

ECONOMIC STATEMENT

THE BEACH HUTS THE BEACHCROFT HOTEL CLYDE ROAD FELPHAM PO22 7AH



IVON BLUMER ARCHITECTS LTD

Introduction

The Beach Huts is a unique development of 4 sea front beach huts with sleeping accommodation, located on the sea front at The Beachcroft Hotel, Felpham, Bognor Regis. The huts are to be located behind the sea wall on the promenade, front taking full advantage of the location and amazing views looking to the west along the Felpham promenade and beach.

Each hut will have a lounge area, leading to an external deck, sleeping accommodation on a mezzanine floor, ancillary bunk bed room and boutique style bathroom. The accommodation has been designed to appeal to those looking for a traditional seaside family holiday experience.

The Beachcroft Hotel is a 3 star, award winning family run hotel owned by Peter and Lana de Savary, well known entrepreneurs and hoteliers. The de Savary's are committed to supporting the local economy with this modern well designed forward thinking investment at The Beachcroft Hotel.

With a proposed investment of up to £0.5 million, the new huts will form a unique addition to the Felpham seafront and promenade, whilst creating a valuable addition of much needed family holiday accommodation for The Beachcroft Hotel.

Designed in a modern contemporary architectural style inspired by the many similar beach huts and chalet style sea front houses in the locality, the huts will be an iconic design statement forming part of the future regeneration of Bognor Regis and the surrounding parishes.

An important aspect of the proposed design is the dramatic mono pitch roof finished in a zinc standing seam metal cladding complimenting the adjacent building at the Old Gun Post and other seafront properties along the promenade.

The building will be constructed using modern methods of construction with high eco credentials.

The design includes for a well considered landscaping scheme both on the promenade side and along Clyde Road, integrating the building into the sea front landscape, whilst respecting the local marine environment.

The Beachcroft Hotel – The Beach Huts

Economic Statement

- The addition of 4 new sea facing beach huts will help give the hotel a healthy future for the next 50 years.
- Increasing the number of hotel bedrooms to 41 will help create a stronger and more sustainable business.
- The current business plan is to create potentially award winning sea facing stylish beach huts to show that Bognor Regis is embracing the future with modern hotel accommodation.
- The new accommodation will help draw new guests from the UK, Europe and worldwide to Bognor Regis and the West Sussex coast line.
- The addition of 4 new beach huts will help to support local businesses with much needed quality hotel accommodation.
- The Beachcroft Hotel is mainly used by the independent travellers, who likes to visit and spend money in the local economy.
- Once completed the new accommodation will create at least an additional 3 full time jobs and 4 part-time in the local economy.
- The Beachcroft Hotel Ltd are determined to use only local workforce to carry out all building works and associated trades and professions during all phases of the design and construction to completion of the project.