
Beachy Head to Selsey Bill Shoreline Management Plan

Appendix B: Stakeholder Engagement

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B.1 Introduction

This appendix provides details of all of the stakeholder engagement undertaken as part of the review of the Beachy Head to Selsey Bill Shoreline Management Plan (SMP), carried out by the South Downs Coastal Group. Through the use of stakeholders, decisions on shoreline management policy have been subject to constant review throughout the preparation of the SMP, enabling policy decisions to be based on local knowledge and expert opinion.

B.1.1 STRATEGY

Stakeholders are organisations and individuals with an interest in the preparation of a SMP or those likely to be affected by the SMP policies. The stakeholders were selected through discussion with members of the South Downs Coastal Group (comprising the Local Authorities, the Environment Agency, English Nature and Defra), who, using their local knowledge, identified stakeholders likely to be affected by the SMP's policies.

In total 150 stakeholders were invited to participate in the review of the SMP, of which 40 were asked to be key stakeholders. Key stakeholders were invited and encouraged to attend three forum meetings throughout the SMP development. The aim of each forum was to provide feedback and information to the SMP process at critical stages, which steered the decisions made throughout the process. A stakeholder engagement schedule is given at the end of this report. In addition to the South Downs Coastal Group, the following organisations were members of the key stakeholders' forum:

- Sussex Wildlife Trust
- Sussex Downs Conservation Board
- Sussex Sea Fisheries Committee
- Royal Society for Protection of Birds
- National Trust
- English Heritage
- National Farmers Union
- Royal yachting Association
- Sussex Association of Local Councils
- Railtrack
- Brighton Marina Estate Management

In particular the stakeholders were involved at the start of the SMP, providing information and identifying issues associated with the coastline.

A separate meeting with each Operating Authority's portfolio holder Elected Member was also arranged after the last forum, to inform the Members of the preferred policies established through this stakeholder engagement process.

B.1.2 INVOLVEMENT OF STAKEHOLDERS

All stakeholders (including key stakeholders) were approached by means of a letter of invitation outlining the reasoning and background of the SMP, and the importance of their involvement. Through

a questionnaire all stakeholders could indicate their areas of interest, the form and type of information, and data they held appropriate to the study of the coastline. They were also asked about issues they would like to see being addressed in the plan.

B.1.3 KEY STAKEHOLDER FORA

The main participation of the key stakeholders was during the three key stakeholder fora, which were held throughout the SMP development. At each fora key stakeholders were given the opportunity to review the development of the SMP. Key stakeholders were encouraged to suggest issues to be considered within the SMP. At the first forum the key stakeholders helped identify issues associated with the coastline, at the second forum opportunities for policy options were discussed and problems associated with these, and at the third forum draft policy option proposals were reviewed.

Other stakeholders also had the opportunity to comment at each stage via the documents posted on the South Downs Coastal Group web site, www.sdcg.gov.uk, where the relevant documents were posted.

The briefing notes of the second and third meeting are provided in Annex B1 and B2.

B.1.3.1 Forum 1, issues identification

One of the first steps towards SMP policy setting is the definition of appropriate issues and objectives and, as part of the engagement process, a stakeholder forum to identify and agree all the issues was held. This first key stakeholders' forum was held on 25 September 2003. At this forum, the background to the SMPs and the way the SMP review was going to be developed was detailed. In addition, a presentation was given on the SMP coastline with an explanation of the approach to issues identification and their generic classification.

A draft Issues Table was sent to the key stakeholders for their review in advance of the meeting to enable them to ensure that all shoreline management issues of which they were aware were accurately reflected. The forum then provided a platform to raise any omissions and inaccuracies. Breakout sessions were used at the forum to focus on these issues and particular aspects such as environmental, geographic, land use and economic.

All stakeholders were given the opportunity to make comments after the forum, following further reflection on the forum discussions. This feedback resulted in completion of the Extended Issues Table ([Appendix E](#)), which would form the basis for the second key stakeholders forum.

B.1.3.2 Forum 2, policy development workshop

The aim of the second forum, held on 27 November 2003, was to involve the stakeholders in the setting of future shoreline management policies through bringing together an understanding of the issues and objectives, the flood and erosion risks to the coastline (and how these risks will increase) and an appreciation of all stakeholder viewpoints.

The workshop intended to identify potential policy drivers and key objectives that could be used to develop policy scenarios for further testing. Therefore, the involvement of stakeholders was essential in order to agree these drivers and resolve any conflicts that arose

The workshop began with a presentation of the extent of potential risks along the coastline with an illustration of how the coast would look under the two baseline cases:

- 'no active intervention', i.e. letting defences fail leading to wide scale flooding but the development of a more naturally functioning coastline, and
- 'maintain present management', i.e. retaining all existing forms of defences leading to a hard structures at the seaward edge with the loss and narrowing of beaches in the long term.

Groups of stakeholders (based on discipline/ expertise) were asked, in breakout sessions, to provide a practical vision for the SMP coastline over each of the three epochs (0-20 years, 20-50 years and 50-100 years), taking account of the information on defined issues and risks. The conclusions from each group were fed back to the rest of the KSF attendees and a brief discussion of the main points was held.

For the second breakout session groups were formed by common geographical area of interest and each was asked to consider the different viewpoints highlighted from the first breakout session. They were asked to produce key drivers and/or policy options that they felt should underpin the scenario testing for specific sections of coast. The conclusions of each group were fed back to the rest of the KSF attendees, highlighting areas of agreement and conflict.

B.1.3.3 Forum 3, policy appraisal workshop

The purpose of the third forum, held on 25 March 2004, was to agree the preferred policies. Based on the feedback from the second forum, policy scenarios had been developed for each location along the shoreline and the potential impacts associated with these policies identified. It was important that the implications of each policy decision were fully appreciated by members of the key stakeholder forum such that they could agree to them, or if they could not agree to them, that they had an opportunity to steer policy decisions and to influence the policies that would be presented at the public consultation.

Thus, preferred policies were presented and the potential consequences of adopting such policies were discussed. The key stakeholders were invited to comment on the policies presented and to identify locations where further discussion was required.

Three areas were identified by the key stakeholders for further discussion in breakout sessions which were: East Beach and Pagham Harbour, Brighton Marina to Peacehaven, and Cuckmere Haven.

The key stakeholders split into three groups according to their interest in the three locations. Each group was asked to discuss their area in order to steer the policy for that specific coastal stretch. The conclusions of each group were fed back to the rest, highlighting areas where reconsideration of the policy was requested. (See Annex B2)

B.1.4 PORTFOLIO HOLDERS' MEETING

The preferred policy as agreed with the stakeholders was presented to the portfolio holder Elected Members from each operating authority. Comments were gathered on the proposed policies and, where appropriate, incorporated within the consultation documentation.

B.1.5 PUBLIC CONSULTATION

The draft version of the SMP was subject to a wider consultation exercise through recognised groups such as town and parish councils and public exhibitions. The SMP consultation document was then available for viewing by stakeholders and the public through local planning offices. Comments were invited through correspondence or direct communication, which contributed towards the final decision process in determining policy within the SMP.

The Public Consultation was for a period of 3 months, from 10 January to 8 April 2005. A series of 5 exhibitions were held in areas where a change in policy was proposed, as detailed below:

- Selsey
- Pagham
- Climping
- Peacehaven
- Seaford

B.1.6 STAKEHOLDER ENGAGEMENT SCHEDULE

Activity	Date
Key Stakeholders and Elected Member identified	May 2003
Contact details of Key Stakeholders and Elected Members sourced	June 2003
Two types of questionnaire drafted: one for the key stakeholders and one for all other stakeholders	June 2003
Participation letter sent out to stakeholders accompanied by the appropriate questionnaire	June 2003
Key stakeholders invited to the first forum (September 2003)	June 2003
Questionnaires returned to Halcrow from the stakeholders and a database of their comments is compiled	August / September 2003
Any outstanding questionnaires and responses from invitees were chased	August / September 2003
Issues Table drafted from the stakeholders' responses	August / September 2003
Invitations for the first Key Stakeholders Forum sent out with the agenda and the Issues Table for review	August 2003
PowerPoint presentation compiled for the first forum	September 2003
Key Stakeholders Forum I: Background to SMPs Presentation of the risks and baseline scenarios Approach to issues identification Discussion of Approach to Objective Setting Next Meeting	September 2003
Minutes from the forum sent out to the Key Stakeholders with a deadline for comments / review on the Issues Table	September 2003
Comments received from the Key Stakeholders fed into the Issues Table and assisted in determining: Objective, Scale, Importance, Enough and	October 2003

Rank.	
Briefing Note prepared and sent out to the Key Stakeholders in advance of the forthcoming forum. The briefing note contained a copy of the Extended Issues Table.	November 2003
PowerPoint presentation compiled for the second forum: emphasis lay with identifying the key and primary drivers – that would influence policy appraisal / selection.	November 2003
Key Stakeholders Forum II: Work to date Presentation of the risks and baseline scenarios Breakout Session I (Theme) Breakout Session II (Location) Summary of the day	November 2003
Baseline Scenarios (Coastal Processes, Existing Defences, No Active Intervention and With Present Management baseline) and Theme Review. Key Stakeholders also reviewed and commented on the Baseline Review, NAI and WPM Coastal Processes, Existing Defences and Thematic Review reports.	November 2003
Minutes from forum were drafted and emailed out for review and comments	November 2003
The Extended Issues Table was developed further to incorporate the comments	December 2003 / January 2004
Briefing Note prepared and sent out to the Key Stakeholders in advance of the forthcoming forum. The briefing note contained a copy of the initial Appraisal of four Defra policies, Hold the Line, No Active Intervention, and Managed Realignment and Advance the Line.	February 2004
Key Stakeholders Forum III: Work to date Introduction and summary of work undertaken for the SMP Presentation of policy scenarios Breakout Session I and II <ul style="list-style-type: none"> • The vision(s) of the various stakeholders for the whole SMP shoreline over each epoch • Consider the policies presented by Halcrow and identify any 'overriding drivers' for directing future policy, and specific future policy options that the stakeholders wish to see tested • Establish areas of conflict • Discuss and resolve areas of conflict - areas of agreement and conflict i.e. main flood and erosion risks • Agree a preferred policy for public consultation - potential scope for compromise and acceptance of future change 	March 2004
Using the outcome of the Key Stakeholder Forum, a number of steps (listed below) were taken to define a preferred policy option. This was completed through continuous stakeholder engagement, i.e. the preferred scenario was issued for comment and amended accordingly. <ul style="list-style-type: none"> • Rank the objectives and agree the benefits. • Reject policies that offer no benefits or opportunities with regard to identified objectives • Test remaining policies and determine impacts • Identify preferred scenario(s) through stakeholder engagement • Review sensitivities 	April 2004 to November 2005

<ul style="list-style-type: none"> • Present preferred policy options at public consultation 	
Public consultation	
The purpose of the public consultation was to make stakeholders and the general public aware of the draft plan and to provide stakeholders with opportunities for support and objection and moving to resolve differences	December 2005
Finalise SMP Review output from public examination and theme the responses Produce a Consultation Report on these findings	May to July 2005
Meet with CSG to discuss the nature of feedback (amending the plan / policies if need be)	August 2005
Draft and agree Action Plan	September 2005
Update the Main Document and Appendices	September 2005
Present Members with the final plan	December 2005
Meet with CSG to discuss the nature of feedback (amending the plan / policies if need be)	December to April 2006
Meet with EMF to discuss and agree the Final Plan (amend the plan / policies if need be)	December to April 2006
Dissemination Disseminate to Local Authorities, English Nature, the Environment Agency and Defra	
Update the SMP website: www.se-coastalgroup.org.uk	
Inform stakeholders of the final plan	