Public Perceptions and Knowledge of Coastal Management on the Manhood Peninsula, West Sussex

Stage One of the Coastal Literacy project

funded by Chichester District Council

Coastal Change Pathfinder project

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Introduction:

What is Coastal Literacy?

'Coastal Literacy' is a new concept that CoastNet is developing and promoting, based on CoastNet's considerable experience in coastal management and of good practice internationally. Coastal Literacy is an education and information programme with 2 main aims;

1. To encourage people to understand and learn more about coastal change
2. To enable people to participate in coastal decision making

Coastal Literacy is a strand of work being funded by DEFRA under the Chichester Coastal Change Pathfinder project (http://www.peninsulapartnership.org.uk/projects/coastal-change-pathfinder-project/). The Pathfinder funding stream accompanied the consultation on DEFRA's coastal change policy. 15 local authorities were successful nationally, each of which came up with their own schemes for working with communities dealing with coastal change challenges. Chichester District Council was awarded the funding to work in partnership with community groups and Coastnet.

Why Coastal Literacy?

The need for stakeholder engagement in coastal management is long established (e.g. House of Commons Environment Select Committee 1992, European Commission Integrated Coastal Zone Management framework, 2002). However, in the UK it has come to the fore in the context of shoreline management planning and adaptation to climate change mainly because policies unpalatable to local stakeholders have attracted vociferous and effective opposition.

CoastNet is seeking wide support for the Coastal Literacy process to ensure a more equitable basis for policies that have direct and very visible impacts on coastal communities, to fill a gap in the existing suite of policy instruments, and to provide long-term support to coastal communities.

Background on Integrated Coastal Zone Management

Integrated Coastal Zone Management (ICZM) is a process for the management of the coast using an integrated approach, regarding all aspects of the coastal zone, including geographical and political boundaries, in an attempt to achieve sustainability. This concept was born in 1992 during the Earth Summit of Rio de Janeiro. The policy regarding ICZM is set out in the proceedings of the summit within Agenda 21, Chapter 17.

The European Commission defines the ICZM as follows:-

"ICZM is a dynamic, multidisciplinary and iterative process to promote sustainable management of coastal zones. It covers the full cycle of information collection, planning (in its broadest sense), decision making, management and monitoring of implementation. ICZM uses the informed participation and cooperation of all stakeholders to assess the societal goals in a given coastal area, and to take actions towards meeting these objectives. ICZM seeks, over the long-term, to balance environmental, economic, social, cultural and recreational objectives, all within the limits set by natural dynamics. 'Integrated' in ICZM

refers to the integration of objectives and also to the integration of the many instruments needed to meet these objectives. It means integration of all relevant policy areas, sectors, and levels of administration. It means integration of the terrestrial and marine components of the target territory, in both time and space".

At the local level, the Manhood Peninsula ICZM Working Group was established under the Coastal Change Pathfinder project. Its role is to assist the Manhood Peninsula Partnership (see Appendix C for background on this group) establish an ICZM Partnership, and establish the feasibility of producing an ICZM policy framework. It is hoped that the outputs of the Coastal Literacy process will support this aim particularly in terms of improving community participation and communication.

Methodology

The knowledge and perceptions survey and report was the first key output of the Coastal Literacy project. The aim of the survey was to ascertain current levels of awareness of coastal management and perceptions about the coast locally in order to form a baseline level of knowledge for the development of Coastal Literacy. Due to time constraints (the original 18 month project was curtailed to 12 months), the time allocated for this part of the project was 8 weeks. The geographic scope of the survey was confined to the Manhood Peninsula map as defined by the ICZM Group [map at Appendix A] in the interests of consistency with the rest of the work being undertaken under the Pathfinder project.

The brief was to gather knowledge and perceptions from established stakeholder groups that may be well informed about coastal issues as well as groups and individuals that may have little knowledge. A short survey was produced [Appendix B], which was distributed in a number of ways.

It was uploaded to the Coastal Literacy project blog (http://coastalliteracy.wordpress.com), which was created on 15th July 2010. The link to the survey on the project blog was circulated widely to community groups and stakeholders identified at the start of the project. The site had 260 views in the month to 14th August. The survey was promoted and circulated at a number of community group meetings, including at Chichester Harbour Conservancy's Annual General Meeting and a meeting of the Selsey Small Business Partnership and via local media, specifically Spirit FM, Chichester's local FM radio station. The project and survey were featured on the station's hourly news broadcasts as well as appearing on their website. Additionally, clerks of the 11 parishes on the Manhood Peninsula and Selsey's community warden were contacted and agreed to assist with the circulation of hard and digital copies of the survey.

As the survey phase progressed, the focus moved towards ordinary individuals who were not necessarily part of organised stakeholder groups. This was for two reasons. Firstly due to a lacklustre response from marketing the survey via existing stakeholder groups as described above and secondly, due to the apparent gaps in knowledge and interesting perceptions expressed in the face to face interviews in the first location (Budgens in Selsey) that begged further exploration.

Face to face interviews were carried out in 3 locations over 4 days. Before commencement of an interview, verification was sought that the respondent was a resident of the Manhood Peninsula. The three locations were; Budgens supermarket in Selsey, West Wittering beach and East Wittering town centre. In total 100 completed surveys were gathered, of which 60 were face to face interviews. Two of these were more in depth conversations based upon the survey with Richard Dearsley and Roland O'Brien, both founding members of local campaign group Save our Selsey (SOS). [For a background on this group, see Appendix C].

One of the reasons for the poor response to the initial marketing of the survey may be 'consultation fatigue'. One of the Manhood Peninsula town clerks mentioned there had been a recent spate of consultations e.g in relation to the draft Local Development Framework and Medmerry scheme. Young people were also included in this research. These findings are detailed in the 'Young People' section of this report.

Literature / consultation review

Chichester District Council (CDC)'s Corporate Information Team were consulted early in the project to find out what research had been undertaken that may be relevant to this study. The following two studies were identified;

CDC Place Survey (Autumn 2008)
This covered all sorts of topics including people's satisfaction with their local area, satisfaction with services, feelings of involvement and perceptions of anti-social behaviour. A postal questionnaire was sent to a random sample of households in the District and overall, 1371 were returned.

CDC Citizen's Panel (July 2000). Section on Coastal Management
A postal survey was conducted with the Citizen's Panel in July 2000 with one section dedicated to Coastal Management. 627 responses were received.

Portsmouth University
Dr Jonathan Potts who leads the Msc Coastal Marine Resource Management course at Portsmouth University was very helpful in pinpointing relevant research papers. Particularly useful was Edward Shackleton's MSc dissertation paper 'Residents' perceptions of coastal flood risk and its management through Coastal Defence Strategies at Emsworth, West Wittering and Selsey' (2009). Relevant findings from the above research are incorporated into the data analysis section of this report under the relevant question.


Data Analysis and Implications for Coastal Literacy

This section summarises the data results from the overall responses received as well as providing a comparison of the responses received from the 60 face to face interviews where appropriate. (We can assume that these responses provide a more indicative reflection of the general public, those not necessarily connected to a particular stakeholder group).

Implications for Coastal Literacy and the development of the Integrated Coastal Zone Management (ICZM) process locally are then drawn from the data, primarily by reference to the 8 principles of ICZM (Appendix D).

Q1a. Were you aware that the area has a Coastal Defence Strategy?
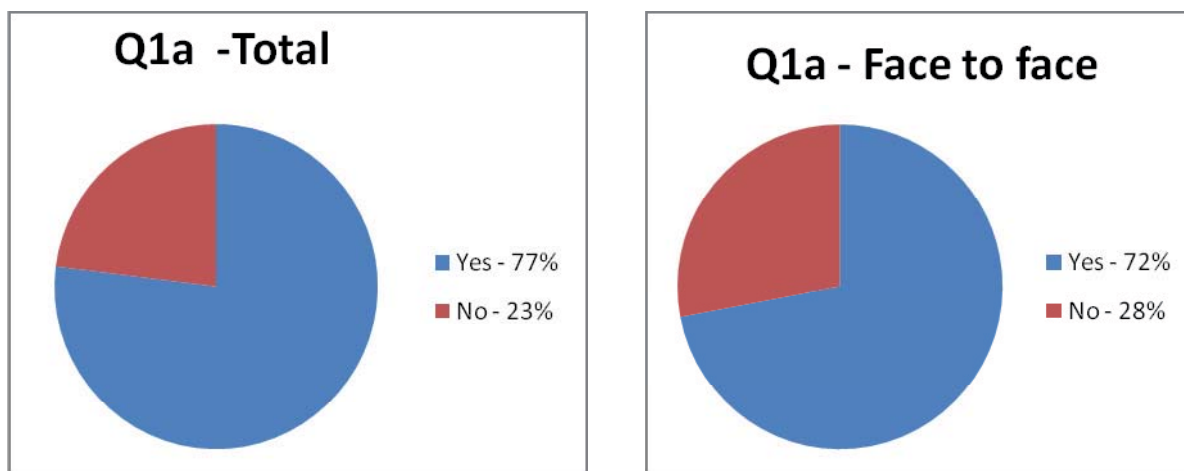
The Environment Agency and Chichester and Arun District Councils worked in partnership to produce the Pagham to East Head draft Coastal Defence Strategy. Comments were invited on the draft strategy between May and August 2008. Consultation activities are detailed in the Consultation report, available on the Environment Agency website; www.environment-agency.gov.uk/static/documents/Research/report_a01_low_res_2150616.pdf.

According to the report "the consultation ran for twelve weeks between 29th May 2008 and 29th August 2008. It involved a variety of activities to promote public discussion of the draft strategy and was advertised widely in the local media."

Four public exhibitions were held across the strategy area with over 1000 people attending at 4 locations; Pagham, Selsey (twice) and West Wittering. Aside from the public exhibitions, a series of meetings and community activities were held, including "a three day conference involving Dutch engineers and spatial planners to review the strategy and consider potential solutions - Going Dutch II."

Background to Going Dutch II

In 2001 an international conference ("Going Dutch") was organised by the Manhood Peninsula Partnership with Dutch and British experts whose brief was to look at a holistic way of managing the Peninsula. The "Going Dutch on the Manhood Peninsula" report was produced as a result of the conference.

More recently in 2008, another workshop was held along the lines of the original conference involving Dutch and British coastal experts, spatial planners, engineers and environmentalists for the purpose of reviewing the draft Coastal Defence Strategy for the Peninsula and examining other defence options put forward by local residents. The Going Dutch II report can be downloaded here; www.environment-agency.gov.uk/static/documents/Research/appendix_b_gdii_2156233.pdf

Implications for Coastal Literacy

Around a quarter of respondents were unaware of the existence of the Coastal Defence Strategy despite the consultation carried out during 2008 and ongoing work by the Environment Agency with landowners and community representatives since the consultation period. The levels of unawareness were slightly higher amongst the face to face interviewees.

Clearly, despite efforts by the Environment Agency, messages are not reaching a significant proportion of the local community. If this knowledge gap is to be closed, then new communications strategies may need to be devised. These should take account of current levels of public awareness and communication needs and preferences. There may also be a need to review what information is provided to the community especially the language used and the methods of presentation. Information may be available but may not be accessible to the majority of the community. The communications methods employed for publicising the Coastal Defence Strategy are discussed in more detail under Q10 below.

Implications for ICZM

ICZM Principle 6 calls for involving all parties concerned (including organisations representing coastal zone residents) in the management process "for example by means of agreements and based on a shared responsibility".

With 23% of total respondents unaware of the existence of the main management document pertaining to the coast, clearly there are some groups within the community that have not been meaningfully included in the management process to date. It is important however to recognise that in almost every region there will be a sector of the community who do not want to be involved and are simply not interested in participating in these issues.

The Manhood Peninsula Partnership has been working towards implementing a joined up approach to coastal management since 2001, as evidenced by the organisation of the first Going Dutch conference. The ICZM Working Group has also identified the need to integrate the ICZM process into local and wider governance schemes. It plans to do this through the production of an ICZM document as well as by broadening its current membership. The group may wish to consider its strategy for engaging with coastal zone residents particularly those who are not necessarily aligned with an existing stakeholder group. This may be through a review of existing organisations that could formally represent coastal zone residents and how best to work with them and/or production of a communications plan tailored to reach these as yet un-engaged members of the community.

Q1b. Can you name some of the organisations involved in coastal management / defence in the region?
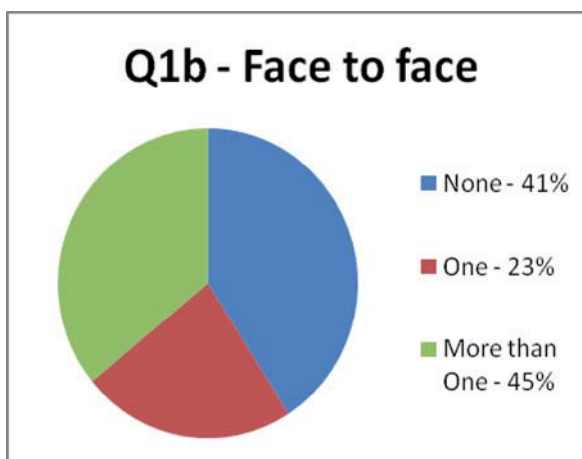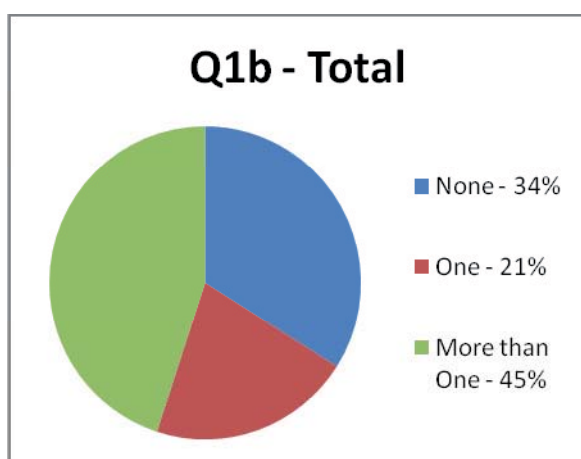
Overall, organisations with the most mentions were as follows;

Chichester District Council (CDC) – 30
Environment Agency (EA) – 29
Save our Selsey (SOS) – 19
National Trust (NT) - 14
Chichester Harbour Conservancy (CHC) – 13
DEFRA – 12

Just over a third of total respondents were unable to mention any organisation involved in coastal management in the area. This rose to 41% in the face to face interviewees. In total almost a fifth of respondents (19%) mentioned SOS as an organisation involved in coastal management and of the total respondents who were able to mention just one organisation 11% named Save our Selsey (SOS), rising to 14% in the face to face interviews. This demonstrates the efficacy of their campaigning work to date, despite little in the way of resources.

The CDC Citizen's Panel (July 2000) report found similar levels of unawareness - over a third of respondents being unaware of the lead coastal protection authorities (despite the leading question!); **Were you aware that all aspects of sea defence/coastal protection in this region are carried out in partnership with other organisations (e.g Environment Agency) to achieve a co-ordinated approach?** Responses were; Yes - 61%, No - 37%.

This data suggests that awareness of organisations involved in coastal management locally has not increased much in the 10 year period between the two surveys.

Implications for Coastal Literacy

Currently there are dozens of organisations involved in coastal management on the Manhood Peninsula (coastal operating authorities, statutory consultees, community stakeholder groups etc). This clearly makes it difficult for individuals with little experience or knowledge of coastal decision making to identify a point of contact.

At the governance level there may be benefits to be gained from streamlining the number of organisations involved in coastal management or designation of a single lead authority (as is the case in Holland). In terms of coastal literacy a resource for local communities which outlines the key organisations, what their role is along with contact details could be beneficial.

Implications for ICZM

Whilst the ICZM Partnership has the aim of developing links and partnerships with relevant organisations at the regional and local level (Principle 7), it may need to balance this aim with the fact that for most people the system of governance for coastal management is exceedingly complex and difficult to penetrate.

Q2a. In terms of the way our coast is changing, what do you feel are the biggest threats?

The most common responses are shown in the pie chart below.
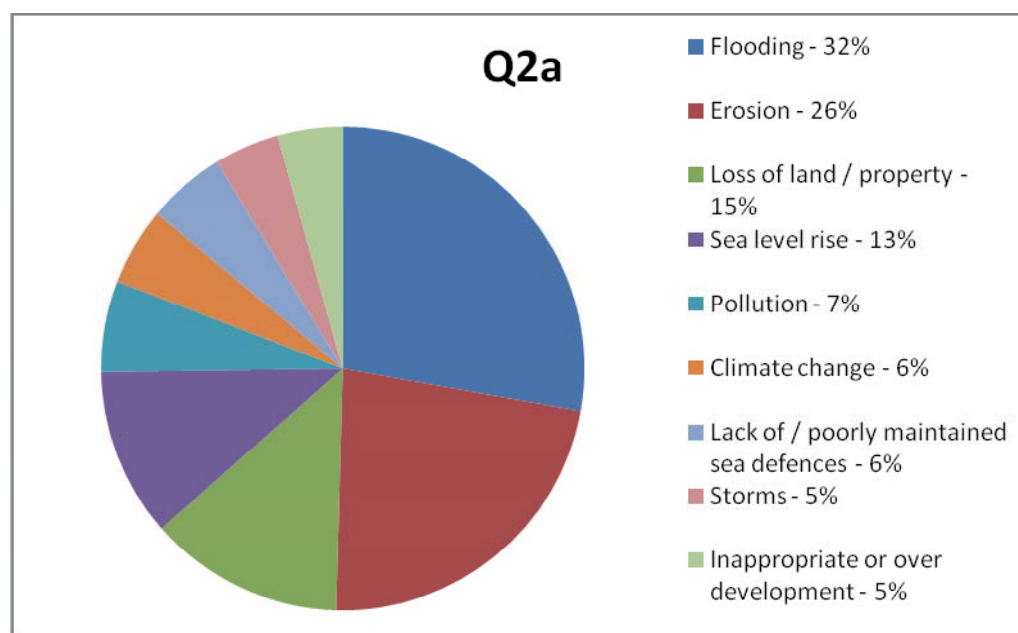
Other mentions were;

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Lack of coherent policy / confusing messages to the public	3
Impact on wildlife/ habitat Loss	3
Lack of compensation	2
Complacency / apathy from central government	2
Heightened water table - affecting crops, plants and wildlife	1
Lack of funding	1
Selsey being cut off, becoming an island, loss of access	1
Build up of sand/ shingle (accretion)	1
Scientific disputes over some data, vulnerability of individuals to insurance 'escape' clauses and lack of coherent policy, effect on fishing etc	1
If the Hinge at East Head was allowed to fail this would have most dramatic results	1

Flooding was the biggest concern of respondents with 32% citing this as the biggest threat. This was followed by erosion (26%) and loss of land or property (15%). Although only 6% of respondents mentioned climate change as a threat, if we put other associated impacts of climate change as mentioned by respondents (sea level rise and storms) together with climate change then 24% of respondents view climate change and its associated impacts as the biggest threat, raising its position to third most cited threat. (This obviously does not take into account the causal link of climate change on flooding and erosion).

This data would suggest that whilst there is generally high awareness of the key threats of coastal change locally there is considerable confusion regarding what is the most significant threat. The data also suggests low awareness of the potential local impacts of climate change.

Q2b. What opportunities might these changes bring to the coastline / coastal communities?

65% of respondents said they could not think of any opportunities of coastal change or left this one blank. Many interviewees were confused by this question and commented that they did not understand how there could be any opportunities from flooding and erosion.

There were 35 responses to this question. Some people mentioned more than one opportunity. Most common responses were Leisure/tourism and wildlife conservation/ habitat creation with 7 mentions each, followed by employment opportunities with 4 mentions. The data suggests that some of the messages about the wider benefits of the Medmerry scheme are filtering through. Overall however, the data implies a fairly limited understanding locally of the potential wider benefits that coastal change and in particular adaptation schemes could bring to the community.
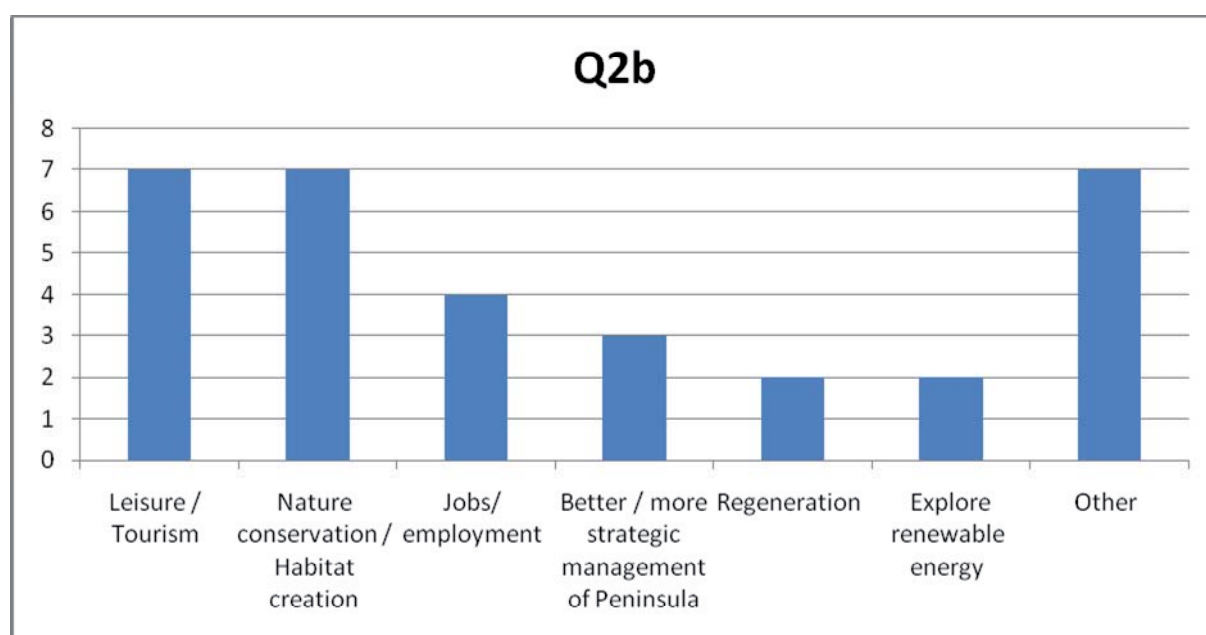
Single mentions included;

- Beach at West Wittering has risen by around 5 metres in the last few years. The beach is more family friendly now and the surf is better
- Funding could be brought in for beach cleaning
- Extend the rocks at Bunn Leisure to Bracklesham
- Conservation of cliffs
- Massive educational opportunity including for other parts of the UK coast e.g tyres at Bunn Leisure. Better road linkages between East Wittering and Selsey. Increase in salt marsh, grazing and meat production
- Marina at Selsey and surf reef at East Wittering
- Opportunity to develop and implement policy for long term coastal defence
- Increase in wildlife especially water birds could attract people to the area but it will also increase traffic along the only B road into Selsey
- Build up localism agenda and community spirit
- *Missed opportunity:* commercial suggestions were not considered as part of Medmerry

Implications for Coastal Literacy

Public awareness is currently very much focussed on the negative impacts of coastal change to the extent that the concept of there being opportunities linked to coastal change is an alien one for the majority. In encouraging people to understand and learn more about coastal change, Coastal Literacy will need to ensure sufficient focus is given to communicating the opportunities and benefits that coastal change may bring. This may go hand in hand with encouraging an acceptance of change and getting the message across that change has always been part of and will continue to be part of the reality of the coast. One way this could be achieved is through promoting the coast's heritage.

Implications for ICZM
The ICZM Partnership could build on the existing local support for improved tourism and nature conservation and ensure linkages with these sectors are fully exploited. The lack of linkage between factors such as flooding, erosion, climate change and sea level rise also indicates the need for work, from an ICZM perspective in respect to principles 1 (a broad overall perspective), 2 (a long term perspective), and 5 (working with natural processes).

Q3. Do you see a link between climate change and the changing coastline?
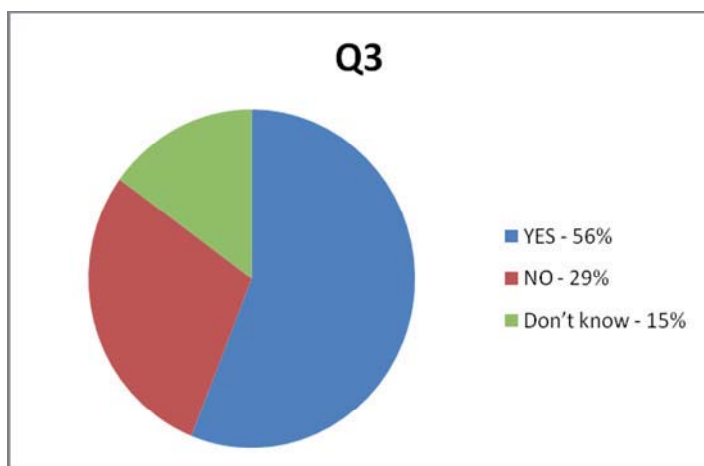
29% of respondents did not see the link between climate change and a further 15% were unsure. This question provoked some interesting ideas. Many pointed out that coastal change has always happened - one person pointed out that London used to have hippos and another that there is archaeological evidence of a beach at Slindon in West Sussex (about 15 miles inland). The point was raised that climate change happens over a longer period whereas weather conditions that contribute to flooding events happen on a much more immediate timescale, therefore making it difficult to compare or make links between the two. It is also worth noting that 'climate change' may mean very different things to different people.

Several people mentioned the lack of credible scientific evidence for climate change. Several others said that climate change has always happened. This is an interesting and important perception which could be interpreted as a lack of awareness or acceptance of the extent of the human impact on the global climate.
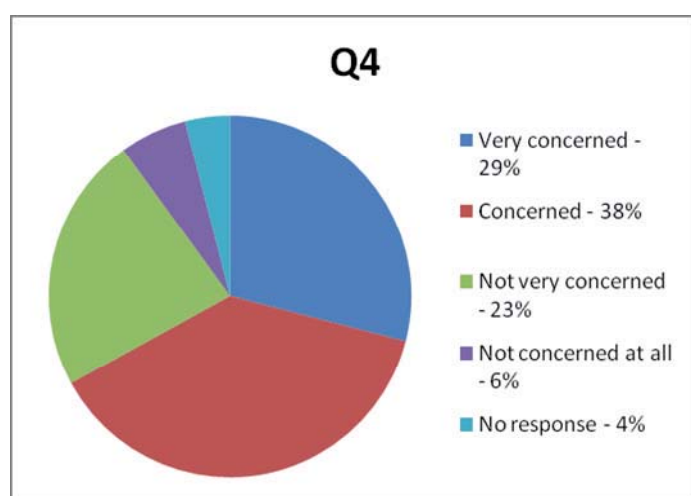
Implications for Coastal Literacy

Earth is currently in the geological period known as the 'Anthropocene' – the period beginning at the Industrial Revolution where humanity begins to have a significant impact on the environment and the earth's climate.

At the local level, there is scope to improve people's awareness of the potential local impacts of climate change and, importantly, the *rate* of predicted change and the increasing risk of extreme weather events, such as storms, heat waves, droughts and flooding.

Provision of scientific evidence in a clear and consistent way as well as opportunities for peer to peer discussion amongst local people (trusted sources of information) will be important in delivering these messages successfully.

Q4. How concerned are you about the local impacts of climate change?

Implications for Coastal Literacy

Although more people expressed concern over climate change (67%) than not (29%), the fact that nearly a third of people questioned are not concerned suggests that more work needs to happen nationally, regionally and locally to communicate the potential impacts of climate change effectively.

It is also worth mentioning the possibility that in face to face interviews, respondents may have felt obliged to express some level of concern as perhaps the 'right response' which may have produced a bias towards concern being expressed in the responses to this question.

Climate Change still remains an abstract concept for many people and does not pose an immediate or pressing threat to them personally. This is verified by research such as the Institute of Public Policy Research report 'Consumer Power: How the public thinks lower - carbon behaviour could be made mainstream'. (www.ippr.org.uk/members/download.asp?f=/ecomm/files/consumer_power.pdf&a=skip). Importantly awareness is not necessarily aligned with motivation, so communication strategies must take this into account and look at ways of not only raising awareness but motivating action.

Of the 56 total respondents who answered in Q3 that they see a link between climate change and the changing coastline, levels of concern were slightly higher - 73% were very concerned or concerned with 25% being not very or not at all concerned. This suggests that an understanding of the link between climate change and the changing coastline could increase concern about the local impacts of climate change.

**Implications for ICZM (Q3 & 4)**

ICZM Principle 2 calls for "a long term perspective which will take into account the precautionary principle and the needs of present and future generations". This implies a leadership role for the ICZM Partnership and the need to ensure that a joined up approach is taken across all agencies and policies in order to put coastal policies into practice at the local level and to ensure that communities understand the need for and are actively adapting and preparing for coastal change.

Whilst the global scientific community has reached a clear consensus that climate change will bring significant change particularly to our coastlines (IPCC data conservatively predicts a global average sea level rise of approximately 0.7m by 2100), there is still a significant minority (44% total respondents) that is unable to see this or is unsure of the link. This presents a significant challenge to the ICZM Partnership and other stakeholder groups with regards in particular to ICZM principle 2.

Opportunities to raise awareness locally of climate change have been missed in the past (for example activities around communications and awareness outlined in the Manhood Peninsula Adaptation Action Plan (2005) due to lack of continuation funding for its implementation. (Plan available here; http://www.peninsulapartnership.org.uk/wp/wp-content/uploads/2010/09/climate-for-change-on-the-manhood-peninsula1.pdf)

It is important for lessons to be learnt by all stakeholder groups, including the ICZM Partnership, of ensuring that provision for communication is prioritised and resourced properly so that progress can be made with regards to raising awareness of local impacts of climate change and ensuring the precautionary principle is adhered to. The more aware local communities are about work being undertaken by coastal stakeholders and authorities in the arena of climate change and coastal adaptation, the greater the propensity for action and participation at the community level will be.

Q5a. How well do you feel the coast is prepared for change?

Q5a
- Very well - 1%
- Well - 23%
- Poorly - 48%
- Very poorly - 11%
- Don't know – 11%
- No response - 6%
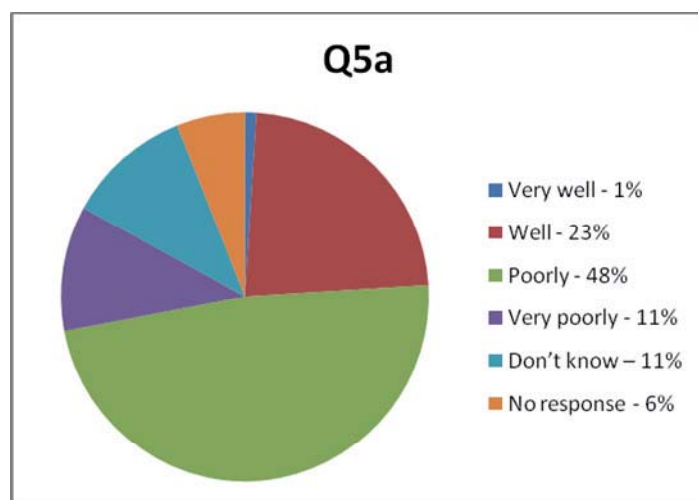
Over half the total respondents (59%) perceive the coast to be poorly or very poorly prepared for change with 24% perceiving it to be well or very well prepared.

5b. How could the coast be better prepared?
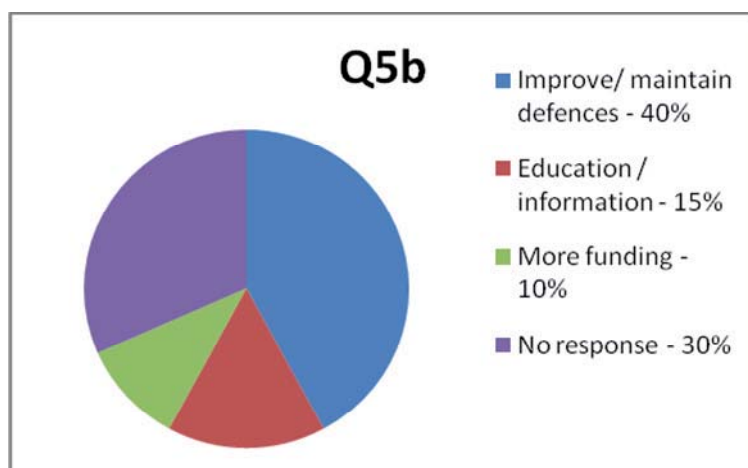
The most common response to this question was provision or maintenance of sea defences. Of the 40 people that made reference to this aspect of coastal management, 24 specifically mentioned hard defences / walls or proper maintenance of existing defences. The other 16 inferred provision of hard sea defences but did not necessarily mention the work 'hard', so for example phrases such as the following were used; 'more / better sea defences' or 'better protection'. Notably the phrase 'managed realignment' did not feature at all in the responses received. 15% of respondents saw the potential of education in preparing for coastal change.

The CDC Citizen's Panel (July 2000) report asked the following question; **Could you please indicate which form of coastal protection you feel should be a future priority for the District Council.** Responses were as follows:

Hard Engineering - creating sea walls	31%
Natural sustainable works (emphasis on improving the beach & groynes)	44%
No preference	22%

The breakdown by area shows a marked increase in preference for hard engineering from respondents of the Manhood Peninsula – the most 'coastal' of the 6 listed areas. Although this consultation happened before the Medmerry managed realignment scheme was proposed, perhaps it helps to explain the level of resistance that the Medmerry scheme has had to contend with, particularly at its inception.

Area	Hard Engineering (31%)	Natural Sustainable (44%)	No Preference (22%)
Area 1 (Chichester)	30%	42%	26%
Area 2 (Manhood)	56%	34%	9%
Area 3 (Bourne)	28%	48%	21%
Area 4 (Lavant &	20%	49%	29%

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surrounding parishes)			
Area 5 (Midhurst, Fernhurst & Harting)	25%	45%	25%
Area 6 (Petworth & surrounding area)	13%	52%	32%

Implications for Coastal Literacy

In the context of 'the Big Society' where greater involvement of local communities in a range of societal activities is being encouraged, and taking into account the predominant negative perception of how well prepared the coast is for change locally, there is the potential for coastal communities to play a much more active role in coastal management and decision-making and to take greater ownership of their future. This however will require significant resources and capacity building from the relevant authorities.

Implications for ICZM

Whilst coastal management practices no longer centre around the panacea of hard defence engineering and are moving towards a more naturalistic approach, it is important to note that public perception has not yet caught up with these fundamental policy changes. This presents potential barriers for the achievement of principle 5 and its recommendation to work with natural processes. This has been evidenced with dramatic effect on the Manhood Peninsula when the draft Coastal Defence Strategy incorporating the Medmerry management realignment scheme was publicised to the community in 2007 and met with vehement opposition and resultant delays in implementation.

The Medmerry scheme offers massive educational and learning opportunities not just as a case study on the value of community participation at the early stages of coastal planning, but also as a scheme that has the potential to engender ICZM principles 2 and 5. In order to realise these benefits, engaging local communities in line with principles 6 and 8 and employing creative and tailored communications strategies to demonstrate the benefits of this scheme should have a central place in the emerging local ICZM policy framework.

Q6a. How likely would you be to recommend the Manhood Peninsula as a place to visit?

Q6a
- Very likely - 59%
- Likely - 27%
- Not likely - 8%
- No response - 6%
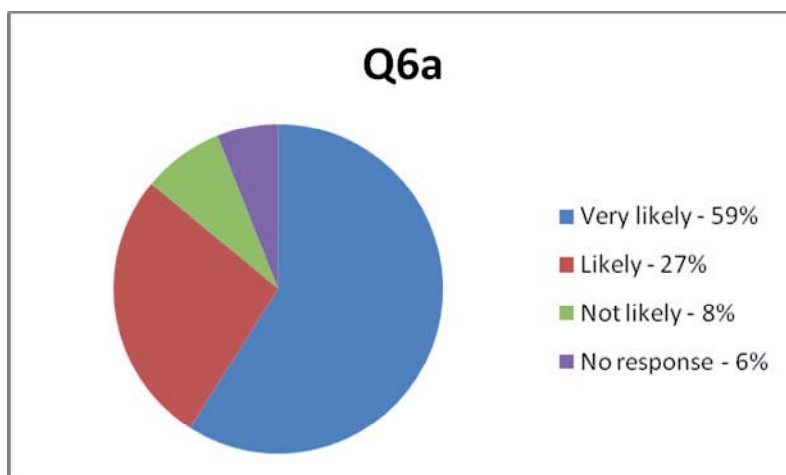
The survey data suggests high levels of civic pride with 86% of respondents likely or very likely to recommend the Peninsula as a place to visit.

6b. What is (are) the best thing(s) about living in your area? Tick all that apply:
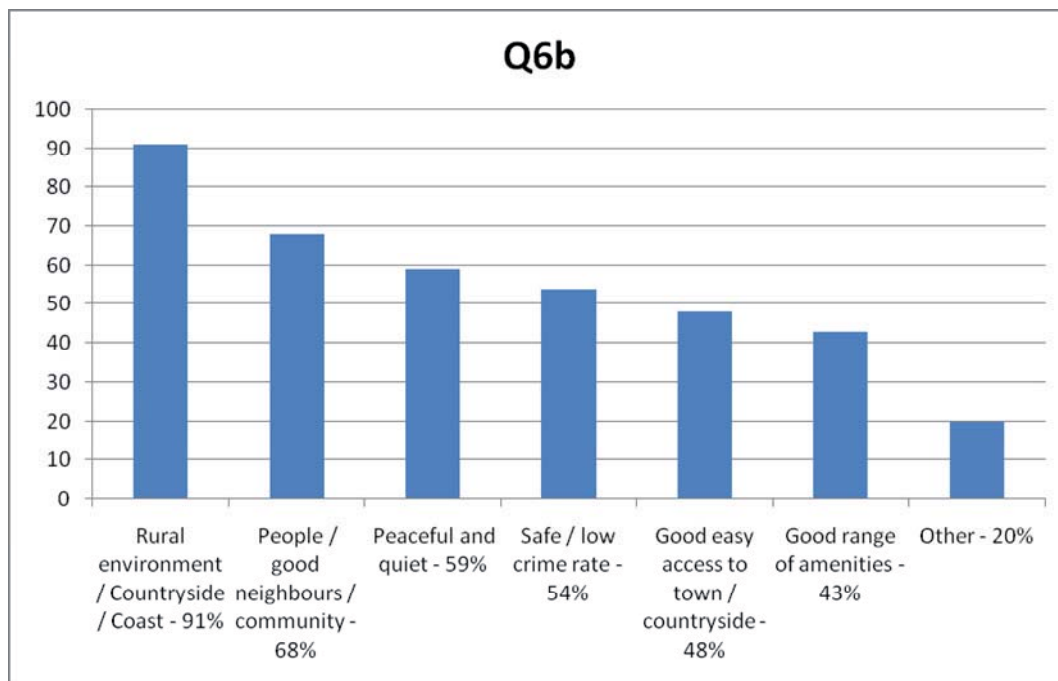

Other things specified were;

- Don't really like living in Selsey, too much development
- Not overly developed
- Views (2)
- Fresh air (2)
- Laid back / pace of life (2)
- Lifeboat station (2)
- Culture, race horses, castles
- Micro climate (2) / climate (1)
- Watersports
- Low pollution
- Church celebrations
- Clubs and societies

Implications for Coastal Literacy

By far the most popular aspect of life on the Manhood Peninsula chosen by 91% of respondents is the Rural environment / Countryside / Coast. This offers a very real opportunity to engage with coastal communities on coastal change and adaptation. Coastal Literacy will endeavour to explore and integrate the special relationship coastal communities have with the coast into its framework and educational materials as a starting point for engagement.

**Q7. How confident are you that you could influence local decision making with regards to the coast?**
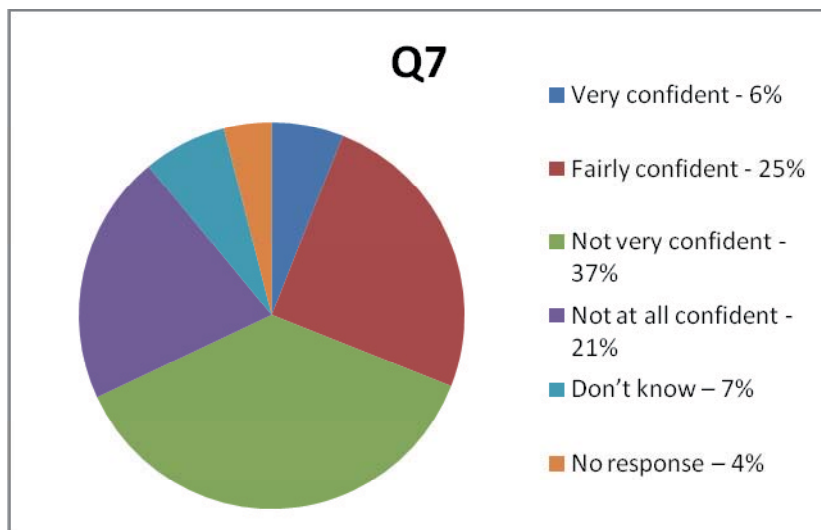
58% of respondents were not very or not at all confident that they could influence decision making with regards to the coast. This high percentage suggests a tangible cynicism around the ability or inclination of the decision making process to incorporate local people's views.

Implications for Coastal Literacy

There are important considerations for Coastal Literacy here. This data suggests that work is needed around building trust, early incorporation of public views into the decision making process so that decisions are not presented as a done deal as well as increased transparency of the decision making process.

Q8. How easy is it to get involved in local decision making regarding the coast?
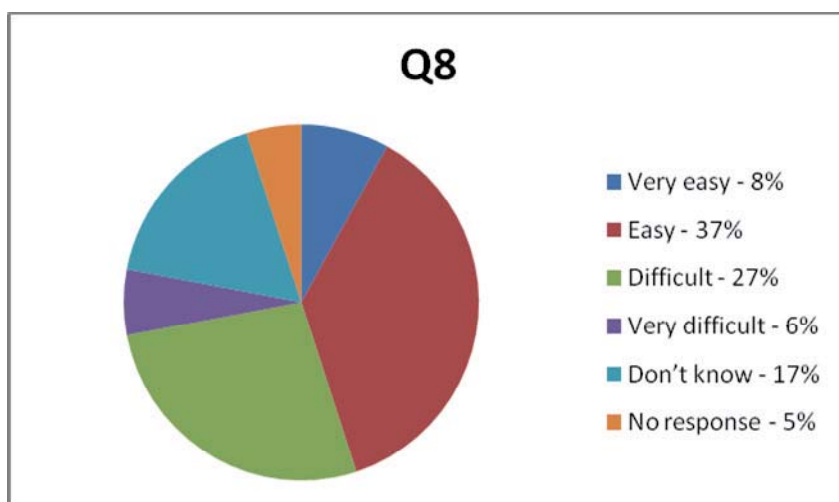
45% of respondents perceived it to be easy or very easy to get involved in local decision making. Main barriers to getting involved were cited as time and will. 33% of respondents perceived it to be difficult or very difficult to get involved in local decision making. It should be noted that for some respondents this was a perception as some mentioned in interviews that they had no experience of doing so.

The Chichester District Council Place Survey (2008) asked the broader question "How well informed do you feel about...How to get involved in local decision making?". The results are broken down by ward. The figures below indicate the percentage of people from each ward that felt informed;

- West Wittering – 26.3% (33% lower than the district average)[63 households]
- Selsey South - 33.8% (14.1% lower than the district average) [67 households]
- East Wittering – 36.9% (6.1% lower than the district average) [59 households]

- Selsey North – 44.7% (13.7% higher than the district average)[74 households]
- Sidlesham – 44.7% (13.7% higher than the district average) [28 households]

Implications for Coastal Literacy

A third of total respondents perceived it to be difficult or very difficult to get involved in local decision making regarding the coast. The Place Survey (Autumn 2008) found very low levels of awareness around how to get involved in decision making more generally, with some wards as few as a third of respondents feeling informed. West Wittering and South Selsey wards were some 33% and 14.1% lower than the district average respectively.

There may be benefits to be gained in outlining the decision making process including responsible bodies, how decisions are made and what opportunities there are for members of the community to input their ideas.

Implications for ICZM (Q 6, 7 & 8)

The ICZM process, in promoting a strategic and holistic approach to tackling the societal goals in a given coastal area, relies on the participation and cooperation of all stakeholders in order to maintain good levels of awareness of what those goals are and to remain in tune with the changing needs and priorities of local communities over time. This emphasises the need for meaningful inclusion of organisations representing coastal zone residents in the ICZM process.

With 58% of respondents not very or not at all confident that they could influence decision making with regards to the coast and 33% of respondents perceiving it to be difficult or very difficult to get involved in local decision making regarding the coast, the ICZM process will need to work hard to tackle these negative public perceptions about the accessibility and responsiveness of the coastal decision making process.

Q9. Have you seen any educational resources relating to the coast?

Q9a

NO - 53%
YES - 45%
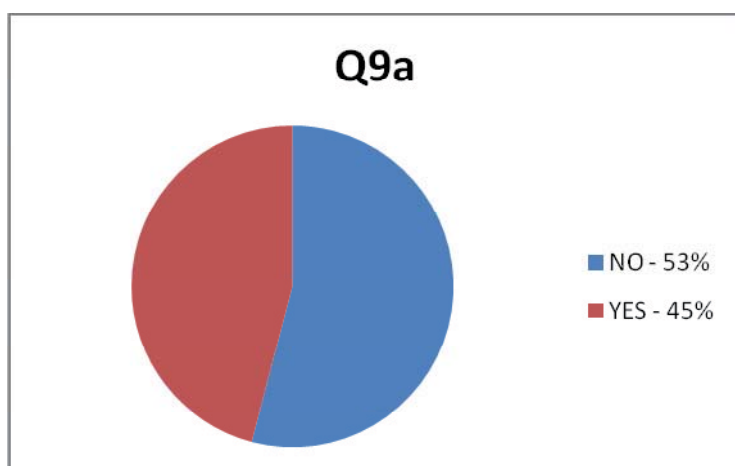
9b. If YES – what were they?

There were 42 responses in total. Some were unspecific such as "leaflets" which could not be interpreted in a useful way. The following resources received the most mentions;
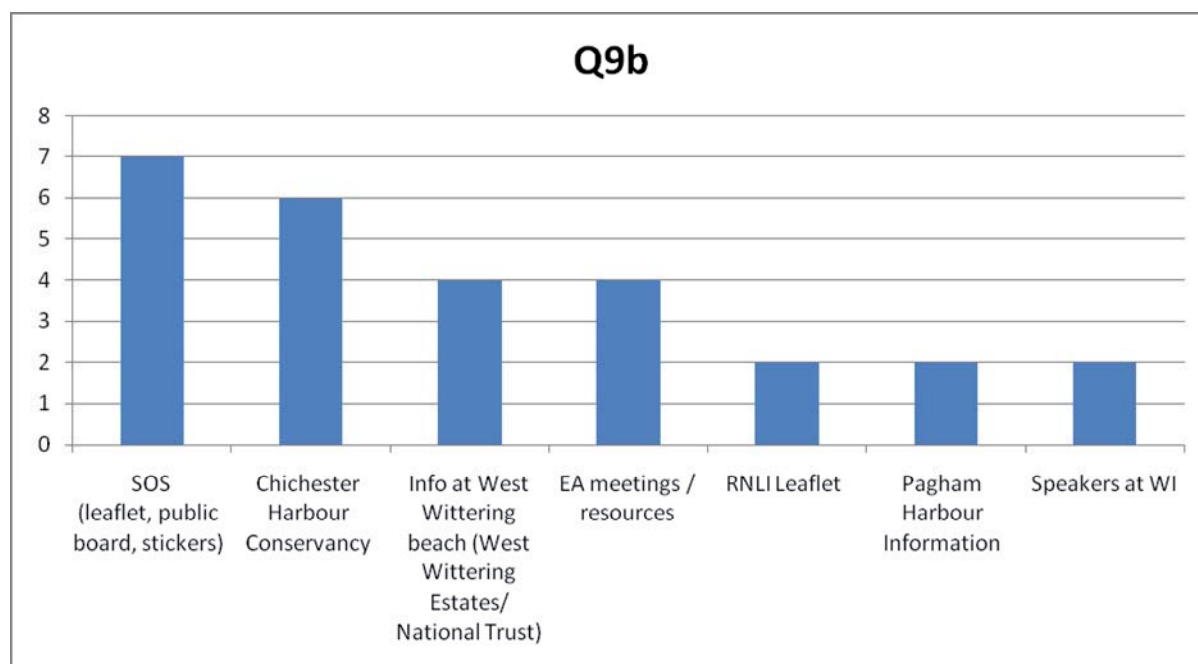
Single mentions included;

- Marine Conservation Society Pack
- Shoreline Management Plans
- MARINET newsletter (www.marinet.org.uk)
- SCOPAC Guide 'Coastal Risk Management - a non technical guide'
- 'Going Dutch' Leaflet

The data suggests that there is a paucity of public information available and that there is scope for a more coordinated approach to dissemination of coastal change information. In terms of information produced by the Coastal Operating authorities, 4 people recalled information from the Environment Agency whilst there was no recollection of information produced by Chichester District Council.

One respondent remembered the title of a specific leaflet 'Fight Them on the Beaches' (2008), a SOS campaign leaflet showing a bulldog biting the leg of a man on the beach. It can be viewed here - www.saveourselsey.org/saveourselsey/ftotb_campaign.asp. This suggests the efficacy of a well designed leaflet with a catchy strap-line and photo.

Implications for Coastal Literacy / ICZM

There is a significant opportunity for the Environment Agency and Chichester District Council, as the two lead Coastal Operating Authorities, to reinforce their leadership role and take action to fill this public information gap.
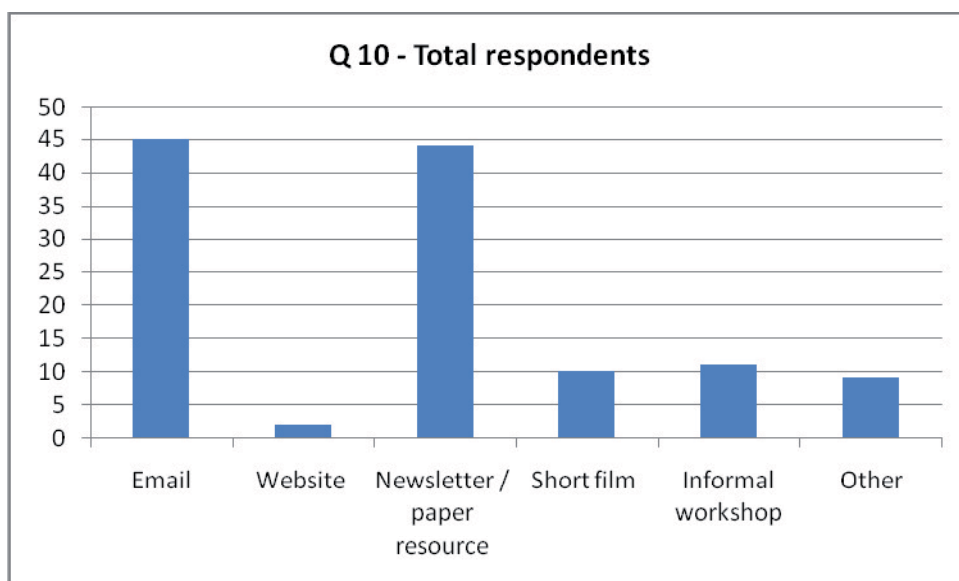
9c. How would you rate them?

38% were rated Excellent
50% were rated as Good
The remaining 12% of mentioned resources were not given a rating.

Q10. What would be your preferred method of communication should we contact you in the future?

Of the total respondents 45% chose email as their preferred method of communication. Newsletter or leaflet was a close second choice at 44%. The survey showed that only 11% of respondents would choose an informal workshop such as the ones carried out by the Environment Agency during the consultation phase of the Coastal Defence Strategy, although admittedly this question was framed in a more general way and was not directly asking about preferred coastal defence strategy communications methods.

Breakdown of communications preferences by employment status

There are obvious disparities in preferred communication methods when analysed according to employment status. Newsletter/ leaflet is the most popular choice amongst the retired respondents (58%) whilst email is by far the preferred choice for those working full time (79%) and the preference of those working part time (50%).

Working full time - 29 respondents

Working part time - 16 respondents
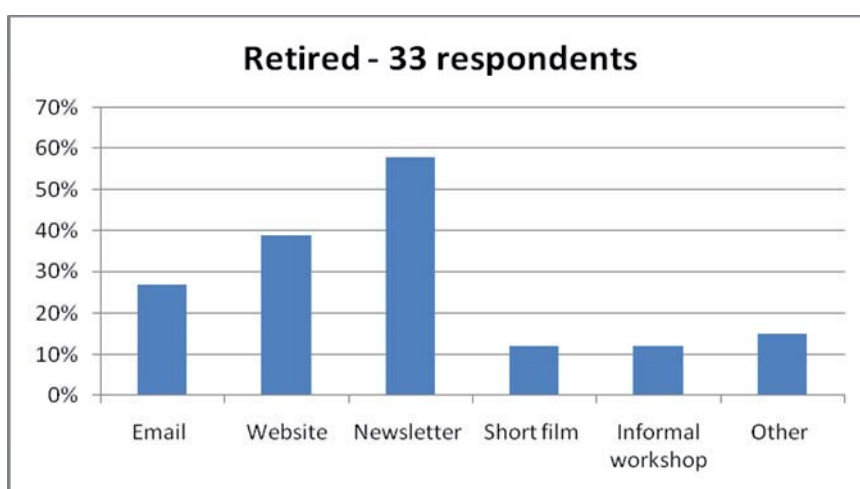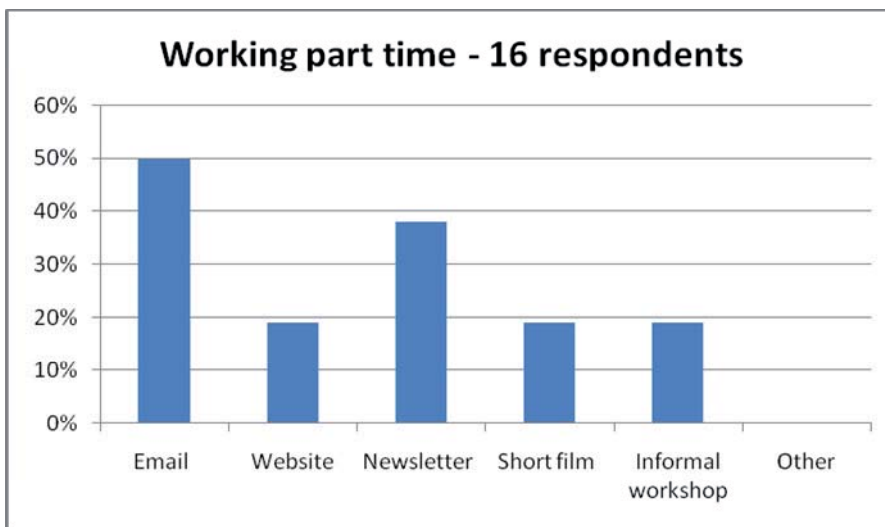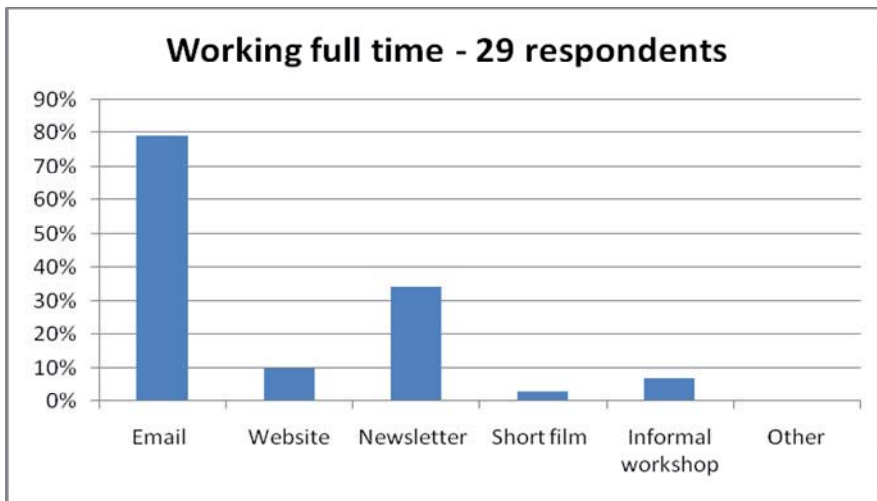
Shackleton's research was concerned more specifically with communications strategies for coastal defence strategies. He found that "an information booklet or newsletter was by far the most popular choice of presentation for receiving information about the Coastal Defence Strategy, with at least 50% respondents selecting this at all case study sites". Similarly Shackleton found that the coastal meeting / walk around exhibition "was least popular at Emsworth, fourth choice at Selsey and only achieved third choice at West Wittering".

Implications for Coastal Literacy / ICZM

Great care will need to be taken in the future in determining communications methods for engaging with communities on coastal management issues in order to ensure that all socio-economic profile preferences are catered for and equalities considerations are taken into account.

The survey data suggests that employing a variety of media may be beneficial. This may be verified by the results of Question 1b which found that nearly 20% of respondents were aware of SOS. Their campaigning activities have incorporated a variety of media including website, leaflets, local press and car stickers which may have contributed to them attaining a good level of recognition locally.

Both the Coastal Literacy survey and Shackleton's research suggest that public meetings (as employed by the Pagham to East Head Coastal Defence Strategy consultation) are not the preferred method of communication for the majority of respondents. There is potential to

improve the dissemination of Coastal Defence Strategies and improve consultation through tailoring the communications strategies to local preferences.

Young People:

Chichester Youth Council - 8th July

An hour long session was held for 9 members of the Chichester Youth Council aged between 11 and 16 (average age 13). The young people were asked whether they had visited West Wittering or Selsey beaches. All nine had visited either or both. Things they liked about the beach were; the slides, play park, skate park and good surf.

7 thought the beach was not looked after, 2 thought that the beach was well looked after. The majority thought West Wittering was looked after. The implication being therefore that most had visited Selsey and didn't think it was well looked after. Problems with the beach were cited as; presence of rubbish, string, cigarette ends and driftwood.

When asked what they thought was meant by coastal change, the young people described flooding, erosion and accretion. When asked what they thought was causing it, they responded that it is a result of rising sea levels caused by melting icebergs and global warming.

After a bit more discussion, the group split into three groups to produce a collage showing their thoughts about coastal change. The groups were given provision to draw as well as use images and text that could be cut out from a variety of magazines.

Group 1 Showed both positive and negative aspects. Negative images included waves hitting houses and affecting people as well as images of erosion in the form of semi eroded gardens on the precipice of a cliff. Positive aspects included more tourism, ferries, surfing, travel, warmer climate. Group 2 had an overall message of advertising the benefits of the beach "Go to the beach" with images of nice beaches, travel, spending money, nice sea, catch of the day etc. The key message from Group 3 was about finding solutions to the problems of coastal change including through technology (image of offshore wind) and the need to change with the times – to move rather than be left behind. The collage highlighted the problem of a lack of some fish species and other sea food sources.

The young people were then asked how worried they were about climate change and asked to stand on the relevant marked spot in the room. 3 said they were 'not very worried, 5 were 'not worried at all' and 1 was not sure. However one young person who came into the room late, when given the question said twice very clearly that he was very worried about climate change and then changed his mind when he noticed that no one was standing on that spot! He was the one member of the youth council that day that lives in Selsey. The possibility that 'herd mentality' swayed this exercise result must be considered, especially as it was an exercise where the children physically moved to different parts of the room and they tend to like to be near their friends. When asked why they were not worried, the responses given were 'we will be dead anyway' and that we should accept the situation.

When asked how positive they feel about the future of our beaches, 7 out of the 9 responses were negative. 3 said 'Not very positive' and 4 said 'Not at all positive' with 2 'Not sure'.

When asked how involved they felt in decisions regarding the seaside, two young people mentioned they had visited Pagham Harbour on a school trip. When asked how young people could be more involved in decision making, they responded that they would need an incentive (e.g food!) and that they would need information first.

Finally the young people were asked if they were given an opportunity to make a short film about the coast/ seaside what topic they would choose. There were no specific topic suggestions, but one member of the group said 'it should be told as a story'.

Selsey Youth drop in - 3rd August

Six young people aged between 11 and 14 were interviewed during a Selsey Youth drop in session. Things the young people liked about the beach were;

- swimming in sea
- walking their dog
- the quiet
- natural environment
- landscape
- body boarding and hanging out with mates

Things the young people did not like about the beach were;

- Litter (3)
- Not enough sand (Selsey)
- Can lose dog!

5 out of 6 made reference to two main types of coastal change – erosion and flooding. One 12 year old is learning about movement of shingle in Geography. Another said that they had learnt about erosion from rivers and oceans in Geography. Only the youngest person (11 years) did not mention any coastal change process.

4 of the 6 were worried about local impacts of climate change. Reasons for concern were impacts on animals, future generations, increasingly abrupt weather, the impact on health. One was not very worried because "it is not a problem right now". One respondent, 14, did not deem himself to be directly affected but was worried for other people including some of his friends who lived right in the flood risk zone in Selsey.

When asked how we could involve them more in decisions about the coast, one young person mentioned that the RNLI had come into their school to do a talk on safety. Another said "tell us sooner about any works on the beach". The 14 year old boy said that in Woolacombe Bay shopkeepers of shops along the sea front were asked their opinions about what to do with the beach. He then went on to suggest involving young people through fundraising activities, rafting activities and canoeing.

When asked what topic they would choose if they could make a film about the coast, responses included lifeboats, litter (twice), scuba diving, wildlife and flooding - specifically the impact on homes and sea defences.

Analysis

The levels of awareness of coastal change were impressive amongst both groups of young people with the majority being able to describe aspects of coastal change as well as making the links between climate change and coastal change.

There was higher concern about climate change amongst the Selsey young people compared to the Chichester Youth Council. The Selsey young people also had more clear and defined ideas about coastal topics they would choose to explore in a film suggesting (perhaps unsurprisingly) a closer relationship with the coast.

There may be value in exploring the negative perceptions expressed by the Chichester Youth Council about the future of our beaches.

Conclusion:

The knowledge and perceptions survey has highlighted a number of gaps in knowledge and produced some valuable local perceptions about the coast, how it is changing and how it is managed on the Manhood Peninsula.

Given that there have been quite high levels of activity and opportunities for participation in coastal management issues on the Peninsula since 2001, and bearing in mind the concerted consultation efforts by the Environment Agency and Chichester and Arun District Councils as well as other key stakeholders, some of the knowledge gaps are perhaps surprising.

This suggests that ad hoc consultation exercises, however participatory they may be, are not far reaching enough and that a more strategic approach to disseminating information about coastal change and coastal decision making is required if local capacity to participate in coastal decision-making is to be increased. This may mean a radical re think of current coastal communication strategies.

The messages that need to be communicated around coastal flood risk and erosion are complex and challenging ones which require consistency and continuous effort. Shackleton's research concluded that "there is an underlying theme to these recommendations that information must be presented in a consistent, easily understood format that encourages and directs residents as to where they can find out more" (p 156).

The need for continuity is emphasised by Peter Frew, Head of Coastal Strategy, North Norfolk District Council; "Building capacity requires continuous effort to raise levels of knowledge amongst stakeholders about both physical coastal processes and decision making mechanisms." (p 33, CAPE report).

There are massive opportunities and potential benefits to be gained from implementing a joined up approach to coastal management locally in line with ICZM guidance and principles. Assuming the links between the changing coast and its management and the community's wider social, economic and cultural objectives can be communicated effectively to these communities, this should facilitate greater levels of interest in participation in coastal management locally, as more people are likely to relate to or have an interest in a specific area such as improved transport links or improved leisure or economic opportunities.

Increased local participation in these processes will help to ensure that sustainable development of the coast that meets the community's needs is achieved.

Next steps

The next stage of this project is to define these key concepts of Coastal Literacy that will make up the Coastal Literacy framework, taking into account current perceptions and levels of awareness as outlined above. On the Manhood Peninsula this piece of work is being tested and developed by a panel of experts representing a broad spectrum of coastal interests.

In light of the need for innovative and varied ways of communicating about the coast, the framework will be accompanied by a variety of media which aim to illuminate the framework and make some of the concepts accessible in a different format. These will be a series of short films exploring coastal issues and a jargon busting leaflet.

It will be crucial to be clear about what Coastal Literacy hopes to achieve. Does it simply aim to raise general levels of awareness or does it hope to inspire action and real community participation in decision making? These are questions and issues that will be considered by the expert panel and will determine the nature and framework of Coastal Literacy.

Appendices:
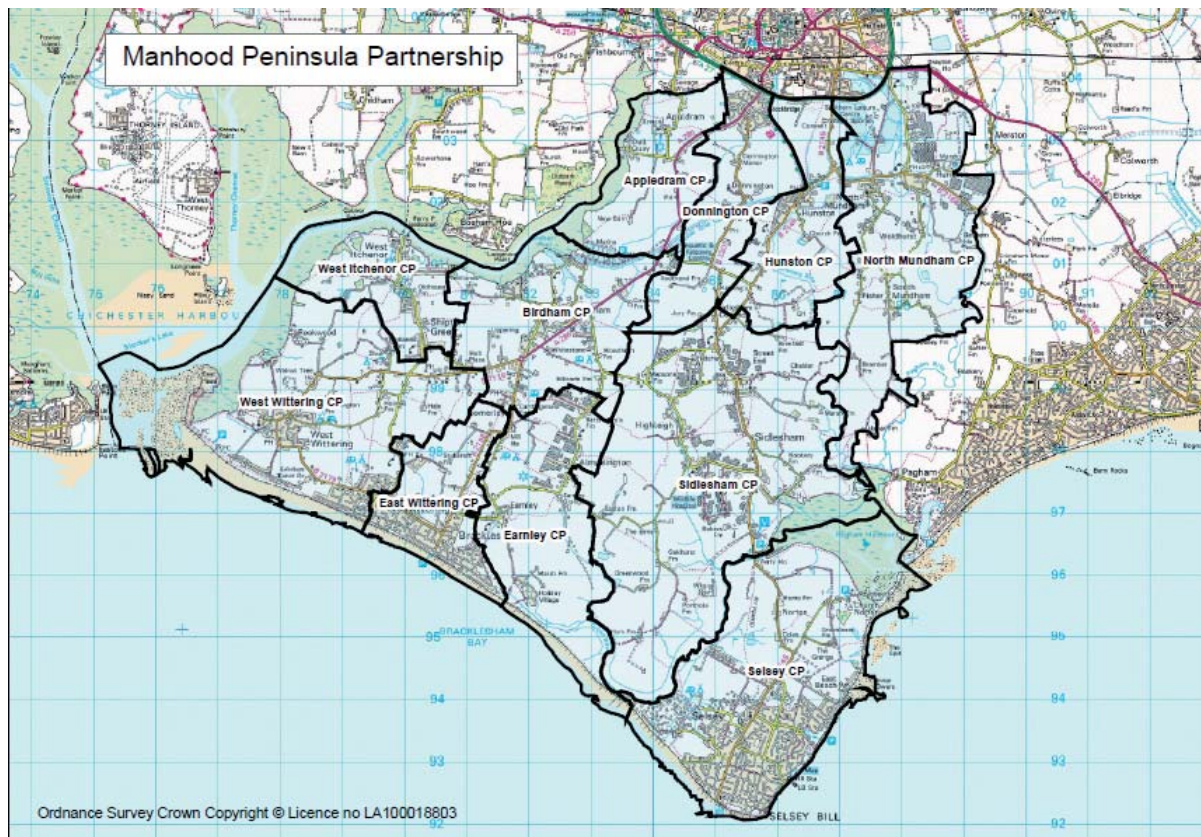
Appendix B - Knowledge and perceptions survey

Coastal Survey

CoastNet is an independent sustainable development charity, working in the UK, Europe and beyond. We work with individuals and communities, to promote a just society and to encourage personal responsibility in caring for coastal communities and environments.

As part of the Chichester Pathfinder project, working in collaboration with Chichester District Council, Coastnet is developing a framework called "Coastal Literacy" as well as educational resources to help people take part in coastal decision making.

Background on Climate Change: In the South East of England climate change will lead to hotter drier summers, warmer wetter winters, higher sea levels and an increase in extreme weather events, such as storms, heat waves, droughts and flooding.

This survey should take around 5 minutes. If you'd rather not answer any questions, please just leave them blank.

1a) Were you aware that the area has a coastal strategy? YES/ NO

1b) Can you name some of the organisations involved in coastal management / defence in the region and what part they play?

2a) In terms of the way our coast is changing, what do you feel are the biggest threats?

2b) What opportunities might these changes bring to the coastline / coastal communities?

3) Do you see a link between climate change and the changing coastline?

YES/NO

4) How concerned are you about the local impacts of climate change?

Very concerned
Concerned
Not very concerned
Not concerned at all
No opinion

5a) How well do you feel the coast is prepared for change?

Very well
Well
Poorly
Very poorly
Don't know

5b) How could the coast be better prepared?

6a) How likely would you be to recommend the Manhood Peninsula as a place to visit?

Very likely
Likely
Not likely
Never
Don't know

6b) What is (are) the best thing(s) about living in your area? Tick all that apply:

- Rural environment / Countryside / Coast
- Good easy access to town / countryside
- The people / good neighbours / local community
- Good range of amenities

- Peaceful and quiet
- Safe / low crime rate
- Other, please specify:

7) How confident are you that you could influence local decision making with regards to the coast?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

8) How easy is it to get involved in local decision making regarding the coast?

Very easy
Easy
Difficult
Very difficult
Don't know

9) Have you seen any educational resources relating to the coast?

YES/NO

If NO – please go to Q10.

9b) If YES – what were they?

9c) How would you rate them?

Excellent
Good
Poor
Very poor
Don't now / don't remember

10) What would be your preferred method of communication should we contact you in the future? Please tick all that apply:

- Email
- Website
- Newsletter / paper resource e.g "Layperson's guide to shoreline management"
- Short film (available in DVD format or to download online)
- Informal workshop
- Other, please specify:

Your ethnic origin:

Ethnic origin questions are not about nationality, place of birth or citizenship. They are about colour and broad ethnic group. U.K. citizens can belong to any of the groups indicated.

I would describe my ethnic origin as:

White
     a.   British .... ?
     b.   Irish... ?
     c.   Any other White background (please specify): _____

Mixed
     d.   White & Black Caribbean............. ?
     e.   White & Black African.................. ?
     f.   White & Asian .... ?
     g.   Any other Mixed background (please specify): _____

Black or Black British
     h.   Caribbean .... ?
     i.   African... ?
     j.   other Black background (please specify): _____

Asian or Asian British
     k.   Indian.. ?
     l.   Pakistani..................................... ?
     m. Bangladeshi .... ?

     n.   Any other Asian background (please specify): _____

     o.   Chinese .... ?

     p.   Other ethnic group (please specify): _____

     Disability:
We operate within the framework of the Disability Discrimination Act 1995 (DDA). Which defines disability as: 'A physical or mental impairment which has substantial and long term adverse effects on a person's ability to carry out normal day to day activities".

Are you disabled?
          Yes.. ?
          No .... ?

     Employment Status:
          Retired.. ?
          Working Full-Time .... ?
          Working Part-Time .... ?
          Unemployed.................................. ?
          At School...................................... ?
          In Further Education .... ?
          Other .... ?
          Don't Know .... ?

Many thanks for your time in helping us with this research.

The Manhood Peninsula Partnership (MPP)

- Comprises the local and regional agencies responsible for this area including District, County and Parish Councils, Environment Agency, National Trust, RSPB, Natural England, Chichester Harbour Conservancy and other community representatives.

- Formed in 2001 in direct response to residents' concerns over planning and inter-agency co-operation; and remains a lively and pro-active group with a European profile but a strong local network.

- Organised international conference in 2001 w/ Dutch and British experts whose brief was to look at a holistic way of managing the peninsula. "Going Dutch on the Manhood Peninsula" produced.

- Subsequently became part of a wider European project on climate change (ESPACE) and published a comprehensive Adaptation Action Plan for the Peninsula, commissioned a number of technical studies and supported several practical projects

- 2008 – Organised Going Dutch II – reviewed the Pagham to East Head Coastal Defence Strategy (PEHCDS)

Save Our Selsey (SOS)

- Over 1500 members. Set up as an immediate and spontaneous reaction to the proposals contained within the PEHCDS. Raised awareness through community events, TV and radio interviews

- SOS has links with other coastal campaign groups around the UK and takes part in the Coastal and Marine All Party Parliamentary Group and recently formed National Voice for Coastal Communities Forum

Manhood Peninsula Steering Group (MPSG)

- Formed at the suggestion of local MP, Andrew Tyrie, who is Honorary President

- Brings together a wide audience from across the Peninsula to raise awareness about coastal change and flood risk management issues. It is particularly concerned about the socio-economic sustainability of the Peninsula in the light of coastal change & policy.

- Includes businesses, resident groups (West Wittering, Ham, Medmerry & Selsey), various Parishes. Strong representation from Selsey, including businesses (Bunn Leisure, Nature's Way Foods, the Small Business Partnership) & Councillors (Town & District).

- Seeks to influence local & national policy by engaging with government, statutory agencies & other coastal groups, and responding to all related consultations.

These 8 Principles of good ICZM are based on the experiences of the EU Demonstration Programme (http://ec.europa.eu/environment/iczm/demopgm.htm) and were agreed as part of this Recommendation; www.coastalwiki.org/coastalwiki/EU_ICZM_Recommendation

- **Principle 1**

A broad overall perspective (thematic and geographic) which will take into account the interdependence and disparity of natural systems and human activities with an impact on coastal areas

- **Principle 2**

A long-term perspective which will take into account the precautionary principle and the needs of present and future generations

- **Principle 3**

Adaptive management during a gradual process which will facilitate adjustment as problems and knowledge develop. This implies the need for a sound scientific basis concerning the evolution of the coastal zone

- **Principle 4**

Local specificity and the great diversity of European coastal zones, which will make it possible to respond to their practical needs with specific solutions and flexible measures

- **Principle 5**

Working with natural processes and respecting the carrying capacity of ecosystems, which will make human activities more environmentally friendly, socially responsible and economically sound

- **Principle 6**

Involving all the parties concerned (economic and social partners, the organisations representing coastal zone residents, non-governmental organisations and the business sector) in the management process, for example by means of agreements and based on shared responsibility

- **Principle 7**

Support and involvement of relevant administrative bodies at national, regional and local level between which appropriate links should be established or maintained with the aim of improved coordination of the various existing policies. Partnership with and between regional and local authorities should apply when appropriate

- **Principle 8**

Use of a combination of instruments designed to facilitate coherence between sectoral policy objectives and coherence between planning and management