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# Stakeholder Engagement Plan and SEA Communication Plan

Version 1.2

Brighton Marina to River Adur Flood and Coastal  
Erosion Risk Management Strategy

Brighton & Hove City Council

March 2013

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Brighton & Hove City Council

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## Document history

### Stakeholder Engagement Plan and SEA Communication Plan

Brighton Marina to River Adur Flood and Coastal Erosion Risk Management Strategy

Brighton & Hove City Council

This document has been issued and amended as follows:

Version	Date	Description	Created by	Verified by	Approved by
1.0	1/4/12	Draft Version 1	E J Walker	LT	
1.1	28/6/12	(Revised) Version 1	E J Walker	FM	LKT
1.2	20/03/13	Updated Version 1.2	L K Trim		

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# 1 Introduction

The coastline between Brighton Marina and the River Adur in Shoreham features one of the country's most iconic tourist beaches. The beach, together with Brighton and Hove's residential and commercial assets along the coastline are at risk of flooding and erosion. Brighton & Hove City Council is in the process of preparing a strategy to manage this risk in order to ensure that the coastline remains a vibrant and vital focus for the area's economy. The strategy will be known as the Brighton Marina to River Adur Flood and Coastal Erosion Risk Management Strategy (hereafter referred to as 'the strategy').

This document comprises the Stakeholder Engagement Plan and the Strategic Environmental Assessment Communications Plan (hereafter referred to collectively as 'the Communication Plan') prepared as part of the strategy.

The Communication Plan sets out the arrangements for internal and external consultation and for public consultation on the strategy, all of whom are potential stakeholders of the strategy. The Communication Plan aims to:

- clarify the roles and responsibilities of the project team for specific aspects of communication
- set out a consultation programme which will be implemented through the development of the strategy (Appendix A)
- identify key consultees with a likely interest in the scheme (Appendix B)

The Communication Plan is required to provide an efficient, effective and co-ordinated structure for the exchange of information between all members of the project team and other stakeholders. Efficient communication is essential to the successful and timely completion of the key stages of the strategy, as well as creating good working relationships within the team itself. Effective communication with external stakeholders is essential to share information and maximise acceptance of the options that are to be recommended by the strategy. The Communication Plan is also required as a public document to inform the public of the intended consultation process to show when and how they may expect to be involved.

This is version 1.2 of the Communication Plan. The Plan will continue to be reviewed and updated as the strategy progresses in line with adjustments to the project timetable and evolution of issues and ideas. The Communication Plan will be amended as necessary after significant phases of the project. Halcrow Group, as the consultant for the strategy, will be responsible for updating the Plan on behalf of the project team.

## 1.1 The Brighton Marina to River Adur Flood and Coastal Erosion Risk Management Strategy

The strategy will provide a high level assessment of risks associated with flooding and coastal erosion, and will present a policy framework to address these risks in a sustainable manner with respect to people and the developed, historic and natural environment. The strategy will be a non-statutory policy document intended for coastal flood and erosion risk management planning. Whilst it will take account of other planning initiatives, policies and legislation, it will not set policy for any other purpose.

The over-riding aim of the strategy is:

- to establish a Strategy Plan that sets out the strategic planning of flood and coastal erosion risk management assets between Brighton Marina and the River Adur for the next 100 years

The objectives for the strategy plan are:

- to review the generic coastal risk management policies described within the South Downs Shoreline Management Plan in order to ensure that the most appropriate and sustainable policies have been identified;
- to develop strategic tidal and coastal defence options that are sustainable, technically sound, environmentally acceptable and economically viable in accordance with Environment Agency Flood and Coastal Erosion Risk Management – Appraisal Guidance (FCERM-AG);
- establish a long term sustainable framework for the next 100 years for the management of the strategy frontage;
- to develop a fully integrated 5-year detailed programme of work for individual frontages, in line with the overall management framework;
- to identify outcome measures in accordance with current Flood Defence Grant in Aid criteria;
- to ensure that the strategy plan is related to neighbouring strategies and other high level plans.

The length of coastline covered by the strategy is shown in Figure 1.



Figure 1 East and West Limits of the Strategy

This Communication Plan has been prepared to accord with the Environment Agency's Operational Instruction *How to Produce a Flood and Coastal Risk Management Plan* and *Flood and Coastal Erosion Risk Management Appraisal Guidance*.

## 1.2 The Strategic Environmental Assessment

Strategic Environmental Assessment (SEA) is the systematic appraisal of the potential consequences of high level decision making, such as policies, strategies, programmes or plans, before they gain approval. The purpose of SEA is to provide protection of the environment at a high level, and to ensure that environmental considerations are taken into account during the preparation and adoption of plans and programmes with a view to promoting sustainable development.

The requirement to undertake SEA of certain plans and programmes entered into EU law in 2001 under *Directive 2001/42/EU* and was transposed into UK law by *The Environmental Assessment of Plans and Programme Regulations 2004 (SI 2004/1633)*.

There is no legal requirement to undertake a SEA for strategies such as the current one as they are not deemed to be required by legislation, regulation or administrative provision. However, these strategies do set a planning framework for planning decisions and can result in potentially significant environmental effects. In addition, Defra guidance (September 2004) and industry best practice has identified a need to undertake a SEA.

It is therefore intended that a SEA will be undertaken alongside and as an integral part of the strategy. Consultation is a key component of the SEA process. This Communication Plan and the feedback from the consultation outlined herein will feed directly into the SEA as well as the strategy as a whole.

## 1.3 Stages of the Strategy

As indicated above, this Communication Plan will service the whole strategy – covering flood risk/engineering/economic and SEA components. The strategy will be undertaken in a series of eight stages. The list below summarises the key activities of each stage to show how the flood risk/engineering/economic and SEA components work in parallel.

### Stage 1 – Defining the Problem

- Preliminary work, including preparation of the Stakeholder Engagement Plan and SEA Communication Plan
- Data collection and review
- Coastal processes review and modelling, including confirmation of strategy boundaries

### Stage 2 – Setting the Objectives

- SEA Scoping Stage, including baseline data collection, preparation of SEA Scoping Consultation Document, consultation and revision to form SEA Scoping Report
- Development and confirmation of strategy objectives

### Stage 3 – Establishing Baseline Scenario (Do Nothing)

- Flood Modelling (assessment of wave action, breach risk and flood extent, to identify key issues)
- Issue newsletter (to publicise strategy)

#### **Stage 4 – Long List Options**

- Preparation of long list of options (whole team activity), with a long list workshop

#### **Stage 5 – Short List Options**

- Public consultation phase 1 (to confirm choice of long list options)
- Economic appraisal
- Identify short list options (whole team activity)

#### **Stage 6 – Development of Short List Options**

- Preparation of concept designs for short list options
- Economical appraisal
- Comparative assessment of options, and consideration of mitigation and opportunities

#### **Stage 7 – Compare and Select Preferred Options**

- Select preferred options
- Public consultation phase 2 (to confirm the preferred strategy)
- Prepare SEA Environmental Report, consultation, revision and finalisation of SEA report
- Obtain letter of support from Natural England

#### **Stage 8 – StAR Preparation and Large Project Review Board Approval (LRPG)**

- Preparation of the Strategy Appraisal Report
- LRPG approval process (the Environment Agency funding approval process)
- Preparation of the SEA Post Adoption Statement and Statement of Environmental Particulars

## **2 Team Members and Stakeholders Lines of Communication**

Figure 2 shows the organisational arrangement and primary lines of communication between the various groups engaged in the project.

There are four main groups within the communication structure. These are:

- The Project Board – a high level group who will ensure that agreed business objectives, financial arrangements and approval procedures are met
- The Project Team – the project manager and key technical staff from Brighton and Hove City Council and Halcrow



- The Steering Group – an extended project management group, including external representatives. The external representatives are some of the stakeholders with significant decision-making roles in the project and the ability to help ensure effective communication with other stakeholders
- The Stakeholders – internal and external consultees, including members of the public. Internal consultees will include specialist staff from within Brighton and Hove City Council and Adur District Council. External consultees will include statutory consultees, local groups/ individuals and the general public with an interest in the project.

### 3 Communication Process and Programme

The timing, purpose and methods of consultation for the different groups of consultees are shown in Appendix A. Note that the consultation process has been subdivided in stages to align with the SEA process.

Internal Brighton and Hove City Council and Adur District Council consultees will be consulted throughout the project. Contact names and details for key internal consultees have been identified in Appendix B.

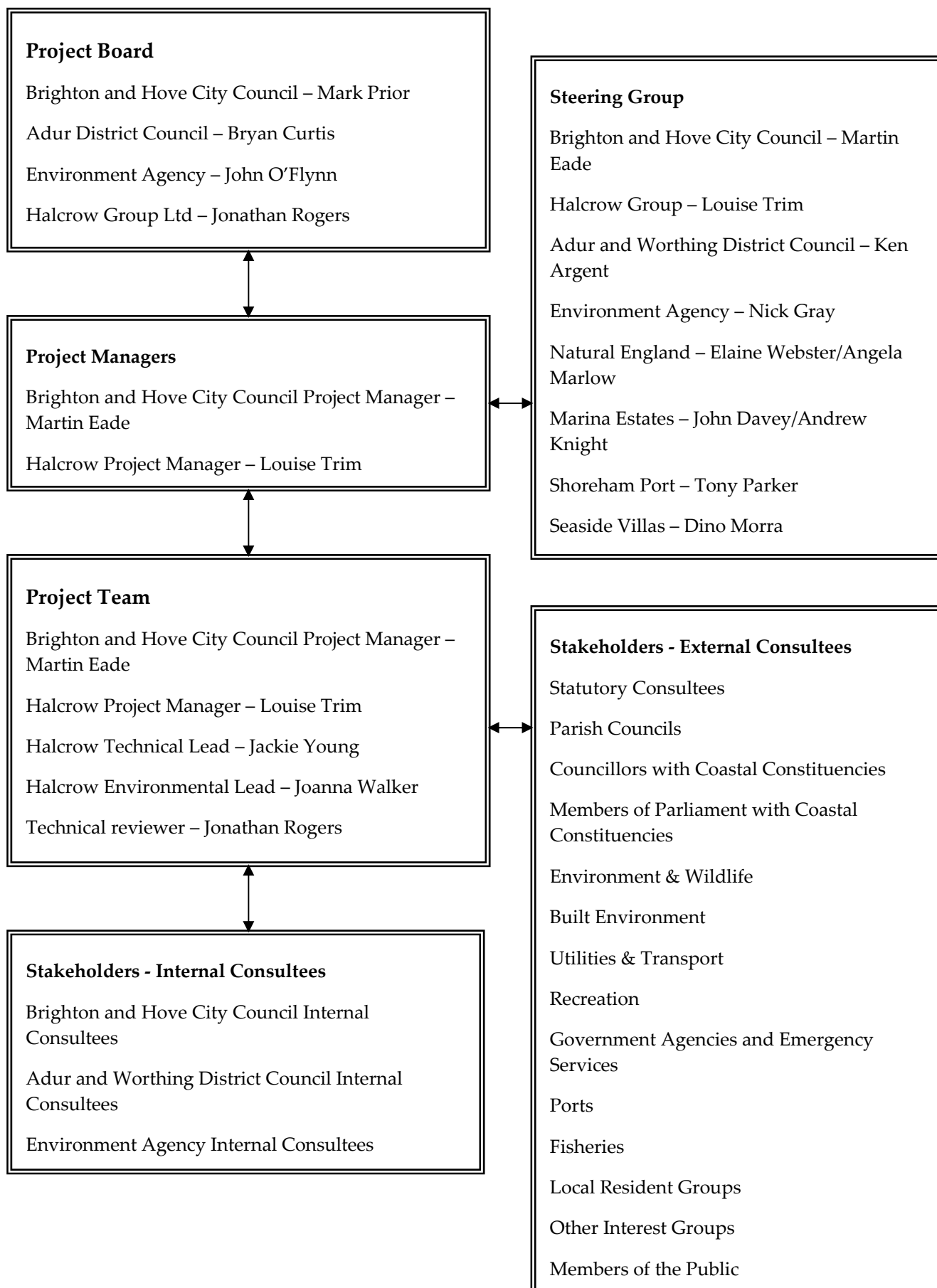
There are legislative requirements to consult external statutory environmental bodies and other stakeholders (including members of the public) at particular stages of the SEA process. Two key principles are also relevant:

- the need to provide a transparent and fair framework in which participation is to occur
- the need to ensure that participation occurs at a stage when stakeholders can have an influence, early and before options are closed down

A number of key external consultees have been identified and are in Appendix B. These comprise both statutory and non-statutory consultees. Non-statutory consultees include key stakeholders such as major local landowners, national or local interest groups and representatives of other initiatives with possible influence on the project.

The project is currently at the stage where the long list of options are confirmed and a short list developed (Stage 5 – short list options). It will then move into option assessment stages comprising assessments to support policy development, policy development, public examination, strategy finalisation and strategy dissemination. As the project is progressed, further consultation requirements may be identified. The Communication Plan will be reviewed, and the consultee list may be revised and expanded. The existing list of contact names and details will also be reviewed and confirmed during the early stages of the scoping process.

Figure 2 Organisational Chart





# Appendix A

Consultation Programme

## Appendix A Consultation Programme

Aim of Communication	Stakeholders (Contact Details in Appendix B)	Method of communication	Dates	Responsibility for undertaking consultation	Outcome or action required
<b>SEA Screening stage</b> - This stage has been undertaken internally by Brighton and Hove City Council					
<b>Problem definition, objective setting and scoping agreement stage (Stages 1 and 2)</b> (Steering Group Meeting 1)					
<ul style="list-style-type: none"> <li>• Confirm internal consultees, statutory consultees, key stakeholders and other external consultees contacts</li> <li>• Inform consultees and stakeholders of project</li> <li>• Obtain updated baseline information</li> <li>• Gain knowledge of related initiatives</li> <li>• Obtain initial feedback on strategy and environmental objectives, scope of issues and range of scheme options to be assessed</li> <li>• Confirm extent of study area</li> </ul>	Internal Consultees, statutory consultees key external consultees	<ul style="list-style-type: none"> <li>• Issue draft SEA scoping consultation document with letter to introduce project and relationship to other related initiatives</li> <li>• Issue finalised SEA scoping report</li> </ul>	June 2012 to September 2012	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>• Updated baseline information and agreed strategy objectives, environmental objectives, scope of issues and scheme options</li> <li>• Record of stakeholder comments</li> </ul>
<b>Options development and assessment stage - long list (Stages 3 and 4)</b> (Steering Group Meeting 2)					
<ul style="list-style-type: none"> <li>• Publicise strategy, obtain further feedback on strategy and environmental objectives, scope of issues and range of scheme options to be assessed</li> <li>• Identify interested stakeholders</li> </ul>	Other stakeholders, including members of the public	<ul style="list-style-type: none"> <li>• Newsletter with links to website and e-mail address for responses</li> </ul>	September to February 2013	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>• Stakeholders and public informed on nature of strategy and interested parties identified</li> <li>• Record of stakeholder comments</li> <li>• Register of interested parties for future direct consultation</li> </ul>

## Stakeholder Engagement Plan and SEA Communication Plan

Aim of Communication	Stakeholders (Contact Details in Appendix B)	Method of communication	Dates	Responsibility for undertaking consultation	Outcome or action required
<ul style="list-style-type: none"> <li>Define long list of options and obtain feedback to inform short list and preferred options selection</li> <li>Review need for a Community Engagement Officer</li> </ul>	Internal project team	<ul style="list-style-type: none"> <li>Workshop with key team members</li> </ul>	February 2013 to March 2013	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>Development of long list of options</li> </ul>
<b>Options development and assessment stage - short list (Stages 5 and 6)</b> (Steering Group Meetings 3 and 4)					
<ul style="list-style-type: none"> <li>Inform consultees and public of the short list of options, and obtain feedback to assist further development and selection of preferred option</li> </ul>	Internal Consultees, statutory consultees key external consultees and stakeholders Other stakeholders, including members of the public, including those on register of interested stakeholders	<ul style="list-style-type: none"> <li>Consultation brochure on long-list options with questionnaire on website with e-mail address for responses</li> </ul>	March to July 2013	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>Obtain feedback, and gain consensus on short list of options</li> <li>Record of any comments</li> </ul>
<b>Further development, selection and assessment of preferred options stage (Stage 7)</b>					
<ul style="list-style-type: none"> <li>Inform consultees on the preferred options and the SEA Environmental Report, confirm selection of preferred option and obtain feedback on SEA Environmental Report</li> <li>Obtain letter of support for preferred option from Natural England</li> </ul>	Internal Consultees, statutory consultees key external consultees	<ul style="list-style-type: none"> <li>Issue draft SEA Environmental Report, with 12 week consultation period</li> </ul>	July 2013 to February 2014	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>Obtain feedback , and gain consensus on preferred options/strategy and SEA Environmental Report in order to publish the finalised strategy</li> <li>Record of any comments on the preferred option/strategy</li> <li>Letter of support from Natural England</li> </ul>

## Stakeholder Engagement Plan and SEA Communication Plan

Aim of Communication	Stakeholders (Contact Details in Appendix B)	Method of communication	Dates	Responsibility for undertaking consultation	Outcome or action required
<ul style="list-style-type: none"> <li>Publicise and present the preferred options and the SEA Environmental Report to the public</li> <li>Confirm selection of preferred option and obtain feedback</li> </ul>	Other stakeholders, including members of the public	<ul style="list-style-type: none"> <li>Press release with draft report available for public inspection (hard copy at exhibition and Council offices, with web address for e-copy), with 12 week consultation period</li> <li>Public Exhibition (<i>2 days, approximately half way through consultation period</i>)</li> <li>Draft SEA Environmental Report available for review</li> </ul>	September 2013 to February 2014	SEA Consultant, in liaison with B&HCC Project Manager	<ul style="list-style-type: none"> <li>Obtain feedback , and gain consensus on preferred options/strategy and SEA Environmental Report in order to publish the finalised strategy</li> <li>Record of any comments on the preferred option/strategy</li> <li>Confirmation of preferred option</li> </ul>
<b>Finalisation of SEA Environmental Report stage (Stage 7) - No consultation proposed</b>					
<b>Submission of SEA Environmental Report with Strategy Appraisal Report to Committee and then LPRG for approval (Stage and 8) - No consultation proposed</b>					
<b>Implementation &amp; monitoring</b> - This stage will be undertaken internally by Brighton and Hove City Council staff and Adur District Council staff					
<b>Post-project appraisal, audit &amp; review</b> - This stage will be undertaken internally by Brighton and Hove City Council staff					



# Appendix B

Contact List

## Appendix B Contact List

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Project Board					
Brighton and Hove City Council, Project Executive, Sponsor, Head of Sustainable Transport					
Adur & Worthing Councils, Elected Board Member					
Halcrow Group Ltd, Senior Supplier, Project Board Member					
Environment Agency, Project Board Member					
Steering Group Members					
Brighton and Hove City Council, Steering Group Member					
Halcrow Group Ltd, Steering Group Member					



## Stakeholder Engagement Plan and SEA Communication Plan

Stakeholder Engagement Plan and O&M Communication Plan					
Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Adur and Worthing Councils, Steering Group Member					
Environment Agency, Steering Group Member					
Natural England, Steering Group Member					
Shoreham Port, Steering Group Member					
Brighton Marina, Steering Group Member					
Seaside Villas, Steering Group Member					
Project Team					
Brighton and Hove City Council, Project Manager					
Halcrow Group Ltd, Project Manager					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Halcrow Group Ltd, Technical Lead					
Halcrow Group Ltd, SEA Lead					
Halcrow Group Ltd, Technical Reviewer					
Internal Consultees, Brighton and Hove City Council					
Seafront Development					
Ground and Surface Water Flooding					
Planning					
Ecology					
Estate Manager					
Seafront Surveyor					
Conservation Team, listed buildings					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
King Alfred Leisure Centre					
Major Projects					
Internal Consultees, Adur District Council					
Estates Manager					
Planning Policy Manager					
Legal and Demographic Services					
Financial Services					
Design and Conservation					
Parks and Foreshore					
Environment Agency Internal Consultees					
Environment Agency, NEAS Officer					
Environment Agency, Coastal Technical Specialist					
Statutory Consultees					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Environment Agency, NEAS Officer					
Natural England					
English Heritage					
Marine Management Organisation					
Sussex Inshore Fisheries and Conservation Authority					
Parish Councils					
Lancing Parish Council					
Councillors, Brighton and Hove					
Councillors with coastal constituencies, Adur					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
<b>Members of Parliament with coastal constituencies, Brighton and Hove</b>					
<b>Members of Parliament with coastal constituencies, Adur</b>					
<b>Environment &amp; Wildlife</b>					
Royal Society for the Protection of Birds					
Sussex Wildlife Trust					
Friends of the Earth South East					
B&H Friends of the Earth					
Brighton Urban Wildlife Group					
Marine Conservation Society					
Sussex SEASEARCH					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
N/A (Marine and Coastal Ecology interest)					
Built Environment					
National Trust Kent & Sussex Regional Office					
East Sussex Archaeology and Museums Partnership					
Maritime Heritage Trust					
Utilities & Transport					
Southern Water					
Southern Water, water					
Southern Gas Networks					
British Gas Transco Scottish and Southern Energy					
EDF Energy					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Cable and Wireless					
British Telecom					
British Pipeline Agency					
Civil Aviation Company					
Virgin Media					
SSE Mapping Services					
Network Rail					
Recreation					
Sussex Yacht Club					
Shoreham Sailing Club					
Brighton Sailing Club					
Brighton Marina Yacht Club (BMYC)					
Adur Outdoor Activities Centre					
3RD Shoreham Sea Scouts					

## Stakeholder Engagement Plan and SEA Communication Plan

Stakeholder Engagement Plan and O&M Communication Plan					
Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Shoreham Rowing Club					
Jet Ski, Shoreham					
Martlet Kayak Club (Madeira Drive)					
Surfers Against Sewage					
The Southern and South East England Tourist Board					
Sussex Area Ramblers' Association					
Sustrans (South East Regional Office)					
West Pier Trust					
Brighton Pier					
Western Esplanade					
Government Authorities & Emergency Services					



## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Brighton Marina Harbour Master					
Shoreham Marina Harbour Master					
Crown Estates					
HM Coastguard, Maritime and Coastguard Agency					
DEFRA Sea Fisheries Inspectorate					
Royal National Lifeboat Institution					
Ports					
Shoreham Port Authority					
Brighton Marina					
Department of Transport, Ports Division					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Association of Harbour Communities					
Fisheries					
Sussex Sea Fisheries Committee					
Hove Deep Sea Anglers’ Club					
National Federation of Sea Anglers					
Local Resident Groups					
Shoreham Port					
Brighton Marina					
Seafront flats east of King Alfred					
Seafront tenants of BHCC					
Bath Court, King’s Esplanade					
Other Interest Groups					

## Stakeholder Engagement Plan and SEA Communication Plan

Organisation / Role	Contact Name & Job Title	Purpose of Communication	E-mail address	Phone & Fax	Address
Brighton and Hove District Chamber of Commerce					
Worthing and Adur Chamber of Commerce					
Sussex Enterprise – The Chamber of Commerce for Sussex					
Friends of Shoreham Port					
Solent and Arun Branch of the Inland Waterways Association & Shoreham Slipways Group					

