, Planning & Regeneration Consultant and Chartered Town Planner,

Richard Edmonds, Consultant Geologist and former Geologist to the Jurassic Coast World Heritage Site, with expertise on coastal erosion, coastal management, visitor interpretation, access and safety

Philip Dyke, Architect.

Clive Evans, Engineer

In addition, there has been significant input from local major landowners, representatives of the Chideock Society and Parish Council, residents, key stakeholders and authorities, through discussions, meetings, engagement and workshops, which has helped provide valuable information, details of past initiatives as well as refining the Recommendations in this report.

1.3 Essentially the feasibility study has involved the analysis of past and current environmental, traffic and visitor management issues in the Seatown area, with a view to identifying actions and improvements to address these problems. The aim is that the outcome of the study can be used by the Chideock Society and /or the Chideock Parish Council, to bid for further funds to implement some, or all of the projects and improvement identified.

1.4 The work has included the following:

- Initial discussions with Chideock Society Representatives
- Analysis of previous improvement scheme plans and ideas
- Discussions with main landowners
- Regular Meetings with key stakeholders, including local authorities
- Analysis and resume of past & current issues and problems
- Identification of Strengths, Weakness, Opportunities & Threats
- Coordination/preparation of a land survey of the seafront area
- Stakeholder and public meetings in January, February & March 2016
- Preparation of a progress reports to the Chideock Society
- Preparation of feasibility survey/study report for discussion that includes:
 - Background information
 - Text summarising the issues and stakeholder consultation,
 - Proposed options, actions and projects
 - Sketch plans illustrating potential environmental and management improvements
- Preparation of final report by End of March 2016 to the Chideock Society, as commissioning organisation.

2 Seatown Background

2.1 Seatown is a small hamlet on the Dorset coast, approximately three miles west to the town of Bridport, within the parish of Chideock and West Dorset district. It is located approximately 1 mile, immediately south of the village of Chideock and is accessed along Sea Hill Lane, a narrow country lane. Seatown itself comprises only a small number of residential properties, a number of which are holiday

homes/cottages to rent, but it includes a large holiday park, which accommodates 3 wooden lodges, approximately 240 static caravan pitches, [some of which



are privately owned], just over 108 touring caravan pitches and approximately 150 tent pitches. The site can accommodate between 1200-1500 people in peak summer periods. In addition, the site has planning consent to replace the touring pitches with a further 54 lodges which it is

expected will be implemented over a period of time. Seatown is therefore very much a holiday destination, with relatively few permanent residents.

2.2 In addition, Seatown contains the recently refurbished Anchor Inn public house, a car park and public toilets. It is an important, though minor gateway to the Dorset & East Devon Coast, [Jurassic Coast], World Heritage Site an important access to the nearby Golden Cap headland, as well as the South West Coast Path and land owned by the National Trust.

2.3 The shingle beach at Seatown is in private ownership, which dates back to the time when pebbles were commercially extracted for use as grinding stones in the ceramics industry. However, this activity ceased in the 1980's, but the land remains in the same family ownership and public access is freely available, though routes to the beach are not well marked or easy to navigate.

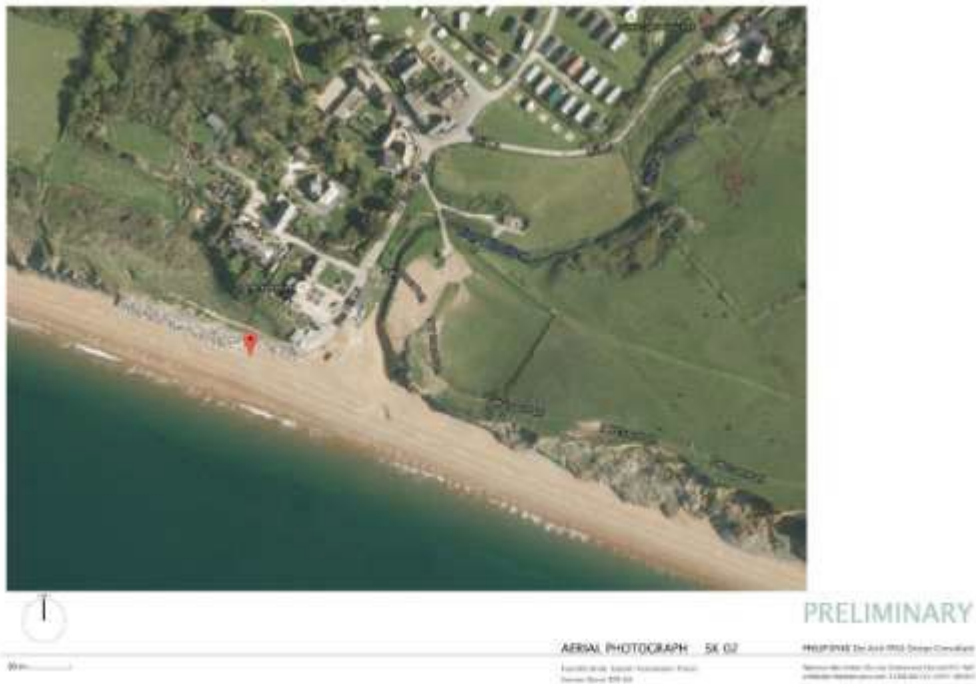
2.4 Car parking is provided in a private car park in the ownership of Palmers Brewery, who also own and operate the Anchor Inn. The car park has a limit of 150 spaces in summer and less in winter, [approximately 30-40], as it partly has a grass surface. The car park is subject to a charge of £4 per day in the summer and £2 in the winter months, but with no short stay or season ticket option currently available, which does cause frustration, disappointment and adds to congestion issues. The car park is also subject to a restrictive covenant in the favour of a nearby property owner, which currently requires that the car park can only be open between 08:00 and Sunset, with the pub landlord being responsible for managing the opening and closing of the gate.



2.5 A small watercourse; the Winniford runs down the valley to Seatown and then to sea in this location. This does tend to sever the seafront area, although there is a pedestrian footbridge that links the western part of Seatown where the pub, public toilets etc. are located with the car park and the eastern part of the Seatown beach. In addition, in extreme weather incursion of the sea causes flooding, that impacts upon the car park and access routes to the beach can change as a result, which has consequences for the best locations for information and interpretation panels.



2.6 Being very much part of the Jurassic Coast World Heritage Site, Seatown is a popular location for visitors as well as local people for general beach activities, coastal path walking as the South West Coast Path can be accessed at this point, visiting the public house, and gaining access to Golden Cap, the headland situated to the immediate west of Seatown, which is the highest point on the south coast of England. This features in many promotional posters and advertisements relating to the coastline of West Dorset and so is something of an attractor which leads visitors to Seatown. Further reference to the economic value of the Jurassic Coast is provided in Section 7 below, whilst Plans of the main land ownerships at Seatown are shown in **Appendix 1**.



3 Some Key Issues

3.1 There have been discussions about some of the traffic and visitor management issues facing Seatown for very many years and indeed initial plans were prepared some 10-15 years ago, with a view to making some improvements; however funding was never



available for implementation. The issues are concisely summarised in the SWOT analysis in Section 4 below, but essentially the key problems are as follows:

- The access route to Seatown from Chideock; Sea Hill Lane is extremely narrow with a number of informal passing places only.
- There is a large caravan site based at Seatown, which inevitably attracts traffic, including towed touring caravans.
- The highway leading to Seatown Beach itself is extremely narrow and has double yellow lines, but there is often contravention of this summer time 'No Parking' restriction in this area, causing difficulties for delivery and emergency vehicles.
- The turning area is very small and results in vehicle/pedestrian conflict.
- There is no clear and easy access to the beach, especially for those with a disability.
- There is no parking for people with disabilities, specifically on or close to the seafront.
- There are public toilets, but they are in need of some improvement.
- There is a clutter of uncoordinated signing, which have clearly been put up at different times, by different organisations and with different purposes, many of which focus on negative messages and state what visitors *cannot* do!
- Some of these are now rusted and have no information on at all and this results in the area providing both an unattractive and somewhat unwelcoming 'first impression' to visitors.
- Restrictions over car park opening times and inflexible charging policy

3.2 The purpose of this feasibility study is, therefore, to identify potential solutions to some of these issues with a view to both making life easier for local residents, who can be inconvenienced by some of these problems, but also to



ensure that visitor management is improved and that the visitor has a more positive experience at Seatown, with consequential benefits for local businesses and repeat visits.

4 Community and Stakeholder Engagement

4.1 It is clearly important that any feasibility study which examines potential changes and improvements at Seatown is undertaken with close engagement and consultation with key stakeholders including local organisations and representatives, as well as the local community as a whole. The project has been initiated by Chideock Society and has the support of the Parish Council.

4.2 Following an inception meeting of the Project Steering Group on 16 December 2015, a further meeting was held on the 13 January, with a wider group of stakeholders, notably landowners and other interests in the locality, with a further meeting held on 10 February 2016, to which members of the public were also invited. Prior to this meeting, a summary note about the Feasibility Study project was circulated widely within the Chideock/Seatown area. In addition, suggestion boxes were placed in the village shop, Anchor Inn and George Inn and posters displayed, with a 2 week period being provided for comments to be submitted. Members of the local community also attended the open meeting and presentations on 10 February and a number of comments were received as result of these exercises. A final meeting and presentation was made on 12 March 2016. A summary of these comments together with an initial response is included in Section 7 below. The note circulated to every household within the Chideock/Seatown area and poster are attached as **Appendix 2. The Coastal Revival Fund “bid” document, the SWOT analysis and the notes from the January and February meetings were also put on the community website www.chideockandseatown.co.uk.**

4.3 The agendas and notes of these meetings are provided as supplementary documents, together with copies of the presentations that were given at the 13 January and 10 February meetings. A workshop at the first meeting generated ideas and added to a Strengths, Weaknesses, Opportunities and Threats [SWOT], exercise that had been started by the consultants. This is set out in the table below and neatly summarises the key issues and potential opportunities as well as some potential solutions.



4.4 Given the short timescale within which this feasibility study has been undertaken, the focus of attention has been on the ‘Opportunities’ that are set out in the table and exploring the potential for these to be developed into actions and firm projects. Although the aim has been to determine a broad consensus of opinion, through community and stakeholder meetings/workshops, it is inevitable that in any location and in a situation such as this, where a changes and improvements are being proposed and strong opinions that have developed over a period of time, there is unlikely to be full unanimity by all within the community.

4.5 However Seatown has been grappling with these issues for some 30 years or more and broadly speaking, at a local level there is a firm commitment that the time and the community is now ready for action, otherwise the situation will simply continue as at present, with the general dissatisfaction that it has created. Proposals and actions related to the individual project are therefore set out and described below in more detail.

“Saving Seatown for the Future’: Seatown Regeneration Project

Strengths	Weaknesses
<ul style="list-style-type: none"> • Close to A35 main Trunk Road & easy reach of public transport service • Accommodation available at Caravan Park at Seatown and other facilities in Chideock • Local Shop in caravan site • Attractive coastal location • Access to the Beach and Jurassic Coast World Heritage • Area of Outstanding Natural Beauty • Geology & Fossil collecting • Main access point for Golden Cap [Iconic symbol of WHS & Highest Point of South Coast] • Access to SW Coast Path to both directions & National Trust land; attractive landscape & nature areas • Visitor facilities Pub, Car Park, ice cream kiosk & toilets close to beach • Good quality pub • Safe off road parking • Clean beach & water • No night time light pollution on beach • Area protected from development; comparatively unspoilt • Popular fishing location • Much used destination for all levels of education • Bridleway for pedestrians links Seatown with Chideock. • Some signs have been upgraded more recently • Landowners engaged in discussion about improvements 	<ul style="list-style-type: none"> • Narrow & tortuous vehicular access from A35; leads to congestion at peak times, with few and no proper passing places • Access used by cars and towed touring caravans which adds to difficulties. • No coach access or parking which restricts visitor market • Restricted access and turning at Seatown and conflict with pedestrians & residents • Unauthorised parking on double yellow lines in summer causing congestion and blocking of road for service and emergency vehicles • No enforcement of parking restrictions • Car Park has fixed ‘All Day’ fee [£4] • No short stay parking so some visitors put off/frustrated & insufficient parking at peak times • Car park liable to flooding • Car park closes at sunset and is not open until 9:30 AM, controlled by covenant. Outside these times; essentially no parking at Seatown after sunset in summer. • Access to beach is unclear and difficult in places; no clear and effective signage; access over rock armour dangerous • Facilities for disabled people are limited; notably parking spaces & no safe access to beach • No bicycle storage racks • Off season facilities are limited • Plethora of derelict, old & untidy and generally unwelcoming signs • Unsightly metal gates and chains • Wall at edge of beach & supporting highway in need for maintenance and repair • Bridleway to Chideock is not clear or well signed at Seatown end • A dynamic environment & increased storminess and coastal erosion leading to uncertainty and difficulty in placing signs etc. in the visible locations No focal point

	<ul style="list-style-type: none"> • Old/ out of date interpretation panels & safety signs, some not replaced since 2012/13 storms & lack of coordination. Some signs blank or missing • Pedestrian safety is comprised/in danger at peak times • Public toilets in need of improvement, better maintenance • Potential pollution from sewageworks • Serious erosion of river banks; knotweed management issues • Several projects that have been put forward in the past but have come to very little in reality
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Opportunities	Threats
<ul style="list-style-type: none"> • Potential to examine alternative access route to caravan site • Potential to examine some form of park and ride or park & walk system • Potential to bid for future Coastal Communities Fund money to implement projects • More flexible and inviting parking charges....short stay option • Additional/overflow car park site provision • Signing on A35 to inform car parking availability • Potential for pedestrian refuge alongside highway to seafront • Identify locations for improved passing places on Sea Hill Lane to A35 • New footways alongside Sea Hill Lane & Mill Lane • Improved turning space • Design high quality coordinated, up to date Interpretation and safety signs that are engaging, interesting and informative • Design improved access to beach for public, including disabled people • Design new signing scheme overall for Seatown with clear messages • Good partner engagement • Music events & business opportunities • Improved facilities for education groups • Better on line information • Improve/more/relocate WCs • Improve management of access to beach for dogs • Opportunity for Local Leadership to be shown by the Chideock Society and Parish Council 	<ul style="list-style-type: none"> • Absence of close partnership working by local stakeholders • Lack of consensus over <i>'what needs to be done'</i> • Unwillingness of parties to revisit old problems with a fresh look and find solutions, through compromise • A more difficult national & local environment in which to find funding • In due course, absence of funds to implement projects, leading to disillusionment • A dynamic environment which is very exposed during the winter storms, which can result in improvement works being destroyed. • Higher frequency and greater intensity of storms resulting in severe damage • Concrete apron near beach breaks up due to storms • River erosion causes retaining wall to collapse and road to subside • Pedestrian bridge destroyed by flood • Sewage pumping station could become flooded • Landowners' willingness to engage and support improvements to public access may change due to external factors, with resulting lack of cooperation. • Appearance of area deteriorates further with resulting negative experience for visitors • Conflict between residents and visitor's interest exacerbates • Increased congestion • Increase in visitor numbers and pressure becomes overwhelming • Too much improvement spoils natural environment & character of Seatown • Opposition to proposed improvements from public or designated authorities • Funding inadequate to complete works • Damage to sensitive areas if not sensitively managed

	<ul style="list-style-type: none"> • Long term maintenance of improved assets as result of project not resolved...is it sustainable • Wider area may benefit more than immediate businesses • Any sea defence works need to respect World Heritage status of coastal/cliff edge
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Analysis of Visitor Movement at Seatown in 2012

4.6 It is fortunate that some analysis of visitor movement at Seatown was undertaken in over 1 hour on a busy morning in summer 2012 using time lapse photography. The results of this analysis which was based on the surveys over a 12 hour time period, are illustrated below:

Access and desire paths based on time lapse survey August 2012



Environmental pressures on access and infrastructure



5 List of Potential Projects and Actions

5.1 The following list of potential projects and actions have been derived from past local experience, the stakeholder workshops, meetings with land owners as well as assessments and survey by the consultant team. Clearly all proposals would be subject to engineering advice and phased to match the inevitable cost constraints. In the summary of projects set out in Section 8, an indication is provided of the possible phasing based on costs and ease of implementation of each project. This is also illustrated by way of green, amber, red annotations; with green being potential 'quick wins' and red being more difficult, long term and costly projects.

5.2 Provision of passing places on Sea Hill Lane between Chideock and Seatown

Whilst there are some informal passing places already present on Sea Hill Lane, these are generally just indents into the hedge that have been developed over time. There is therefore potential to create between 2 and 4 properly constructed lay-bys of sufficient size to be capable of accommodating up to 2 cars and touring caravans, or 3-4 cars, to take account of the number of movements along this lane during busy summer periods. These would have to be constructed to necessary highway standards and meet the requirements of Dorset County Council as

Highway Authority. This might involve the provision of a retaining structure as well as the removal of some hedge banks, but these could be rebuilt and replanted at the back edge of the lay-by and which would regenerate and reintroduce a green backcloth to the Lane, as at present. Implementation of the project would obviously require the consent of landowners and funding as would all projects.

5.2 Dorset County Council has advised that the costs would be as follows:

Lay Bys/Passing Places Seahill Lane

The budget cost to construct a single bituminous passing place approximately 25m long x 3m wide built to the standard Highway specification including the provision of sheet piles if necessary, for the purpose of retaining a soil embankment up to 1.0m in height would be in the region of £ 22,500, excluding VAT.

The budget cost to construct a single bituminous passing place approximately 25m long x 3m wide built to the standard Highway specification including the grading back of a soil embankment, [but without retaining structure] would be in the region of £9000, excluding VAT.

5.3 This assumes that all excavated material will remain and be graded out on site, thus saving monies on disposal fees. If and when firmer costings are required, then from the information provided to date, a detailed survey of the site will have to be carried out and design plans drawn up. No design costs have been included with in the above costs.

Possible Locations for Lay Bys



5.4 Initial informal discussions with landowners; notably the National Trust has indicated that in principle there is support for this initiative but other landowners have yet to be approached and would clearly need to give their consent with the provision of one lay by at first bend the Chideock end of the Lane being considered as a priority.

Pedestrian Refuge/ Footway

5.5 As well as enhancements to the signing, there is a need for improvements to the steps that lead down to the footbridge that links the eastern and western parts of Seatown. In addition, creation of a 1.2m wide pedestrian refuge during the summer [May–October], where the double yellow lines are currently located between the entrance to the car park and the turning head would be beneficial. This would serve two functions:



- It would provide a pedestrian route delineated by removable bollards within the highway for pedestrians accessing the beach area, which would provide greater safety.
- It would prevent vehicles from parking on these double yellow lines in the summer, which they do at present. With the refuge in place, the rest of the highway would be narrow and therefore if cars were to be parked in this area it would result in the complete blockage of the highway. This should mean that vehicles would not park in this manner.

New Roadside Bollards



- This pedestrian route could be provided by a separate surfacing and bollards to delineate the area in question.
- Through appropriate signing, visitors would be discouraged from driving beyond this point with access only for disabled, residents, service/emergency vehicles
- An alternative would be to provide the bollards in place for the full 12 months of the year which would allow for more permanent installation and more robust bollards which would be less likely to be damaged by vehicles



Dorset County Highways has advised that such bollards are a maintenance liability and need to be a standardised product to enable replacements to be installed if necessary. There would also be issues relating to the current Traffic Regulation Order [TRO] which relate to the double yellow lines and also to the 'loss of highway' that would need to be addressed.

Provision of a new vehicular turning head at the southern end of the highway, with appropriate protection

5.6 This is proposed to be close to and opposite the pub car park, but taking land that is currently part of the concrete apron. This would require some infilling and upgrading of this area as well as some form of protection on the seaward side in order to create the turning head. This would leave the current turning circle, close to the public conveniences, free from vehicles and where it would act as a pedestrian area only, other than for access and maintenance. There would also be scope for good quality, new interpretation and information boards in this location. This new facility would need to be constructed to Dorset County Highways standards and specifications.

5.7 However a key issue, which may affect the implementation of this proposed new turning area is that the concrete apron is subject to inundation by the sea during storm conditions. The practicalities and engineering requirements to enable this part of the project to be implemented would, therefore, need to be examined. Initial discussions have taken place with West Dorset engineers to discuss possible options for supporting and protecting this area and an external engineer has also been requested to advise on options for protecting this area. **A summary of the conclusions is set out below, together with initial cost estimates.**

5.8 Importantly, any designs would need to meet the requirements of the Dorset County Council as Highway Authority. The highway engineers have advised that any additional area of highway created would need to be 'dedicated as highway' by the freeholder of the land. The method of supporting the new turning area would also need to be agreed with the highway authority, having regard in this location, to both vehicle loading as well as acting to a degree as a sea wall/flood defence. Increased maintenance liability would also need to be addressed.



5.9 In addition Disabled parking bays could be provided alongside turning area, together with cycle racks in this location or near the Anchor Inn. Coupled with these improvements would be the following works set out below and as illustrated on the adjacent plan:

- Provision of a clear ramped route to the beach from the turning area
- Provision of a clear area for pedestrians to walk and look out, beside the lane
- Provision of a focal area opposite the Anchor for information boards, sitting space
- Disabled access to beach and lookout
- Provision of an information and interpretation point located directly along the line of visitor access to the beach.

Improvements to Existing Turning Area and Area Adjacent to Public Conveniences.

5.10 As indicated above, there is scope for this to become an area for pedestrians only, as at present there is a degree of vehicle and pedestrian conflict as a result of vehicles turning in a relatively confined area. This turning area also gives access to the public conveniences and there is a retail kiosk associated to the public house selling ice creams and beach gear immediately adjacent to the turning area. Reducing vehicular movements in this area would therefore be of great benefit, but any scheme involving the highway would need to be agreed with Dorset County Highways who have advised that then proposed changes would involve amendments to the Traffic Regulation Order affecting this area, with all materials, bollards and provision of parking for disabled people and related matters being agreed with the Highway Authority.

5.11 There is scope for enhanced interpretation and for the refurbishment of the public conveniences, which at present provide a male, female and disabled toilets. There are two wooden information boards in front of the access doors to the public conveniences, which would benefit from upgrade, refurbishment or replacement. Clearly in an exposed location such as this, it is inevitable that public infrastructure is subject to severe weather conditions, which does mean that



regular maintenance is essential, if the quality of the infrastructure and the presentation of information is to be maintained to a high standard.

5.12 It has been suggested that it might be desirable to provide a new, more appropriately designed toilet block near to the car park, with for example a 'green' roof. However, the need for use of the toilets is probably greatest by those on the beach and so their current location does have benefits. In addition, the provision of new toilets would be expensive and this is not as high a priority as other projects identified in the feasibility

study. Improvement to the setting and general appearance would however be beneficial, notably the provision of improved screening to the frontage with perhaps oak planking being provided to enhance the appearance. Discussions have taken place with the West Dorset Officer responsible for public

conveniences, who has advised that there is currently little prospect of funding being available to refurbish the toilets. However, subject to agreeing details, they would be able to consider local community volunteer involvement in repainting and general refurbishment if this was as an option that was supported locally.

Public Conveniences



Provision of New Turning/Parking Area

5.13 The new turning/parking area would be formed with gabion baskets, as described further with notes that apply, below. In this location the gabions would finish 300mm above the car park level forming a kerb, with a green oak fence also proposed, subject to the further comments below, in respect of safety. The turning/parking area would be formed of blacktop surfacing, with a standard construction specification and depth, with white lining to be included.

Restoration of Concrete Wall and Provision of Gabion Supports adjacent to existing Rock Armour Sea Defence

5.14 The implementation and management of this relatively recent rock armour is the responsibility of the West Dorset District Council and is therefore, outside the scope of this feasibility study. It is understood, however, that the Shoreline Management Plan policy that will

change in 2025 will be from 'Hold the line' to 'No Active Intervention'. The 'residual life' of the scheme should extend beyond the 2025 change in policy, but there may well be no further public funding for maintenance or repair beyond this time, although this is not certain at this time. Therefore, the longer term implications of sea level rise, increase storminess etc. mean that there is a degree of uncertainty over how Seatown will be affected in the longer term. In the meantime, however, there is still scope for significant improvement to be made to the local environment, as outlined in the actions set out above. It is fully appreciated that any improvements in this area come with a risk of damage from the sea but the present situation is not acceptable and therefore some solutions do need to be found.

5.15 This could include providing more support for the existing concrete wall and apron that is in a poor state of repair and yet has an important role in supporting the highway and existing turning area. There is potential for strengthening this area, and some works would also be required for the provision and protection of the proposed new turning area, as outlined above and any works would need to be agreed by both West Dorset District Council and Dorset County Highways.

Concrete Apron - Needs Strengthening



5.16 As with the turning area referred to above, initial discussions have taken place with West Dorset engineers to discuss possible options for supporting and protecting this area and an external engineer has also advised on options for protecting this area. The conclusions are as follows: The existing block wall abutting the beach is visually unattractive and is likely to fail shortly. To address this issue it is recommended to install a new gabion wall in front of the existing wall. Gabions are flexible, dissipate wave energy to a certain extent and are relatively cheap to construct. Their lifetime is however limited to about 30 years but can be repaired.

5.17 There are several types of gabion baskets available from PVC covered to heavy galvanised. The type has little bearing on construction costs and can be agreed prior to implementation. The rock filling has more bearing on cost. The standard gabion rock here would be Purbeck Limestone which has good durability and abrasion resistance and the costs estimate provided is based on this material. However, if another type of rock was required for the gabions, this could cost more and will need to be checked for physical properties. A green

oak post and rail fence is proposed on top of the gabions to protect the public from the drop on to the beach, but this could be omitted subject to the views of the landowner and their insurers.

Concrete Apron

5.18 With regard to the concrete apron, this area is damaged and visually unattractive. It is suggested that repairs to the concrete slab, including making it continue up to the new gabion wall be undertaken. The whole area could then be covered with a resin bonded surface that could include an aggregate that colour matches the existing beach material. This would improve the area visually, provide a non-slip surfacing and not look out of place when it is inevitably covered with beach material.

The estimated costs of all 3 elements described above is approximately £90,000, as provided by Raymond Brown Ltd who are experienced in this type of work, with a detailed breakdown provided in Appendix 5 .

Provision of pedestrian walkways within fields adjacent to the highway

5.19 During busy periods people do walk between Chideock and Seatown along Sea Hill Lane and this is not a safe or comfortable route for pedestrians, given traffic movements and the narrowness of the highway, especially older people those with buggies and young children and also when walking at night. There is potential, therefore, to create a green pathway on the field side of the hedgerow, either to the west or east of Sea Hill Lane.

5.20 Depending on the number and views of landowners, it is considered that the eastern side would be preferable, given the National Trust ownership on this side and their general remit for improving public access to the countryside. Initial informal discussions with the National Trust have indicated that in principle there is support for this initiative but other landowners have yet to be approached.

5.21 Dorset Highways has advised that this project would require some form of hard surfacing if the path was to withstand bad weather, together with new fencing on the inner field-side of the footway, which would need to be a minimum of two metres wide. If considered appropriate this could also include provision for cycling so that a joint cycle and footway was created, but this would clearly involve greater land take as well as additional costs in surfacing etc. Initial cost

estimates are set out below. However, this would be a costly footpath to provide and it is questionable whether this would be required if improvements for pedestrians were able to be made adjacent to the concrete bridleway as set out below in section 5.22.

Provision of a pedestrian walkway within field adjacent to the concrete bridleway that extends from Seatown to Mill Lane Chideock

5.22 In a similar manner to that described for Sea Hill Lane, there is scope for providing a pedestrian footway on the western side of the concrete bridleway that is narrow in part and extends between the caravan park and the public highway at Mill Lane. This has bridleway status, but it is also used by vehicular traffic and some landowners and others have such rights of access over the pathway. As this route has quite heavy pedestrian use by residents, the wider public, as well as visitors of the caravan park, when gaining access to amenities in Chideock, it would be a valuable amenity. The cost for a surfaced footway would be the same £ per 100m as the above paths which are as follows:

Footpaths

The budget cost to construct a 100m long x 1.8m wide bituminous footpath built to the standard Highways specification including pre-cast concrete edgings would be in the region of £16,000, excluding VAT.

Alternatively the budget cost to construct a 100m long x 1.8m wide bituminous footpath to the standard Highways specification including timber edgings would be in the region of £14,500, excluding VAT.

5.23 This assumes that all excavated material will remain and be graded out on site, thus saving monies on disposal fees. If and when firmer costings are required, then from the information provided to date, a detailed survey of the site will have to be carried out and design plans drawn up. No design costs have been included with in the above costs.

5.24 Another alternative option that has yet to be costed in the use of plastic grids which are filled with soil and through which grass grows. This would provide a more solid, but still natural appearance.

However, a much cheaper and simpler option still would be to move the existing fence that runs along the inside of the hedge a few metres further into the field and just provide a basic unsurfaced grass

'countryside' footpath, with gates at either end. This would have the benefit of being relatively quick and easy to implement and also has low, long term maintenance costs. As the path is primarily used in the summer, this could be an option for consideration if supported locally.

Proposed Footpath in Fields to West of Concrete Bridleway



5.25 In response to consultation on this project as part of this study, a number of local residents have expressed opposition to this proposal, on the basis that the existing route is a bridleway and therefore a pedestrian route, although reference is also made to the very real safety issues for children. Whilst the provision of a footway in the field would not undermine the status or use of the current bridleway by those who wish to continue to use this route, issues associated with the vehicular use of the bridleway have been longstanding issues of contention locally and there are understood to be issues awaiting final determination, prior to further consideration of this project. There is also the need for new and improved signing to encourage pedestrians to use this route from Chideock to Seatown via Mill Lane.

Improved Signing for Safety, Information & Interpretation & Public footpath and Bridleway Signing

5.26 The whole signing regime in Seatown has been re-examined as part of the feasibility study and the problems identified as part of the analysis of the current situation. It is evident that there is a real need for a new, coordinated, high-quality signing scheme that aims to ensure that there are the minimum number of signs, but at the same time that the required information is presented in the right locations and in a welcoming, positive and clear manner, with appropriate photographs, sketches and images where relevant, so that they are attractively presented and, therefore, of interest to visitors, encouraging them to be read and studied.

5.27 The plethora of signs has been described elsewhere within the feasibility study report and whilst there are clearly messages that need to be conveyed to the public about certain activities that are not allowed, it is considered that these can be presented in a far more positive manner than at present, with some explanation as to why certain activities aren't permitted. The content of the signs needs to include reference to:

- The Jurassic Coast, World Heritage Site
- Health and safety, notably in respect of rock falls, mudslides and rough seas, especially during storm conditions
- South West Coast Path & other environmental assets
- Access to the beach, notably for people with disabilities
- Improved signing from both Chideock & Seatown for use of the bridleway, with distance marked: $\frac{3}{4}$ mile
- Issues relating to car parking
- Activities that are *not* allowed, camping overnight; fires, launching of motor boats etc.

Possible Display Options

5.28 Some initial ideas of potential locations for new signing are as follows:



5.29 Legal liability lies with landowners, but in the past the Local Authorities provided the signage in coastal areas, often in partnership with organisations such as the RNLI and in consultation with the landowners and private beach owners. Indeed, the Local Authorities are the main organisations that deliver clear and consistent signage in a coordinated fashion along the entire coast. However, the provision of safety signage and its long term maintenance is potentially a difficult issue to address in the current economic climate and also due to potential concerns about liability, in the event of accidents and associated legal action. Local Authorities exert considerable effort in promoting tourism in the locality and on the coast, notably in relation to the World Heritage Site. It is therefore reasonable to expect that having attracted visitors to the area, they have some responsibility for ensuring that they are properly informed about the local environment and local safety issues in different coastal locations.

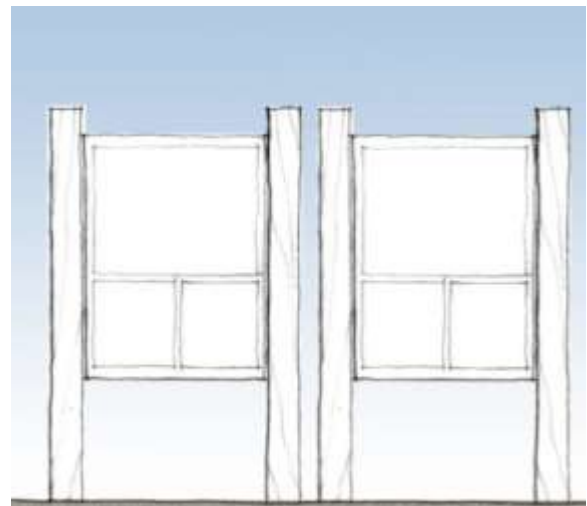
5.30 It is important therefore that signage provided is 'all that is reasonable' and ideally consistent along the coast, although where different landowners own different parts of the coast, this does mean that coordination by the Local Authorities would be desirable and beneficial.

This could not be better demonstrated than at Seatown, where:

- Virtually the whole of the beach is in one private ownership
- The cliffs, in part, belong to the National Trust
- The access points where signage can be provided lie in other ownerships, by landowners who may not then own the potentially hazardous areas.
- The rock armour sits on private land but is the responsibility of the District Council.

Interpretation; New Zealand style

They use a modular system that can be one panel or several panels telling one story or several stories



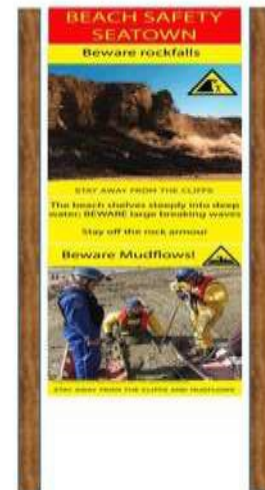
Therefore a high degree of goodwill, partnership working and co-ordination is required in order to provide signage to cover all parties' interests and concerns.

5.31 The aim therefore should be to aspire not only to do 'all that is reasonable' but 'the very best' to provide clear, informative safety advice and other information. If there is close partnership and joint agreement on such signing, then it is considered that will demonstrate that there is unanimity in the messages being provided on the signing, covering all relevant organisations' responsibilities. Therefore it is proposed that any change to the present signage regime is agreed between all landowners, the local authorities (Parish, District and County Councils), as well as the Maritime Coastguard Agency and the RNLI, as providers of some of the present signage.

5.32 Possible content of signing and further illustrations are set out below:

Orientation – a map showing toilets, pub and shops, footpaths, short and longer walks, using viewpoints as the draw. This could also be the place where 'information' listed below, is located.

- Geology, fossils and geomorphology – Jurassic Coast World Heritage stories.
- The Golden Cap Estate – landscape, wildlife, how it is managed – National Trust. This could include a wider orientation map of the local area.
- Historic photos of Seatown and how it has developed and changed; sourced locally.
- The future for Seatown – coastal management, climate change, increased storminess – the balance between protecting the natural and human interests and the challenges that the future holds here.
- This could include a piece about the Strategic Monitoring programme based at the Plymouth Coastal Observatory.
- In addition, there is a need to provide space for a plethora of information on for example: Dogs; Litter; BBQ's; Fishing; Rock armour – Warning; Water quality



6 Other Potential Management Changes

Car Park Opening times

6.1 As indicated in Section 2.3 above, the existing car park, which is owned by Palmers brewery has a restrictive covenant, in the benefit of a nearby residential property, which means that it cannot open until 08:00 each morning and has to shut by sunset, on the basis of avoiding noise and disturbance to a nearby residential property. Whilst the objective of this is fully understood, it clearly does restrict the use of the car park and has an impact on evening use and activity at Seatown, both connected with the public house and for others who may just want an evening walk on the beach and to visit Seatown by car.

6.2 Extending the opening time to for example 23:00 or 22:30 would it is suggested, assist in enabling more people to enjoy Seatown in a relaxed manner, for evening walks on the beach, visiting the Anchor Inn etc., but without generating problems of late night noise and disturbance and overnight camping which are matters of concern locally. The day-to-day operation of the car park is controlled by the landlord of the Anchor Inn.

6.3 As a result of the preparation of this feasibility study and consultation with respective owners and parties involved, this matter has been discussed and a more flexible regime is now likely.

Car Park Charging Regime

6.3 A further issue in relation to the car park is that there is a single all day charge of £4, which is reduced to £2 during the afternoon and winter periods. While in itself this might not be an unreasonable sum for those who wish to park all day, it is considered that this does act as a significant disincentive for those who wish to have a quick visit to Seatown and perhaps a short walk on the beach; staying up to, say, one hour.



6.4 It would therefore be benefit to have a more flexible charging regime with short stay parking available, perhaps in a dedicated part of the car park. When it is open the car park is

managed by an attendant and, therefore, the ability to manage both long and short stay parking should not be an insurmountable problem. An alternative and preferable option would be to introduce a pay and display ticket machine which allowed full flexibility for staying 1,2, 3 hours and all day at say £1 per hour up to the all-day charge which could be fixed at a fee that the owners considered appropriate. The attendant could still be on site to manage the area generally, especially when the car park becomes full and to check tickets etc. and manage transition to and operation of the overspill car park; see below for further details.

6.5 Discussions with Palmers Brewery as part of this feasibility study have indicated a positive approach to this option which would have significant benefit to the area as whole, as well as potentially increasing car park income and turnover of spaces, as the added flexibility will encourage more people to stay for as long as they wished. In addition, clear signs and road markings are required to direct visitors to the car park. This single change in management would have significant benefits for all and help demonstrate how with a strong partnership approach and goodwill on all sides, improvements can be achieved with little real difficulty.

6.6 Furthermore, for local people, there would be a significant benefit in introducing an annual residents' season ticket for parking, which would be a positive move towards good community relations and would most likely lead to increased income for the landowner as it is known that some local people are put off visiting Seatown due to the fixed parking charge.

6.7 The car park has a capacity of 150 in the summer and approximately 40 in the winter. This is due to the fact that the eastern part is a sloping grassed area that cannot be used in the winter. However the reduced car park area can become quickly full in sunny winter days and in holiday periods. Consideration could therefore be given to providing an appropriate surfacing material to enable winter parking. This could be artificial porous, ground reinforcing grids that would blend with the natural surface and yet also provide a robust surface for parking.

Overspill Car Park

6.8 At the stakeholder workshop on 13 January 2016, as part of the SWOT analysis, an opportunity was identified to establish an overspill car park up Seahill Lane but towards the Seatown end. This was envisaged on land owned by the National Trust or others, as indicated

on the plan below. This would be used in peak summer holiday period and on Bank Holiday weekends only. A number of options have therefore been considered following site visits:

Option 1

- Sites at Sea Hill Lane in both private and National Trust ownership
- Access some distance up Sea Hill lane and where the proposed fields are somewhat uneven and sloping and generally separated from the other facilities at Seatown. These are therefore not considered to be particularly suitable sites. See Plan 1

Option 2

- Site owned by Golden Cap Caravan Park
- Adjacent to existing car park and therefore would be seen as an 'extension' to the car park, rather than totally separate and where joint management between the 2 different landowners would be possible and beneficial, so as to 'trigger' and then manage the use of the overspill area.
- It is an extension of land used as recreational area and open space for the caravan park
- Access from road near car park entrance is available, but the proposed car park area set down at lower level and so would result in limited visual intrusion. Safe access and egress would have to be managed and fencing provided. See Plans below.

• Option 1 – Plan 1



• Option 2 – Plan 2





6.9 Prior to this option being progressed, it would require planning consent and it would clearly be appropriate for a joint management regime to be established between the operators of the current car park; Palmers Brewery and the owner of the overspill car park; the Golden Cap Holiday Park, as the overspill, area would only come into use once the main car park was full. Discussions between these parties have taken place as a result of the preparation of this feasibility study and this project is now likely to be progressed. Consultation has also been undertaken with Wessex Water in view of the proximity of their pumping station, which is located close to the access roadway to the overspill car park. However no overriding concerns are expected.

General Aesthetics and Materials Improvements

6.10 To summarise the improvement of the appearance of the area, the following is proposed:

- Remove existing unhelpful array of signs and fences etc., to clean up appearance
- Provide hardwood bollards to control vehicles and to define pedestrian areas
- Resurface pedestrians areas
- Provide attractive information boards and structure
- Use simple natural materials for all finishes to suit the 'countryside meets beach' feel, avoiding a 'municipal' appearance
- Limited palette for materials – hardwood, gravel, stone
- Provide good litter and dog bins, well positioned
- Provide hardwood seating at viewing area
- Provide a robust engineering solution to form substantial retaining walls where appropriate
- Differing materials for disabled parking bays

- All signs to be fixed between or to face of hardwood posts
- High quality concrete for slip to beach and other areas close to flood water

Park and Ride Service from Chideock

6.11 There has been discussion in the past about the possibility of a small scale park and ride service being operated, so that visitors to Seatown, park for a fee at Chideock and are then transported either by minibus or land train or indeed travel on foot, to Seatown on a route that avoids Sea Hill Lane. The key issues in relation to this proposal would be:

- The set up costs in terms of identifying and securing a parking area in Chideock at the Chideock end of Sea Hill Lane or elsewhere;
- The laying out of parking area with the appropriate surfacing,
- The provision of a new access roadway and negotiating terms with different landowners
- Provision of a minibus,
- The operational costs, which would apply in the peak summer only, as at other times of the year, it would not be sufficient demand or be financially viable.

6.12 It is likely to be difficult to identify a site and a landowner and/or operator who would be interested in investing a significant capital sum up front and operating such a service. Furthermore if as an alternative, Sea Hill Lane were to be used, then whilst the use of a minibus might well remove a number of vehicles from travelling back and forth along Sea Hill Lane, it would still be likely to have a degree of congestion experienced by those on the minibus, thereby reducing the potential benefit attractiveness of using the service and in particular; the 'perceived' benefit.

6.13 An alternative route option could be to provide a Park and Ride service from the Dog House Farm end of the private trackway that leads to the back entrance to the caravan park, which is used for delivery of caravans and other service vehicles accessing the caravan park. This would involve crossing land in a number of ownerships, including that of the caravan park; provision of a parking area and an appropriate vehicle, although some could also potentially walk the route to Seatown. There could however also be access, safety and security issues with regard to bringing non-resident visitors through the park, which could have management implications for the park operation.

6.14 Whilst, therefore, in theory the potential for some sort of Park and Ride option may have some potential, having regard to the limited timescale allowed for the preparation for this current feasibility study, it is proposed that whilst this option is referred to, it is not currently included as a proposal. If however, the overall Seatown Regeneration Project is taken further forward, with external funding secured through the Coastal Community Fund and/or other funding sources, this could be an option that the local community may wish to consider further in due course, with economic and management implications being examined in greater detail, as a separate project.

Variable Message Signing Board on A35 for Car Park Capacity

6.15 This idea has been suggested for some time and was raised at the stakeholder meetings. There are number of issues that would need to be addressed including the following:

- The necessary telemetry that would be required at both ends;
A 35 & Seatown Car Park
- Potential Highways England concerns, as the sign would be on the Trunk Road and due to driver uncertainty over turning and changing direction, this could potentially cause highway safety issues
- Traffic may ignore signs...just to check the parking situation!



A general meeting with Highways England is to be held with the Parish Council when this proposal will be raised to establish their views.

7 The Economic Value of the Environment & The Jurassic Coast to Dorset's Economy & Potential Funding Sources for Projects

7.1 Dorset County Council has recently commissioned study of the Economic Value of the Environment to Dorset's Economy that includes an assessment of the benefit of the Jurassic Coast to the economy. Amongst other matters, this has concluded that the Jurassic Coast influences £92 - £114m of economic output per annum.

7.2 Seatown is a pivotal gateway location on the Jurassic Coast, due to the presence of Golden Cap and yet as demonstrated in this study, there is much to be done to address traffic and visitor management problems. If the Jurassic Coast is of such importance to the local economy, then the authorities who are responsible for its promotion should also have some

responsibility to provide and support the provision of necessary improvements, to ensure that visitors to this World Heritage Site have the best possible experience.

7.3 It is important therefore that early engagement takes place with both Dorset County Council and West Dorset District Council, to establish how best to maintain the momentum of this feasibility study and secure support for implementation of the identified projects.

7.4 Potential funding sources that can be investigated for the future implementation of projects could include the following:

The National Coastal Communities Fund

This is national programme, which has funded a wide range of projects around the coast in recent years. It is understood that the next round of funding will total £90m for the UK, with 'Expression of Interest' to be invited in summer 2016. On the basis that the CCF's Coastal Revival Fund and supported this feasibility study, there is a good case for submitting a bid for capital CCF funds. The Dorset Coast Forum Team, based at Dorset County Council is closely involved with this programme

The South Dorset EU LEADER Programme

This EU funded programme is coordinated by team based at Dorset CC and the fund focuses on business development and tourism in rural areas. The programme is currently open for bids to be submitted.

Lottery Sources

There is a range of Lottery programmes and funds that can be explored for funding, potentially Big Lottery, which focuses on community based projects and also possibly Heritage Lottery sources.

Local Authorities

Whilst fully recognising the financial constraints being experienced by local authorities at this time, given the World Heritage status of the area and the problems identified in the study, exploring how local authorities might assist, either financially or with technical officer support must be a priority

Local Businesses with an interest in Seatown

There are number of local businesses that are directly involved in Seatown who have direct interests in ensuring that some of the projects identified are implemented. Discussions with these business is therefore strongly recommended.

Local Community Fundraising Initiatives

This might include local fundraising events as well as Parish precept specifically identified for helping to fund projects identified in this study; for example the proposed singing improvements.

8 Summary of Comments from the Local Community & Responses

8.1 During the preparation of the feasibility study there have been 3 meetings and other mechanism put in place to obtain the views of local people. The table below summarises the key elements of the comments received and sets out the study teams responses. Full copies of the representation are available from the Chideock Society.

Summary of Comments	Responses
Support pay and display and overspill car park	<i>Pay & display will add flexibility to car park use and reduce congestion, as will the overspill car park which would only be in use at peak summer times and Bank Holidays</i>
Oppose overspill car park	<i>One of the problems with congestion at busy times is cars being unable to park and therefore returning back up Sea Hill Lane as others come down at the same time, thereby adding to traffic movements at busy times, more than necessary. An overspill car park would alleviate this problem and provide visitors with a more positive experience of Seatown.</i>
Lay Bys supported	<i>Noted, this will alleviate congestion</i>
Do not support footpaths in field, Mill Lane is Bridleway as therefore also a footpath Bridleway is dangerous in summer for children but should be for pedestrians only	<i>Whilst the bridleway is used as a footpath, it is wide, has a concrete surface and there are access rights for use by vehicles. It has been reported that there is some concern about pedestrian safety and an informal field pathway would simply provide an alternative route for pedestrians, with no obligation to use it. However this is a longstanding and contentious local issue and therefore it is likely that this needs to be resolved before this matter can be progressed further.</i>
Support for some elements, but not footpath adjacent bridleway used by vehicles	<i>Noted see above re bridleway</i>
Support signage & for flora & fauna	<i>A comprehensive and up to date signing programme would significantly improve the current situation with a</i>

	<i>broad range of integrated information supported by all partner organisations</i>
There is a focus on the interests of visitors rather than villagers and their opinions	<i>The aim of this study is to examine issues and long standing problems from all perspectives and develop potential solutions. There are considered to be benefits for all sections of the community in implementing the identified projects; [See Appendix 3]. It has to be recognised that Seatown and Golden Cap are and have been for many years, an attraction for visitors and that tourism is an essential component of West Dorset's economy. Improved management and action is needed, otherwise the current problems will just continue unresolved without benefit to any parties.</i>
Little trust in landowners and authorities	<i>This study is aimed at setting out the issues and potential solutions in a comprehensive manner and has had input from both the local authorities and landowners as well as local organisations and residents. In any study and project such as this, there will inevitably have to be compromises if changes are to be made</i>
More visitors means more traffic	<i>Visitors are coming to Seatown already and will continue to do so due to the attractiveness of the Jurassic Coast, the beach etc. There are management issues that need to be addressed. The project does not actively promote more visitors.</i>
Chideock residents on Sea Hill Lane have issues related to traffic	<i>This is well understood and the projects and proposed actions do aim to improve the management of traffic, but clearly traffic does pass houses along Sea Hill Lane and has done so for many years, to access to beach and sea at Seatown. Likewise, but to a lesser degree. currently along Mill Lane.</i>
Project seem to encourage increase in traffic	<i>This is not the case, the project is about finding solutions to current traffic management issues.</i>
When will touring caravans cease Support improved access to Jurassic Coast	<i>It is understood that the long term plan of the Golden Cap Holiday Park is to phase out touring caravans and replace the area by lodges which have planning consent, but a precise timescale is not currently available.</i>
Support concrete apron improvements etc. But disabled [wheelchair] access onto the beach itself is not realistic	<i>Noted, although this will be a costly option, it would improve the situation for both vehicle owners and pedestrians. Improvement for disabled people can still be made even if full access to the beach is not feasible.</i>
Do not support new turning circle as would be undermined by the sea; 3 point turn area sufficient. Also potential waste of money due to sea inundation	<i>A 3 point turn area is effectively what is planned. Clearly it would not be prudent to implement this project without protection being provided and the scheme would need to be engineer designed and agreed with Dorset CC as highway authority</i>
Seatown, is not a 'Gateway' to the Jurassic Coast	<i>Although Seatown is not defined as an official 'Gateway' town such as Bridport/West Bay or Lyme Regis, by virtue of its position and the presence of Golden Cap, it</i>

	<i>inevitably does act as a minor gateway or access point to the coast and World Heritage Site.</i>
Recent increase since 2012 Tranquillity of area should be retained	<i>It is not clear whether there has been an increase in visitors since 2012 as no comparative survey data is available. Seatown has been an attractive location for local people and visitors for many years. There are no proposals for major development that would alter the character, tranquillity or attractiveness of Seatown, just improvements to people and traffic management, which should be seen as an overall benefit for all parties.</i>

9 Summary of Projects & Suggested Priorities

1	Project Summary of Works	Initial Cost Estimate	Phasing All Subject to Funding Short Medium Long Term or unlikely to be progressed
2	Sea Hill Lane Passing Places Construction of Lay Bys to DCC Highways standard	£30-£80,000 depending upon	
3	Pedestrian Refuge/ Footway	Costs to be determined but limited requirements	
4	Provision of New Vehicular Turning/ Disabled Parking Area	Costs of design and engineering : Estimate £39,590	
5	Repair and Improvements to Concrete Apron	Costs of design and engineering included in 6 below	
6	Restoration of Concrete Wall and Provision of Gabion Supports adjacent to existing Rock Armour Sea Defence	Costs of design and engineering including item 5 above: Estimate: £47,280	

7	Pedestrian walkways within fields adjacent to Sea Hill Lane Query if needed if 8 below provided as alternative access way between Chideock and Seatown	£15,000 per 100m if surfaced	
8	Pedestrian walkways within field adjacent to the concrete bridleway. Progress subject to local support and outcome of current considerations. Plus new footpath signs needed at Mill Lane and Seatown ends of path	£15,000 per 100m if surfaced, but much less if not	
9	Improved Signing for Safety, Information & Interpretation	Estimate: £10,000	
10	Car Park Opening times	No Capital financial Costs	
11	Car Park Charging Regime	Costs of Pay & Display Machine Approx: £3000	
12	Overspill Car Park	Costs of Layout and access to be determined	
13	General Aesthetics and Materials	Integral part of Project costs	
14	Park and Ride Service	Not being progressed at this stage	
15	Variable Message Signing	To be considered further & subject to Highways England consultation	

Illustration showing new seafront/turning head & slipway arrangement [Chris Sampson]



10 Concluding Comments

10.1 This Feasibility Study has been undertaken on behalf of the Chideock Society with funding support from the DCLG Coast Revival Fund and addresses longstanding traffic and visitor management issues in Seatown, with a view to identifying realistic projects that can be taken forward over a period of time. There has been limited time in which to complete the study due to funding requirements that require completion of the project by the end of March 2016 but local public and stakeholder engagement has taken place with three sessions.

10.2 A strong partnership approach has been taken to the work, which has involved close engagement and support for local stakeholders which has included the Chideock Society and Parish Council; local landowners, the local authorities, Jurassic Coast World Heritage Site Team and other interests.

10.3 A series of proposals and actions are put forward, as potential solutions to the identified problems and opportunities for change and improvement that have been identified, with the input and support of local stakeholders.

10.4 It is fully recognised that funding will be required to implement the identified projects, which at the present time of public funding limitations is a serious challenge for any organisation or community. The summary of projects set out in Section 8 of the report provided an indication of costs where currently known as well as an indication of those projects that could be progressed in the short term, as 'Quick Wins', those that could be progressed in the medium term as well as long term or unlikely projects which have been included, as they have been referred to during consultation and/or in meetings.

10.5 In the light of the improved partnership that has developed as a result of this feasibility study and with a degree of goodwill on all sides, it is proposed and recommended that by pooling funding, the partners have the potential to deliver at least some of the short term projects over the next few years, which could start to make significant improvements to the traffic and visitor management problems in Seatown, for the benefit of all; residents; visitors landowners and businesses. Potential funding sources are identified in Section 7.4.

10.6 This project has been initiated by local people within the Seatown/Chideock community, Chideock Society and Parish Council. It is recognised that there may not be full unanimity in respect of all aspects of the report and it will be for local organisations to ultimately decide on which projects it wishes to progress as priorities. However if the outcomes of the study are to have any chance of success and for projects being progressed, with support from external bodies, it is essential that the local community, through its Society and Parish Council speaks with one voice, is united and clearly demonstrates good community, public and private sector partnership working and cooperation.

10.7 It is intended that by presenting both the issues and opportunities for improvement in a single comprehensive document, then this will provide a sound framework or strategy for understanding the problems, as well as taking forward projects for implementation through the grant fund bidding process. This will enable potential partners to appreciate that problems, challenges and potential solutions are being considered in a coordinated manner and that the ideas have been developed through a series of stakeholder and public engagement exercises.

10.8 Seatown is an important location on the Dorset & East Devon, Jurassic Coast World Heritage Site and a key tourist location within West Dorset. The representative local authorities,

Dorset County Council has responsibilities for local highways, the World Heritage Site and Dorset Coast Forum, all of which are relevant to this study, whilst West Dorset District Council has interests in tourism, economic development, coastal defence and community interests generally. It is important therefore that the authorities are engaged with, a view to securing their general support for the projects and potentially seeking support for their implementation, either financially or through technical support, or indeed both.

11 Recommendations

11.1 The following **Recommendations** arising from this Feasibility Study are therefore put forward for consideration and it is recommended that:

- This Feasibility Study Report is considered formally by both the Chideock Society and the Chideock Parish Council, with a view to it being to be supported and endorsed

- A joint meeting be sought and arranged with appropriate Elected Members and Officers of both Dorset County Council and West Dorset District Council.

- That future funding opportunities being explored, notably from:
 - The National Coastal Communities Fund;
 - The South Dorset EU LEADER Programme;
 - Lottery Sources
 - Local Authorities
 - Local Businesses with an interest in Seatown
 - Local community fundraising initiatives.

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Appendix 1 - Land Ownerships

1 National Trust

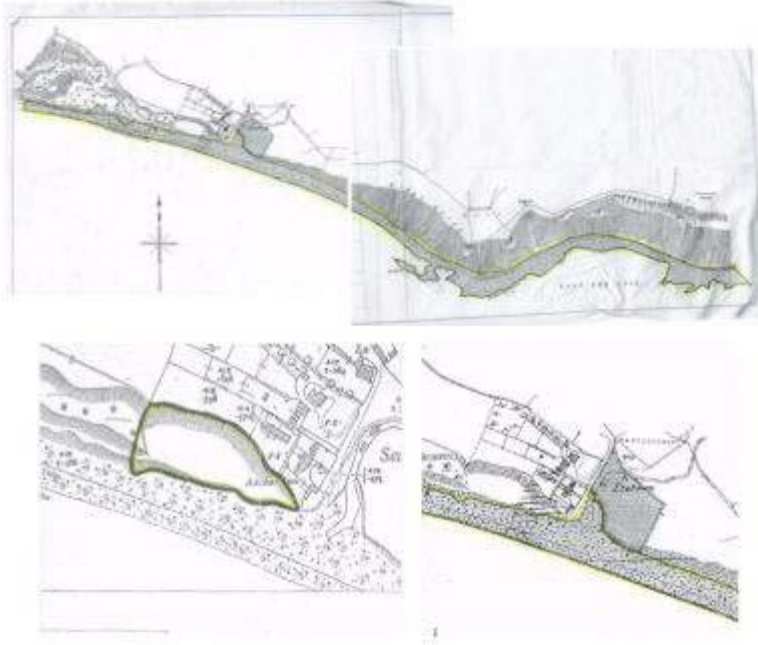


2 West Dorset DC – WCs

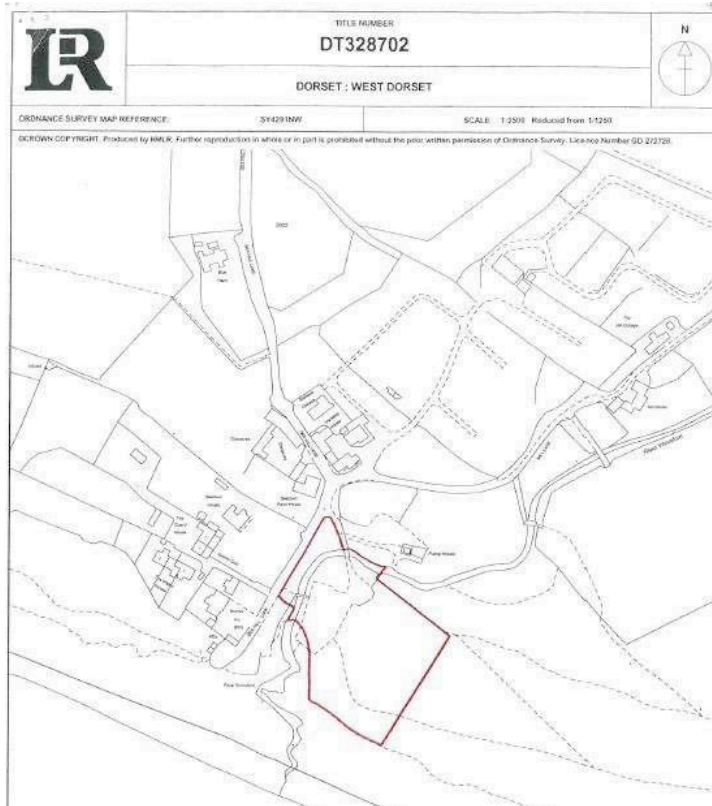


3 Wraxall - Beach Owner

Wraxall Family



4 Palmers Brewery



5 Golden Cap Holiday Park - Southern Part - Indicative





SAVING SEATOWN
FOR THE FUTURE



*****DON'T MISS YOUR CHANCE!!!*****

**THE DEADLINE FOR YOUR IDEAS AND
SUGGESTIONS IS APPROACHING FAST!!**

(Nearly as fast as the rain and sea are eroding the
riverbanks, beach front, car park and the cliffs)

**DON'T KEEP YOUR IDEAS TO YOURSELF.
USE THE SUGGESTION BOXES AT THE VILLAGE
SHOP, THE ANCHOR INN OR THE GEORGE,
e-mail chideocksociety@gmail.com**

or

**PHONE ANY OF THE FOLLOWING PROJECT
MEMBERS:-**

**Roger Carey 489782
Richard Edmonds 07814 507628
Kate Geraghty 489422**

BY 5 FEBRUARY

Seatown Regeneration Project.

CHIDEOCK SOCIETY NEWS.

CALLING ALL RESIDENTS! WE NEED YOUR IDEAS AND SUGGESTIONS.

If you have walked, driven, ridden, pushed a wheelchair or pram down to Seatown recently, you will have noticed the beachfront, river bank, car park, cliffs have all suffered serious erosion and damage during the last two years of winter storms. It is becoming increasingly evident that if Nature is allowed to follow its own agenda, Seatown, and all it means to so many people, will be lost.

The concerns have grown over the years. A Seatown Management Committee (SMC) consisting of landowners, businesses, Parish, District and County Councillors, DCC Highways, WDDC Engineers and concerned residents was set up in January 2014 by the then District Cllr Gill Summers to try and find some solutions to the problems affecting everyone who cares about the future of Seatown.

Suggestions and ideas were put forward at the meetings, including a revival of some ideas based on land which would be donated by the Wraxall Family, first presented at a public meeting in Chideock Village Hall in 2003. Although it met with approval by all present at the time, the plan was dropped through lack of Local Authority finance. Disappointment all round.

The Seatown Management Committee regrouped in 2015, chaired by our District Cllr Simon Christopher and began to examine the latest problems and how to find solutions and funding.

Then, Lo and Behold! Late last August, The Chideock Society heard about a new funding stream launched by the central government Department for Communities and Local Government - "**The Coastal Revival Fund**" which small communities were allowed to bid for. The Chideock Society had just over two weeks to meet the criteria for the bid, and, with the support of our Parish, District and County Councillors and our MP, our bid was successful in securing a grant of £11,000 to carry out a Feasibility Study to see if anything can be done to Save Seatown for the Future and to improve safety and provide a more comfortable experience for everyone who goes there – residents, tourists, walkers, people with disabilities etc.

The time scale is very tight - the announcement of the grant was only made on 10 December and the Study has to be completed by Mid March, so time is pressing.

Some of the possibilities talked about are:

- 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
- making the current turning circle a safe vehicle-free viewing point
- providing parking close to the beach apron for people with disabilities, to improve their visitor experience.
- a Transport Management Plan to address traffic congestion issues, which lead to conflict between pedestrians and vehicles.
- 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

This project will produce a Feasibility report only, not make any physical changes at Seatown. If the study is approved, further funding is available from the Department for Communities and Local Government and a "bid" will be made for money to implement some

or all of the options identified in the feasibility report. Funding would also be sought from other bodies e.g. Lottery Fund.

A consultant has been engaged to produce the feasibility report, a steering group has been formed and an initial meeting of landowners and stakeholders has been held, attended by the beach owner; representatives from the National Trust, Dorset Area of Outstanding Natural Beauty, Jurassic Coast Team, Dorset County Council Highways, West Dorset Engineers Department and the Parish Council; Professor Brunsden with his extensive knowledge of the geology of the coast, and Seatown residents who are members of the Seatown Management Committee. Representatives from Palmers Brewery and West Dorset Leisure Holidays were unable to attend but both are keen to be involved in the project.

We want to gather constructive and achievable ideas from the Chideock and Seatown community – **SO NOW, OVER TO YOU.**

WHAT DO YOU THINK COULD BE DONE TO SAVE SEATOWN FOR THE FUTURE?

The enclosed leaflet has details of how to let us know your ideas and suggestions, and different ways to tell us. You may have already thought about this so, **DON'T MISS YOUR CHANCE TO HAVE YOUR SAY!**

There will be a public event in early March to allow comment on the draft report.

More information is available on the Community website www.chideockandseatown.co.uk

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FORTHCOMING EVENTS.

Wednesday Feb 10th—11 am in Village Hall .Chideock Society is hosting the next Seatown Regeneration Meeting. It would help us to know if you are coming so we can provide enough refreshments. Call any Committee member on front of Chideock News.

March 8th – 7:30 pm. Wildlife and the Law. Police Wildlife Liaison Officer presentation.

April 12th – 7:30 pm. What the National Trust Found on the Dig at East Cliff, Seatown.

Appendix 3 - Potential Implications of each project for different groups

The table below aims to demonstrate the implications of the above projects to the various interest groups.

1	Project & Implications for.....	Local Residents	Visitors	Businesses/Landowners
2	Sea Hill Lane Passing Places	Reduced congestion and hold ups	Improved access to Seatown	Speedier access for customers and deliveries
3	Pedestrian Refuge/ Footway	Reduction in unauthorised parking on yellow lines and so less congestion & disruption	Clearer understanding of where parking is permitted or not. Less opportunity for unauthorised parking	N/A
4	New vehicular turning head	Easier access and turning at the end of the road, less conflict for local people walking	Easier access and turning at the end of the road, less conflict for people walking	DCC as Highway Authority required to agree standards for and ultimately adopt new turning area
5	Improvements to Existing Turning Area	Less conflict with traffic for pedestrians	Less conflict with traffic for pedestrians Improved provision of interpretation and information about the area	Agreement required to amend the highway and relinquish this area
6	Land Adjacent to and behind the rock armour	Greater protection over future storm events due to additional armour	More attractive local environment	Land needed to be made available but more secure protection for longer term
7	Pedestrian walkways within fields	Improved safety when walking from Chideock to Seatown via Sea Hill Lane	Improved safety when walking from Chideock to Seatown via Sea Hill Lane	Land needed to be dedicated to enable path to be provided
8	Pedestrian walkways within field adjacent to the concrete bridleway. Plus new footpaths signs at Seatown and Mill Lane ends of path	Improved safety when walking from Chideock to Seatown via Mill Lane / BW18	Improved safety when walking from Chideock to Seatown via Mill Lane / BW18	Land needed to be dedicated to enable path to be provided

9	Improved Signing for Safety, Information & Interpretation	Visual improvements compared with current situation and better information	Enhanced information and understanding of the area – better experience	Landowner required to permit provision of signs on land
10	Car Park Opening times	Greater flexibility in use of car park	Greater flexibility in use of car park	Some concession required to permit greater flexibility in opening times
11	Car Park Charging Regime	Far more flexibility in use of car park, notably for short stay. Reinstatement of Season Tickets for genuine residents.	Far more flexibility in use of car park, notably for short stay, resulting in Seatown being more welcoming and less frustration caused by 'all day' parking fee only, so enhanced experience overall.	Additional capital set up costs for machinery but possible additional revenue depending upon whether short stay income exceeds previous long term parking fees
12	Overspill Car Park	Less traffic returning up Sea Hill Lane due to car park being full, so less congestion and general disturbance in holiday season and on busy days	Improved and additional parking on busy days in summer, so less frustration and improved overall experience	Potential for additional income due to in visitors being accommodated and having a positive experience at Seatown with potential additional income expenditure
13	General Aesthetics and Materials	Overall environment improvement and Seatown being a more attractive location	Overall environment improvement and Seatown being a more attractive location	Overall environment improvement and Seatown being a more attractive location
14	Park and Ride Service	Less vehicular traffic accessing Seatown via Duck Street and Seahill lane.	Potential benefit in service but only if reasonably priced and easy to access	Capital cost in setting up. Land & route need to be identified. Viability issues due to limited period of operation.
15	Variable Message Signing	Potentially less traffic entering Sea Hill Lane, but HE potential issues about its provision. Improved air quality in a high AQMA.	Greater certainty over availability of car parking spaces	Greater certainty over availability of car parking spaces, so less frustrated customers

Appendix 4 -Seatown Interpretation and signage

For the Coastal Communities Revival Funded regeneration of Seatown project

Report prepared by Richard Edmonds March 2016

Background and history

Interpretation and some safety signage along the coast was first established in a coordinated fashion by Dorset County Council's Heritage Coast initiative in the mid to late 1980's. The National Trust started to develop interpretation along the coast in the early 1990's on entry points to their land. As a principal, interpretation is only provided at the point of entry to the coast and not within it; that is at the access points to the coast, typically car parks, at places such as Seatown or inland sites such as Langdon Wood or Stonebarrow. Safety and warning signage were first installed along the coast in a consistent fashion by the District Council and the RLNI in about 2004. They were developed through a process of auditing the safety hazards and designing and locating the signs to be as clear as possible. Other signage regarding everything from car parking to dogs, naked sunbathing, BBQ's and fossil collecting, have been around for a long time, provided at a local level in a variety of forms by parish councils and landowners. More recently EU health directives require the Environment Agency to display water bathing quality information at designated bathing beaches. The result is a plethora of signs, some old, some newer, developed over time and often with no attempt to remove older signs or rationalise them. Seatown is no exception.

Why interpret?

People are proud of this coast, and with good reason. It is beautiful, interesting and internationally important and therefore, naturally, people wish to showcase its highlights to visitors. It is not unreasonable to assume that visitors might wish, or even want and expect to find information about the place that they are visiting. That said, there is no such thing as 'perfect interpretation' as the motivation and expectation of visitors varies hugely. For many people, a trip to the seaside is just that; to sit on the beach, sunbathe, swim and eat ice cream, or to walk the dog. For others, it may be coastal views, walking, wildlife, and of course, fossil collecting. Interpretation should be interesting, informative, relevant and, where it can be, challenging. It should be provided in a clean and uncluttered form that adds to the coast rather than detracts from it. An ever developing dynamic to interpretation is the rise of web based access, often now available and consumed in real time, but not by everyone.

Information signage

Access to the coast comes with a range of required and potentially useful information for the visitor; orientation, car parking charges, ticketing, penalties and closing times, toilets, information about the beach, litter, BBQ's, local bylaws on dogs, water quality, access and beach safety. Some elements of this information have to be displayed if local bylaws are to be enforced, some is just simply useful, but the list can become long and tends to be around negative messages.

Safety signage

There are intrinsic hazards associated with the coast and there is no such thing as a risk free natural environment. That said, many hundreds of thousands of people visit the coast each year and very, very few get into trouble. A visit to the coast comes with a risk, as does driving to get there, which is certainly

more hazardous, but neither risks are unreasonable. However, although seemingly obvious, the risks associated with the coast are clearly not understood by a proportion of the population who chose to set up camp at the base of what can be an obviously unstable cliff, or even climb up the cliffs.

It may be a low risk, but it is a risk that can, and should be avoided, because the consequences can be very serious. Other risks are less obvious; a steep shelving beach for instance, which becomes more hazardous in rough sea conditions, cut off by the tide, or mudflows and even quick-sands which lie outside the experience of most people in their everyday lives. In this age of increasing litigation, when things do go wrong, the prospect of legal action against the landowner can now be expected, and has actually happened at Seatown. Therefore, not only is it morally right to provide clear warning signage to visitors, that signage is required in order to help protect the landowner from legal action and to protect the reputation of the coast. Following an incident, the media will invariably show an image of warning signs, a solicitor will ask questions about the provision of those signs, and in the worse-case, a coroner will do the same.

The Jurassic Coast as a brand destination is now very powerful. That brings with it an expectation amongst visitors and local people alike for 'good management' of the coast. The Local Authorities, through the partnerships that they support, aspire to that. It is also recognised as an important economic driver. The Local Authorities support the management, and promotion of the coast for good reason; for education, enjoyment, healthy living, for local communities and for the economy. Business actively use the brand in all sorts of ways. The delivery of that good management is through partnership.

It is therefore essential that safety and warning signage is provided in a form that is as clear, consistent and effective as possible. The requirement for safety signage is to do 'all that is reasonable' to warn people of the hazards but the ideal for all those in partnership along the coast should be to do 'our very best' to warn people of the hazards. Responsibility for safety does lie with the landowner and the individual visiting the coast, but the local authorities, and indeed businesses that promote the coast as a destination, arguably also have a duty of care to provide warning and safety information. Furthermore, in order to provide consistent, and well placed warning signage along the whole coast, there is a need for coordination of that signage. The Local Authorities are best placed to do it and are in fact, the only organisations capable of doing so, as a range of different locations along the coast fall within their boundaries. Without that leadership, it is more likely that the quality, and effectiveness of the signage will decline rather than improve and the reputation of the coast could be damaged. At a local level, the best location for signage may be in the curtilage of one landowner, but other landowners may own the areas where the hazard exists, requiring a coordinated approach. This is the case at Seatown.

Provision of signage – visitor flows and environmental constraints

A time-lapse survey of Seatown in the summer holiday of 2012 (1 hour only) showed that from the car park, about 35% of people walk along the eastern side of the river to access the beach east or west. About 60% of people took the footbridge over the river and then walked down the road to the concrete hard standing/slipway and onto the beach. Of those, a considerable number followed the low wall by the road and find themselves having to clamber over the rock armour to access the beach. About 5% of people walked past the toilet block and scrambled over the rock armour to the beach. These appeared to be intent on walking some distance west. From the holiday park people tend to access the beach via the road and slipway. The proportion of visitors from the holiday park was not estimated but obviously form a considerable proportion of the total visitors.

The present interpretation signs are located in the car park where the footbridge crosses the river. This is therefore a good location for the majority of people coming to Seatown by car, but it does not capture the holiday park visitors. Safety signage is located on the side of the slipway, but orientated north – south, so it is not so obvious, and by the toilet block, covering the western ‘access’ over the rock armour. There was a sign in the southern side of the car park to the beach but that was destroyed in the extreme winter of 2012/13 and has not been replaced.

The provision of permanent signage at Seatown is challenging. While benign in the summer months, exceptional weather inundates the car park and hard standing/slipway with large waves carrying debris. Therefore permanent signs are restricted to the places where they are likely to survive. The stone interpretation cairn has survived but the safety warning sign on the south side of the car park has succumbed.

Provision of new interpretation and safety signage - locations

The proposals being made for a new turning circle allow for the provision of a new interpretation point near the head of what is currently the entrance to the hardstanding/slipway. Directly opposite the pub, this is the obvious location to catch the maximum number of people accessing the beach. It can be located just out of the reach of the sea, but would still have to be robust enough to stand up to some exposure in extreme conditions. It is quite a visual location and therefore a low, lectern style plinth is proposed, similar to that installed below the Charmouth Road car park in Lyme Regis as part of the East Cliff coast protection scheme. It is important that the safety signage is upright and highly visible. However, this work can only be done in this location in conjunction with the construction of a new turning circle. A compromise might be to install a movable plinth that could be relocated in the winter months, although it is difficult to identify somewhere to move it to and experience suggests it would be damaged by an unexpected storm before it could be moved.

The access points to the west, by the toilet block, and south from the car park require upright safety signs in the location where the existing signs are or have been located (the latter may need to be placed a little higher up the bank to avoid the worst of the sea).

Interpretation signs – content

There may not be space for all of these.

- Orientation – a map – toilets, pub and shops, footpaths, short and longer walks using viewpoints as the draw. This could also be the place where ‘information’ listed below, is located.
- Geology, fossils and geomorphology – World Heritage stories.
- The Golden Cap Estate – landscape, wildlife, how it is managed – National Trust. This could include a wider orientation map of the local area.
- Historic photos of Seatown and how it has developed and changed over time – a lot are already in the pub.
- The future for Seatown – coastal management, climate change, increased storminess – the balance between protecting the natural and human interests and the challenges that the future holds here. This could include a piece about the Strategic Monitoring programme based at the Plymouth Coastal Observatory.

In addition, there is a need to provide space for a plethora of information:

- Dogs
- Litter
- BBQ's
- Fishing
- Rock armour – keep off
- Water quality

It is proposed that information about the constraints on car park times is provided in the car park itself.

These could all be combined into one low lectern style sign, integrating the stories, or they could be separate panels. It is a design job that needs to be developed in conjunction with a graphic designer and therefore no further detail is provided here. The existing stone cairn interpretation signs could be removed or the signs replaced. Indeed, some of the content above, perhaps relating more to walking, could be located here. The World Heritage Site team has some money to replace these signs in 2016/17 and that time frame is probably longer than that needed to implement the proposals here and is best simply done. Links to online resources and content should provide access to more detailed information. Provision for improved on-line content is a recommendation in this report.

Safety signs – a new rationalisation for conveying important safety information

The existing safety signage, subject to the replacement of the missing sign on the south side of the car park, is likely to be considered as 'all that is reasonable'. It has been developed in a consistent fashion, mindful of EU guidance on the communication of risk, and using internationally recognised safety warning signs. That said, the risk of mudflows is not shown, while their adequacy will only ever be tested in a court of law. Luckily, Seatown is a relatively easy place to locate signage because the access points are well defined, something that is not the case in some parts of the coast where multiple entry points exist and where huge changes between low and high water add to that complication. That said, improvements to the slipway/hardstanding would allow a better orientation for the sign there. What is perhaps more concerning is that it is quite evident that some people appear to pay no attention to the warnings provided, not just at Seatown but elsewhere along the coast. Now, no matter how good the signage is, that will always be the case, but it does beg the question, could they be improved?

The purpose of the time-lapse survey in 2012 was to obtain a measure of the effectiveness of the safety signage. The extreme rainfall event leading up to the summer holidays had left the cliffs in a state more typical of the depths of a really wet winter and therefore additional, pectoral signs were deployed in an effort to convey the heightened risks at that time. These temporary signs had large pictures of a rock fall actually happening, and of someone stuck up to their thighs in mud being rescued by the local coastguard team. The triangular warning signs were included along with text to the effect of 'extreme weather, stay away from the cliffs'. The survey was set at one frame every 2 seconds, enough to obtain the sense of movement of people, and their reaction to the signs. It showed that no one paused at the permanent warning signs but that up to about 25% of people, including children, paused at the temporary signs. Now, again, it could be argued that the permanent signs are designed in such a way that people do not need to pause by them, while what cannot be determined is who is new to the area, and who has been before and are therefore familiar with the signage. But by clearly illustrating why people need to stay away from the cliffs, and by making the signs interesting, it is much likely that people will react to them.

The temporary signs were placed on the beach at the eastern end of the rock armour and survived somewhat surprisingly, for over a year. Additional highways style signs were also provided by the authorities on the beach just west of the rock armour but these did not survive the summer holidays as the sea destroyed them several times over. Consideration has been made here to additional, movable signs on the beach but experience indicates that they are not likely to survive and provide an ongoing management issue in a place where there is little resource to actually manage them. This goes back to 'what is reasonable' and that is, in this case, to provide clear warning signs at the entrance to the beach. Further measures invite legal action if they are not managed while there is, anyway, a rock falls and landslides protocol agreed by the Local Authorities that provides for additional signage should it be required in the face of extreme events and, if appropriate, at the point of that risk.

Therefore, what is proposed here is to upgrade the permanent warning signs to use pictures and illustrations in addition to the internationally recognised warning signs. This work could be done as a pilot and some research could be commissioned to measure their impact on people and their subsequent behaviour. But to do that, Seatown has a choice; it could go it alone and take the risk of doing something different from the established signage rationale, which does the job and protects the landowner, if maintained properly, or this work could be done in partnership with the local authorities and its specialist teams, notably World Heritage, the AONB and Countryside Service, ideally the RLNI (who were involved in the original signs), the Maritime Coastguard Agency and the landowner.

By working together, the approach is much stronger for the simple reason that the motivation would be to do 'everything we can' to warn people while a solicitor making a claim would have to demonstrate that everyone was wrong. By not working together, the prospect is that the quality of the signage will decline, as has actually happened at Seatown, while the risk of inconsistent, and one might argue, inappropriate signage, might increase. Together, that could lead to increased exposure to legal action. A partnership could create opportunities for joint funding of signage and their ongoing maintenance, especially with those businesses that promote the coast and benefit from it. The overall costs are not high, especially when compared to the risks of injury and exposure, financially and to the reputation of the coast in its widest sense.

The safety signage should identify rock falls, mud flows and steep shelving beach/danger of large waves as the hazards. The western sign could also incorporate a warning about the rock armour. It should contain the location name and a grid reference along with a prompt to call 999 and ask for the Coastguard in case of an emergency.

Web content

A search for 'Seatown, Dorset' comes up with the following sites in order as they appear on the first page of the search:

<http://www.theanchorinseatown.co.uk/>

The web site for the pub.

<http://seatown.org.uk/Content/default.asp>

Provided by Westcountry Online, this is a broad descriptive page about Seatown.

<http://goldencapholidaypark.co.uk/>

The web site for the Holiday park.

<http://www.thebeachguide.co.uk/south-west-england/dorset/seatown.htm>

Which is a very simple site about the beach

<https://en.wikipedia.org/wiki/Seatown>

A broad description including a bit about geology and literary associations. This could be improved by simply adding content. This site links to:

http://www.discoveringfossils.co.uk/seatown_fossils.htm

Which contains a quite detailed but accessible account of the geology and fossils.

And:

<http://www.dorsetbeaches.co.uk/westdor/seatown/>

A simple factual site provided by the Newsquest Media Group

Then comes:

<http://www.visit-dorset.com/things-to-do/attractions/seatown-beach-p1135343>

Provided by Visit Dorset, it has a picture and a caption 'A steep shelving beach with pebbles and shingle'. There is arguably scope to add content here.

https://www.tripadvisor.co.uk/Restaurant_Review-g551706-d731094-Reviews-The_Anchor_Inn_at_Seatown-Bridport_Dorset_England.html

Trip Advisor – with a good recommendation for the pub.

Then comes:

<http://www.chideockandseatown.co.uk/category/walks-2/>

Which is a tidy web site but lacking in content around the natural assets of Seatown. The 'Beach' page simply links to the other beaches pages already identified, which are lacking in interest. There is a walks page with some good and mixed walks route described but no photographs or maps. There is nothing about wildlife, nature, geology or landscape. A simple 'fix' here would be to add a tab for 'Natural Seatown' and populate it with text and links accordingly.

And the final link on the first page is:

<http://www.classic.co.uk/holiday-cottages-near-Seatown-Beach-5.html>

Which covers holiday cottages.

Discovering fossils make it to the second page of search results. Pages by Ian West, The Geology of the Wessex Basin (<http://www.southampton.ac.uk/~imw/Golden-Cap.htm>) surprisingly do not show up until the third page of search results along with more fossil pages by UK fossils (<http://www.seatown.ukfossils.co.uk/>). More content on things like walking are also here such as Walking for Softies (<http://walks4softies.co.uk/Jwa06/Seatown/index.html>). A search for 'Seatown' in the Jurassic Coast web site (www.jurassiccoast.org) comes up with no results.

So a simple web search on Seatown comes up really very thin for nature, yet walking, wildlife, landscape, fossils, geology, geomorphology, the World Heritage Site, the AONB and the National Trust Golden Cap Estate are absolute jewels of the area – one might call them the 'natural capital'. Visual content illustrating these assets is almost completely missing. A search for 'Seatown Dorset Nature' does a bit better, with some very nice stock images but no content. A search for 'Seatown Dorset walks' comes up with some sites such as 'Walking Britain' (www.walkingbritain.co.uk/walks/walks/walk_a/1549/) or the AA (www.theaa.com/walks/golden-cap-in-trust-420331) but as country wide web sites, the content is pretty sparse. Searching by 'images' produces some reasonable results including some professional looking and watermarked landscape images but wildlife, fossils, geology and walking are largely missing. It is only when the search becomes more refined, the 'Golden Cap Estate' for instance, that content and associated images start to be found.

It is hard to know just how, what and why people might search for web content on Seatown and it is probably worth seeking some specific marketing expertise on the subject before looking to improve what is there. That said, it is an obvious suggestion that some pages on nature, wildlife, walks, and landscape illustrated by stunning photography would be a welcome addition. A simple fix would be to add these to the Chideock and Seatown web site. This could be done by asking for volunteers to develop the content, or working with experts in the Jurassic Coast, AONB and National Trust, or the Dorset Wildlife Trust for that matter. It is almost certainly worthwhile to seek some advice on how to label these pages and context with metadata and the like and to further explore links and content development within established sites such as the Jurassic Coast, AONB and National Trust.

A more 'aggressive' way to do this would be to look to fund a photographer in residence over, say a period of a year. For a fully professional wildlife photographer not from the area, this is quite an expensive proposition - £12,000 to £16,000, but it could be done more cheaply by seeking out local photographers and providing them with a brief. Content would be required. A simpler way would be to look to acquire, and purchase if necessary, images from photographers both local and distance, and build the web content from there.

There are too many options at this stage to determine a cost for web development and it probably requires an additional piece of work, with specialists in the subject, to determine the best way to go. A scoping study to come up with a recommendation is what is suggested here but developed in conjunction with the physical interpretation on the coast.

Interpretation – signage and other suggestions

Costs – ball-park estimates only

Design of interpretation signs and plinth and instillation –	£8,000
Design, construction and instillation of 3 safety signs –	£2,500
Optional extras	
Monitoring and evaluation of new safety signs -	£1,000
Web content scoping study –	£1,500?

Illustrations

Visitor flow

East Cliff interpretation plinth

Mock-up of new safety signs

Appendix 5 Breakdown of Costs for Coastal Engineering Works at Seatown

Contract: Seatown Budget				
Ref	Description	Quantity	Units	Value
1/1/1	Insurance	1	Sum	1,000.00
1/1/2	General labour	1	Sum	5,800.00
1/1/3	General plant	1	Sum	6,300.00
1/1/4	Staff	1	Sum	9,600.00
1/1/5	Site Accommodation	1	Sum	3,400.00
1/1/6	Contingency	1	Sum	5,000.00
2/1/1	Oak bollards 200 x 200 x 1.2 600 concreted into ground	13	Nr	1,040.00
2/1/2	Oak bollard 200 x 200 x 1.5m 900 concreted Removable	3	Nr	390.00
2/1/3	Oak post and 2 rail fence	50	m	3,500.00
2/1/4	Excavate for gabions and remove from site	35	m3	1,505.00
2/1/5	Break out existing concrete 150mm thick and remove from site	150	m2	4,350.00
2/1/6	Saw cut existing surface	30	m	630.00
2/1/7	Type 1 175mm thick	150	m2	2,025.00
2/1/8	1 x 1 x 1 Gabion	70	m	13,650.00
2/1/9	Pin gabions to existing foundation	40	Nr	440.00
2/1/10	Mass concrete steps including formwork	3	m3	750.00
2/1/11	Infill car park with mass concrete	2	m2	300.00
2/1/12	Concrete slab 150mm thick	150	m2	4,875.00
2/1/13	Surface steps with natural stone	4	m2	700.00
2/1/14	40mm surface course	220	m2	3,740.00
2/1/15	60mm binder course	210	m2	4,200.00
2/1/16	150mm road base	200	m2	8,600.00
2/1/17	Resin bonded gravel surface	150	m2	4,500.00
2/1/18	White lining	1	Sum	675.00
Total				86,970.000

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