

# Place-Based Funding at the Coast

## *Principles and Practice*



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# Financing place-based schemes with multiple benefits

1. Start with the benefits
2. Identify beneficiaries
3. Who can/should fund?
4. What are funding options?



# 1. Start with the benefits

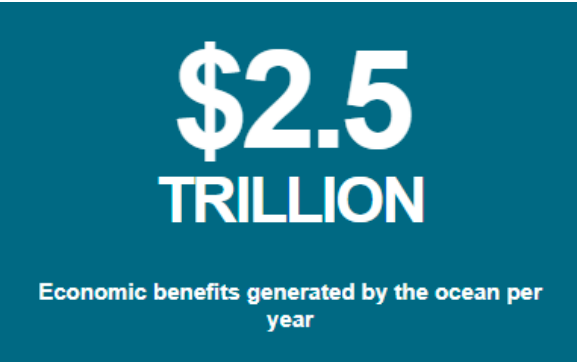


Press release  
**Nearly 30 million walks demonstrates huge popularity of England's coastal paths.**

New figures showcase the health and economic benefits of walking on England's coastal paths



**Most benefits are under-valued!**



- Air quality
- Amenity
- Biodiversity and ecology
- Building temperature
- Carbon reduction & sequestration
- Legal/regulatory compliance
- Economic production
- Education
- Regeneration
- Flooding
- Groundwater protection
- Health
- Reduced pumping
- Soil health
- Recreation
- Tourism
- Transport/access
- Reduced treatment
- Water quality

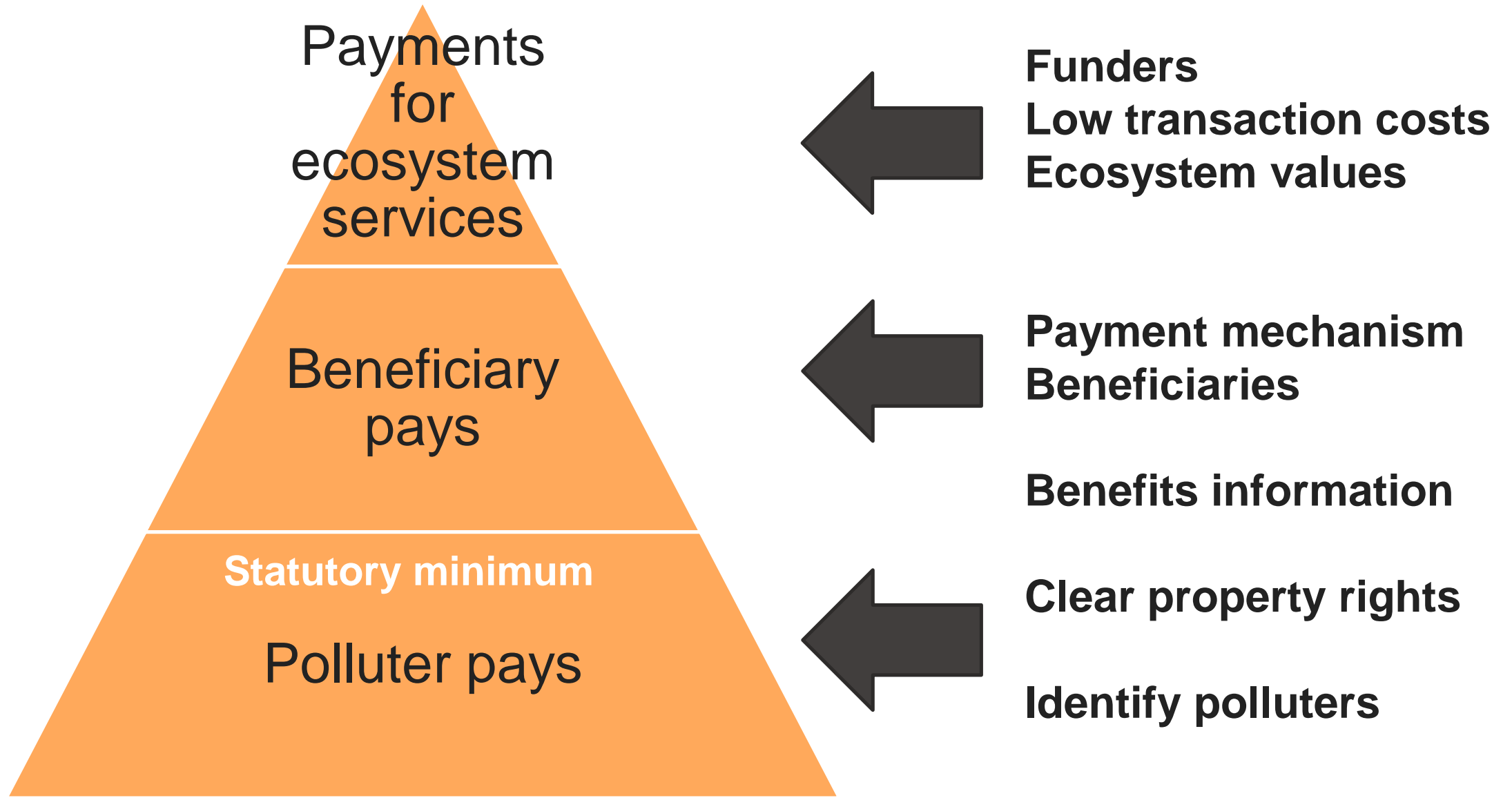


## 2. Identify beneficiaries

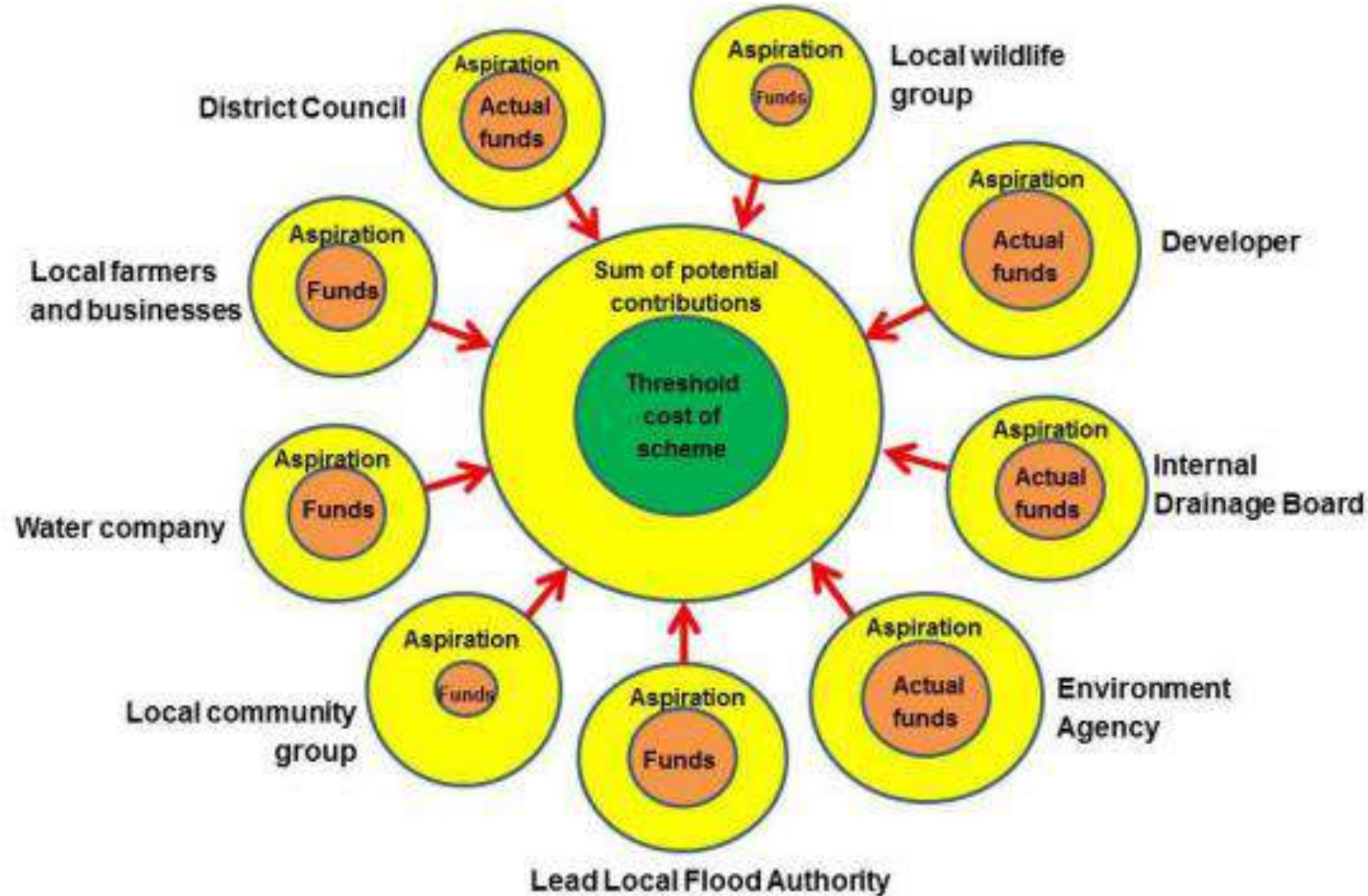
Benefits	Beneficiaries
Water quality	Water companies (reduced treatment costs)
Carbon sequestration	Offsetting schemes
Shellfish	Industry
Biodiversity	Developers (net gain), NGOs
Recreation	Clubs & societies
Flood risk	Insurance companies, EA
Air quality	Transport providers, local authorities
Amenity	Householders
Economic development	Ports
Tourism	Local Economic Partnerships
Non-use	Future generations



### 3. Who can/should fund?



### 3. Who can/should fund?



Working in partnership and pooling resources means getting 'more for less'

## 4. What are funding options?

- Tax-based (e.g. levies, credits, exemptions)
- Grant-based (e.g. EU funds, subsidies, endowments)
- Market-based (e.g. loans, green bonds)
- Community-based (e.g. crowdfunding, sponsorship)
- Charge-based (e.g. water bills, site fees, contributions, betterment levies)
- Incentive-based (e.g. auctions, cooperation payments, permits, offsetting)
- Non-financial (time, skills, resources)



### Need

1. Private/Public benefits
2. An asset
3. Future revenue stream



Credit: John Fielding Aerial Images

# Felixstowe

An aerial photograph of Felixstowe, a coastal town in Suffolk, England. The image shows a large harbor area with several cranes and industrial structures along the waterfront. Residential areas with dense housing are visible inland, interspersed with green spaces and fields. A long pier extends into the water in the foreground. The overall scene depicts a mix of urban, industrial, and natural environments.













- £195mn economic value unlocked, from £20mn scheme
- 3,500 new or additional jobs





"Public investment draws-in private investment. Funding for the beach has given me the confidence to invest in my business"







Clacton





Cost to AW to replace sewer if erosion took place as predicted	£27,400,000
Cost to AW of working in partnership	£3,000,000

# Waldringfield Flood Defence Scheme



Flood wall construction

Category: **Team Achievement**  
Award: **Merit**

Waldringfield is a picturesque village on the banks of the Deben Estuary in Suffolk, which is threatened by a high risk of flooding. The risk at Waldringfield was around 1 in 5 years. Low lying land, containing residential properties and businesses in a zone between the Maybush public house and Manor House to the north of Waldringfield are vulnerable to flooding on a regular basis.

Statistical projections are that this area and the whole of the estuary will become increasingly vulnerable to flooding.



Partner team visit, December 2014

The Waldringfield Flood Defence Group (WFDG) was formed by a group of concerned businesses and residents. Their Aim: to rectify the poor Standard of Protection (SOP) that had left an inadequate level of flood defence.



Photo: South

This project addresses issues of managing flooding and erosion risks which threaten the development of the Waldringfield coastal economy. Carrying out defence works will both safeguard and support the jobs in local tourist related and marine businesses.

## Phase 1

Phase 1 involved the construction of a number of flood gates; a demountable defence surrounding the boatyard, Art Gallery and Shop. The north flank would be protected by a defence of both a day bank and brick construction.

The EA regards this partnership project as being able to challenge some of the constraints that usually surround the delivery of relatively small-scale engineering projects. This has been achieved by the EA and Jackson Hyder working closely with the WFDG. This scheme has shown best practice in developing an innovative partnership and team approach to funding. The team has worked well in challenging circumstances with the EA and the contractor Jackson Hyder.

The scheme was funded; designed and constructed within 12 months. Working in partnership with a local group allowed for good local engagement, attracting alternative funding streams which could produce significant reduction in costs.

The team demonstrated a passion, commitment, drive & dedication in partnership to make it a success. Lessons have been learnt to identify how other small projects could benefit from similar approach.



Flood wall construction



Waldringfield boatyard construction





A diagram showing a central circle with a thick yellow border containing the text 'Quantifiable benefits (public, private, infrastructure)'. Surrounding this central circle are ten other circles, each with a thin white border, arranged in a ring. Each of these outer circles contains a specific benefit. The background is a solid dark grey.

Car park  
revenue  
uplift

Increased  
per visitor  
spend

Increased  
number of  
customers

Beach huts,  
chalet  
income

Council Tax  
income  
uplift

**Quantifiable  
benefits**  
(public, private,  
infrastructure)

Business  
rate income  
uplift

Capital gains  
& asset  
values

Development  
levies  
unlocked

Land  
values

Lower  
insurance  
costs

# Conclusions

1. Work in partnership to identify common objectives and multiple benefits (economic, social and environmental)
2. Identify beneficiaries (monetise these for public funding, develop markets for private funding)
3. Identify who can/should fund
4. Assess the funding options

