Littlehampton Promenade, West Sussex
New commercial business opportunity
The Opportunity

Arun District Council is delighted to offer a rare and exciting opportunity to develop a prime and unique seafront site adjacent to Sea Road, Littlehampton, West Sussex.

A long lease agreement of over 25 years will be available and the Council would welcome proposals that include either the renovation of the existing shelter or a new facility on this prime seafront location.

This location offers uninterrupted sea views, situated midway between Littlehampton and Rustington promenades, which presents a unique opportunity for a wide variety of commercial proposals.

The Council would welcome an innovative approach from the business community to maximise the potential of the site and improve the town’s tourism appeal.

The approximate footprint of the site is 16m x 6m and viewings are firmly recommended.

Littlehampton Seafront

Littlehampton is situated on the South East coast of England. The town has been a major seaside destination since the Victorian era with award-winning architectural design features.

Littlehampton seafront has an attractive open expanse of seafront greens. The famous River Arun runs through the town's attractive harbour which meets with the sea.

Key features close by to this stretch of seafront include:
- Sandy and shingle award-winning beaches
- Beach huts
- Skate park
- Kite surfing hub
- Sailing club
- An award-winning Green Flag park and lake
- Leisure centre
- 9 hole Pitch and Putt course
- Adventure golf
- Land and park train
- On-street and leisure centre parking

Regeneration in Littlehampton

In 2015, £22m was invested to protect the town from future flooding. The scheme included an award-winning public space enhancement scheme on the town's East Bank which has now become an attraction of its own.

Design plans have been developed for Littlehampton town centre and the connectivity between the seafront and riverside to improve the overall experience for pedestrians. The Council is currently applying for external funding to secure delivery of the town centre scheme.

An investment of £15m will be made into the development of a new Leisure Centre that will be situated close to this commercial site.

The Council is focused on boosting the economy of the town to ensure it thrives, a desire that is reflected in the Council’s draft Local Plan.
The Vision
A new business in this location would need to enhance the tourism and visitor offer of the seafront. Any tender selection would be weighted to meet this objective.

Water-based activities are popular in this location and this area of seafront currently has limited opportunities to purchase food and drink so this use for the site would be encouraged. However, the Council is open to any innovative proposals and ideas on how to maximise the site’s potential. The development area could be extended subject to appropriate permissions and approvals being granted.

The facility would be open all year round and opening times will be agreed with the successful tenderer.

Invitation to Tender
The Council welcomes proposals for this location on a long lease, it is anticipated that the lease would commence in 2017.

The lease will be on a Full Repairing and Insuring basis, with a term of at least 25-years. The leasee will be responsible for the operation of the new business, the land and building.

Deadline dates
For expressions of interest will be Friday 28th October 2016.

Completed applications must be submitted by 12 noon on Friday 6th January 2017.

For enquiries, expressions of interest and to request a formal tender application form, please contact Phil Graham on 01903 737858 or email phil.graham@arun.gov.uk

Further information
A successful planning application had previously been supported in 2010 – Ref LU/173/10/ although the agreement has now expired. A copy of this permission is available online at www.arun.gov.uk or obtainable from Arun District Council’s Planning department.

The Local Planning authority will consider alternative uses for the site and will offer free pre-application advice for commercial proposals.

The successful applicant will be asked to provide plans, a specification and a more detailed proposal to the Council’s Property and Estates Manager for approval prior to submitting a planning application or carrying out any work.

Viewings
The building may be viewed at any time of the day.