Cove Communities



Medmerry Park Stoney Lane Chichester PO20 7JP

June 2023

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Introduction

This report details the public consultation process and the results of face to face and online feedback. Consultation has been carried out using different engagement approaches so as to maximise input from as much of the local community as possible.

The Consultation Process

The public and private consultations took place over the two days of Friday 16th and Saturday 17th June 2023 at The Medmerry, Medmerry Park, Stoney Lane, Chichester, PO20 7JP.

The timings of the event were:

Friday 9-10.30am - Private consultation for parish councillors and interested parties

Friday 10.30-12pm - Private consultation for District Councillors and Officers

Friday 12.30-5pm - Public consultation

Saturday 9-12pm - Public consultation

Saturday 12.30-3.30pm - Medmerry Park leaseholders

The timings of the event were chosen so that the maximum number of people who wanted to attend were able to do so. Anyone who was invited to the private consultations were also able to attend the private consultations if this was preferable.

The venue at The Medmerry was on the ground floor and accessible via a ramp. We provided chairs for anyone not able to stand for long period of time.

There were 14 display boards which included a welcome introducing those consultants who were attending the event, all consultants were identifiable by their name badges. The display boards also included site maps, masterplans and phasing of the development.

In summary for the consultation process we have:

- 1. Made sure the consultation takes place during the design development process and before an application was made.
- 2. Conducted appropriate engagement that fits the community's needs.
- 3. Conducted an accessible and visible exhibition.
- 4. Used Plain English and adequate response mechanisms.
- 5. Analysed the results from the consultation objectively.
- 6. Publicised collective responses, with due regard to the Data Protection Act.
- 7. Summarised how these responses have affected the proposals.

Pre Application discussions with Parish and District Councillors

We invited members of the parish councils of Earnley and Bracklesham and East Wittering Parish council to a private consultation (Appendix 2/3). We welcomed feedback from those present and have reached out to those unable to attend offering them an opportunity to view the display boards on line or view them on the dedicated website https://medmerry-park.co.uk. We have also invited the District councillors who were unable to attend the chance to visit the site and view the boards.

The District Councillors and Officers invited were:

Andrew Frost CDC Director of planning and environment

• Diane Shepherd CDC CEO

• Fjola Stevens Divisional Manager Development Management

• Jane Hotchkiss CDC Director of growth and place

Adrian Moss
 Leader of the Council and Cabinet Member for Regeneration

Vikki MacKay Divisional Manager for Growth and Property

Richard Bates Harbour Villages Lib Dem
 Stephen Johnson Harbour Villages Lib Dem

Donna Johnson Sidlesham and Selsey North local alliance councillor
 Val Weller Sidlesham and Selsey North local alliance councillor

Ian Ballantyne West Wittering Lib Dem councillor
 Mark Chilton West Wittering Lib Dem councillor

Elizabeth Hamilton West Wittering Conservative councillor

Derek Irvine Growth and Sustainability Officer for Economic Development
 Karen Rollings Economic Development Officer - Inward Investment & Growth

• Melanie Burgoyne Economic Development Manager

• Harsha Desai Growth and Place

Jonathon Brown Deputy Leader and Cabinet Member for Environmental Strategy

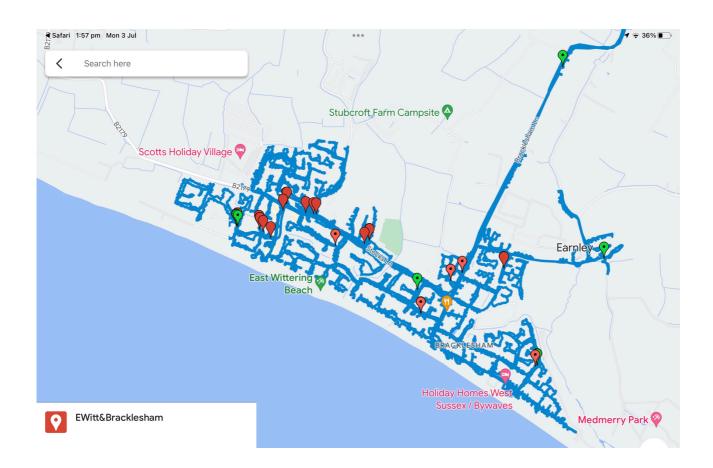
Pre-application discussions with individuals and groups

Prior to the public consultation we identified and invited the community groups in the area of Medmerry Park to a private consultation (Appendix 2). The community groups and stakeholders we contacted include:

- RSPB
- Earnley Church
- Manhood and Wildlife heritage group
- Earnley concourse

Publicising the consultation

We publicised the consultation to residential properties in Earnley, Bracklesham and East Wittering by distributing an information leaflet. The objective of the leaflet was to invite the local community to the public exhibition, to communicate information about the scheme, and to seek feedback from those not able to attend the public exhibition. We distributed approximately 3000 copies of the leaflet, which were distributed by Applecarte Distribution. The leaflet was delivered to all homes and businesses in the area highlighted in the map overleaf. A copy of this leaflet is available in Appendix.



The public consultation invite distribution area





Exhibition being viewed by attendees

Project website

A project website was set up to communicate information and seek feedback on the scheme. It was designed to be accessible and usable to as many people as possible. The website has a unique URL at https://medmerry-park.co.uk.

The website allows people to view the exhibition material and complete a feedback form (Appendix 4). the online feedback form was the same as the survey provided at the exhibition.

The Consultation Response

15 people visited from the parish councils and other interested parties

6 District councillors attended

50+ members of the public attended across the two days

60+ leaseholders visited us on Saturday afternoon

Feedback question responses

Do you agree with the principle
of a need to redevelop and
refurbish Medmerry Park?

Yes	No	Unsure	
53	6	15	

What are your initial impressions of the masterplan

design?

Like them	Do not like them	Unsure
48	13	13

What are your initial impressions of the Landscaping Proposals?

Like them	Do not like them	Unsure
53	10	11

What are your initial impressions of the Range of Amenity Facilities?

Like them	Do not like them	Unsure
46	10	18

Do you agree with the enhancement measures being introduced for ecology and flood management?

Yes	No	Unsure
56	7	11

Lastly, which of these statements best describes your opinion about the overall proposals?

I support the proposal but have some reservations I support the proposal, but have no strong feelings bout the proposal bout the proposal	al
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Lastly, which of these statements best describes your opinion about the overall proposals?			
23	37	4	10

Qualitative response

People who attended the exhibition were able to give qualitative feedback on the feedback form. They and anyone unable to attend was also able to feedback via the website. The points raised can be found below in Appendix 5.

Conclusions

Following the receipt of the comments provided under the public consultation, the following changes have been implemented and can be seen on the site masterplan Appendix 6:

- The 'Falconry Experience' and 'Events Space' previously included within the amenity area at the south of the site have been removed in favour of a dogs 'off the lead' zone.
- The 'Medmerry Riding School' has been removed in favour of a picnic space/meadow. Accommodation has been re-shuffled to pull further away from the PROW following the riding school's removal.
- Bicycle storage to amenity areas has been included throughout the masterplan.

Appendix 1: Invitation leaflet for public



Appendix 2: Invitation to Private consultations





Appendix 3: Invitation to Medmerry Park leaseholders



Appendix 4:

Cove

for taking the time to visit us today

Please share with us what you think by filling out our feedback form.

Do you agree with the principle of a need to redevelop and returbish Medmerry Park?
Yes No Unsure
What are your initial impressions of the:
Masterplan Design Like them Do not like them Unsure
Landscaping Proposals Like them Do not like them Unsure
Range of Amenity Facilities Like them Do not like them Unsure
Do you agree with the enhancement measures being introduced for ecology and flood management?
Yes No Unsure
Lastly, which of these statements best describes your opinion about the overall proposals?
I support the proposal
I support the proposal, but have some reservations
I have no strong feelings about the proposals
I oppose the proposals
Do you have any other comments about the proposed plans that you would like to share with us?

Appendix 5:

Feedback comments	s for Medmerry Park
Comment from (if known)	Comment
RSPB	Needs consideration of dog off lead/exercise area
	Woodland planting with native species would be preferable
	Falconry experience, probably not best fit adjacent to nature reserve
	Stables, what is intended scale/usage? Will it be kept on site?
	Timings of demlotions/construction next to nature reserve will be key
Parish Councillors/	I think that the habitat creation side is very aspirational and hope that it actually
Manhood Group 1	happens as is not an afterthought as happens on most developments. MWNG and www.mwhg.co.uk could help with the appropriate planting of tree species and xxxx of locally grown trees for a donation
	I think the flood risk reduction work is probably the most important concern, followed by wildlife preservation. You seem to have given a lot of thought to both of these aspects
	Keep local residents on side by offering out of season facilities - Good Luck! Post development aboricultural management plan.
	Post development ecology management plan
	Post development drainage and surface water strategic management plan - Thank you
	Would any of the facilities be made available to local people by way of perhaps social membership?
County Councillors - Group 2	One sheet but no comment
Group 3 Public consultation	3 sheets only one had a comment
	As people living in Bracklesham we were worried about the extent of this development. We have been pleasantly surprised. In principle we now support it. If you did your own waste management think you would get a lot of votes we are still slightly worried about the lorries damaging the roads.
Saturday Group 1 - public	I am unsure and I would like to review the plans online
	Clean up Marsh Farm. Turn it into a proper little farm with animals that children would enjoy.
	Only reservation would be landscape maintenance
Saturday group 2 - leaseholders - private consultation	Concerns with the infrstructure i.e. roads to site, lack of dog facilities. How busy it will become, financial implications to myself when my chalet area is to be improved and what the costs (increased) will be.
	Lack of respect for existing leaseholders, being told this is going ahead irrespective of our thoughts and the impact it will have on our well-being. So sad!
	The landscaping will require a lot of upkeep. Let's hope they provide staff as they don't at the present time. Who do you go to with issues? To much for Anthony. Vanessa explained so well.

Would like further information regarding the once in 200 year flooding including Impact on adjacent property developments.
Locally the big issues are improved roads and infrastructure to support the large increase in house building, especially sewage and water supply issues. Whilst you are fairly neutral in this i.e. replacing 308 with 308, you are sucked into the local hostile anti-building feelings. Maybe some units allocated for people who do not have holidays might help (giving something back Best of luck. D Colman.
Good luck with getting planning permission!
Love Medmerry whatever!
Concerned that this work will disrupt the quiet nature of the site and whilst I will be still paying a high premium for the quiet which we bought into, this very quiet will disappear as the site is being redeveloped - I will still be paying the premium for what is effectively a building site.
Concerns that v few of exisitng leaseholders will be able to afford the new lodges/ site fees etc. We love the peace and quite here and the natural surroundings.
The plans for phase 1 need seperation - Phase 1a and phase 1b or their needs to be 6 phases and separate the building/digging out to the demolition of the blocks. Before any development the Ground Water rising would need to be addressed near the beach side. The ditches would need to be addressed and maintained that are not currently that run from the beach and up stoney land (on the left) the corner ditch is non-existent now as over time by the gate it has been filled in and collapsed. Very exciting plans for the future of Medmerry.
We would like a free roam dog area. We like the horses idea! We have reservations about our own bungalow and how it will affect the remainder of our lease.
The whole feel of the site will change; it will be very busy and not the quiet retreat we bought into with our lease. I'm worried about the construction and what that entails as we are in phase 1. I understand the need for change, but I feel the new proposal may be too overcrowded. If what you promised remains the same I am overall quite happy with it.
If you get approval and do what your plans say it will be beautiful but I suspect very expensive
Consider stocking the fish for angling. It would be very popular out of season.
The scheme would benefit from a walking path alongside the entrance road. Currently people, cars and dogs have to work around each other.
Well thought out scheme. Impressive design.
At the moment we are paying for a storage facility for paddle boards, bikes, BBQ etc What facilities are going to be provided for such items in the new proposal? Have reservations about the disruption of the current environment and peace during the phases of the development. Need information on what new leases will entail. Provisions for visitor parking?
All about the cost
Many of the items have been spoken and offered before but not happened. If the site is not maintain at current acceptable usage how will we see this as happenning, improving and maintaining for the future.

	Phase 1 is where storage units are currently - where will these be? We have paddleboards, bicycle, BBQ to accommodate. Reservation about implementation of the phases - phase 1 will be on our doorstep - noisy diggers, lorries etc are a big concern. There is no facility for dog walking in he proposal as the field will go in phase 1 nor the agilityMore information on new leases would be good. Visitor parking seems to be very minimal for family, friends.
Online feedback	We visited at the end of May this year for the first time. One of the things we liked about the place was that it was dog friendly, and you had designated areas for dogs, including an Agility course. All the people that we met there, were of the opinion that the park was done well and was peaceful. A few had been to Seal Bay to have a look and all said they couldn't wait to get back to Medmerry because it was more like a Butlins. I think if you can retain the tranquility that is currently there instead of turning it into a 'Seal Bay 2' and dogs are still welcomed then it does look like the plans would be an improvement. The layout itself looks better but I saw no mention of dogs in the plans.
	Who wants to have a chalet in rows and rows of others?
	You have obviously provided a substantial, professionally driven plan, featuring all the essential and topical elements,(eg, flood risk, impact on environmental issues, the unique nature of the site.) However, for me it seems to be missing the point of this location, which is obviously, the meaningful attraction of the sea. So, whilst I get that something definitely has to be done to manage the sea defences, and possibility of flooding, I just don't get the lake thing. You've got the sea!!! Use the sea. Build your new lodges by the sea, (obviously on a raised level), and a launch for boats maybe, so people can bring their vessels. Perhaps offer a surf school, life saving skills etc etc. So much you could do whilst also including all the environmentally friendly, nature, touchy feely aspects. Why would I want to sit by a lake getting bitten by mosquitoes, when I could be watching the sunset over the sea, or sunbathing on the exclusive shore, or playing with my family in the waves, or surfing, or body boarding, or canoeing/ boating, or wild swimming(very in vogue!) and maybe later, being served a beautiful meal, or glass of bubbly watching that sunset in a beautiful terrace bar overlooking the sea. 65 million pounds sounds like a stupid amount of money to spend on lakes. I am no expert, so maybe I am wrong, but I don't think you need to spend 65 million pounds at Medmerry to fulfill its potential. Also, by possibly spending less, you could charge less, and as a consequence reach out to more potential punters!!
	Lakes maybe good when you are not near the coast, but like I have described, just don't get the point of them here.
	PS. If any of this resonates with you, and, if I am still alive, would you reward me with a small free of charge lodge by the sea!!
	PS. Don't underestimate the lure of the sea.
	Whilst it is always difficult to get some locals on the side of your project, I think it would be really useful if you offered the chance to invite locals in to use your facilities. I know of so many cyclists and walkers who pass your site regularly without coming in. Surely offering them the use of the on site pub for a passing drink/coffee/lunch would help build support and provide some extra income.
	We have a fifteen year lease remaining on our chalet and we are in phase 1. Could you let us know our options.
	The first statement is about working with the communityyet i heard about these proposals by accident. A local resident who will be hugely affected by the proposal yet haven't been consulted. Shameful

I support refurbishment of the site but not redevelopment to the level of this proposal. My reason for opposing this proposal is as follows - Although named Cove Communities in the past two years you have already destroyed a large part of what was (with a few exceptions) a close community, by your attitude to leaseholders. A recent management change has improved relations however this proposal will almost certainly result in the remainder of the existing community having to disperse as it seems probable that the cost of leases for the proposed new properties will be 5 or 6 times higher than their existing leases. Please consider dropping this proposal and focus on better refurbishment of existing vacant properties offering reasonable leases that will attract a bigger market. Learn from the upmarket properties you created at Medmerry and tried to lease for £150k which I think only resulted in one confirmed sale. Also offer better facilities on the existing site i.e. the gym and spa that was promised for late spring but seems to have been abandoned. Revert the Medmerry back to a pub that serves food and entertainment rather than try to be a fine restaurant serving poor quality frozen food with which the excellent chefs try their best to produce a palatable meal.

The proposed 5 phase construction is a concern. Not timescales are given but one phase a year? But who wants to visit a construction site for 5 years? Also the order of the phases seems problematic and ill thought through. Under the current suggestion Blocks 23-34 lose their vehicular access, including emergency services access, at the start of phase one with the construction of wetlands 3. Then for phase 2 they are cut off from the main site by a swathe of building works before their eventual demolition at the end of phase 2. Surely it makes more sense to start with the Woodland Garden then demolish and redevelop from the south northwards. This reduces the impact on the remaining existing units and avoids the spoil from the excavations of the wetlands areas having to cross the live holiday site to form the proposed temporary bund in the Woodland Garden area.

Can you give timeline information to existing leaseholders and what options will available with your demolition timetable?

A better plan would be to just refurbish the existing units. The expansion into the fields to the east, south and north is unwelcomed. This will harm the existing open views from public foot paths (no 55) and from the New South Coast Foot Path which runs along the shingle bank on the beach and then on the earth bund around RSPB Medmerry.

The building in the field to the east and south should definitely not take place as it will harm the brent geese. Are the planning agents advising Cove not aware of these restrictions.

Not sure the site needs quite so many lakes, but not against it (concerned about the mosquitoes though). Would like to see more detail on the lodges - what they might look like etc. Good ecology & sustainability plans, but would like to see specific mention of Biodiversity Net Gain and targets / aims for sustainability (e.g. Carbon Net Zero) and how that might be implemented (e.g. ground- / air-source heat pumps / solar) and so a likely / target for operational carbon footprint. Would be good to see an indication that the Client are driving this requirement (e.g. 'the Cove target is for Medmerry to be NZC by 20XX'). Perhaps too small a scheme, but could be scope to create a mini factory on the outside of the site for the modular builds - potentially temporarily increasing local Disruption during the extended build needs to be factored in and compensation (by Cove) considered, where necessary - e.g. loss of revenue from guests not wanting to visit with construction works ongoing, temporary loss of tranquil nature of the park. Potentially reflected through reduction in site fees. Leaseholders with years left that overlap intended demolition periods require consideration / a plan, once the timeline is better understood. Potential to buy back years now / at the time of the break clean notice / transfer equity into new property. What if the lease doesn't permit a break-clean notice until after the build is meant to have finished? 'Market rates' of properties for leases bought back will need careful management - the site will have effectively driven the value to be zero (impending demolition) - not sure how this will stand-up legally if that is what is offered. The proposal, as currently shown (June 2023) will provide a stunningly attractive development. I have concerns regarding the fields NE of The Medmerry as these have always been closed to use during November/December as they are protected then to allow for migrating birds to land. (However, I haven't seen much activity by birds then but I'm not an expert). Also, the delivery of ready constructed "lodges" will be extremely difficult through the village of Earnley, particularly by the Church. I do not object to the proposals providing that the existing properties are protected and shielded from any nearby construction work. I rushed around the public viewing earlier today and my first thought was excitement, but within 30-minutes I realised with dismay that there will be a substantial loss of amenity for ordinary folk who will not be able to afford the new accommodation. Also, those who can afford them will lose access to the existing excellent swimming pool. As it stands; asking a visitor (like me) or current property owner to vote for the prospals is like asking turkeys to vote for Christmas!! :-(Please adjust your plans to include affordable accommodation and a fitness (swimming pool / top quality gym) and maybe tennis / other racquet sports amenity. TBH, it looks a bit like a plan dressed up to look like holiday accommodation, but in reality it is a plan for a new high quality gated community type housing estate. Personally, I'd love to own a property on the estate, but I'd hate to lose the friendliness of the current visitors, for them to be replaced by asset rich privateowners with Porsches and landlors with portfolios of properties. Please work hard to maintain the existing amenity whilst satisfying your business objectives. Yes, I can see from the plans we will be one of the only properties directly adjoined to the new development. Would like to know if from the ground the screening is adequate. Are there architects drawings from the angle out of Marsh Farm Barn? We hopefully move in 7th July. Thanks We need more detailed and assurances about the disturbance to local wildlife and eco systems during any construction. More details of flood management, the site is at real risk from flooding. The Medmerry shoreline is eroding at a much faster pace than the 100 year predictions I would like to have more information on the future of my 6 years of leaseholders. My lease runs out in 2029.

I have a lease until 2029, my bungalow is in the first demoliton phase, what are you proposing for owners in my situation.
You have not mentioned a time frame for this and have no regard for the leaseholders who have enjoyed the park as it is for many years. What will happen to our lease. When do you propose to start demolishing our beautiful peaceful park!

Appendix 6:



Appendix 6: