

ECONOMIC STATEMENT

THE BEACHCROFT HOTEL

GULL POINT SUITES ON THE BEACH
CLYDE ROAD • FELPHAM
PO22 7AH



IVON BLUMER ARCHITECTS LTD

Introduction

Gull Point Suites On The Beach is an exciting new proposed development of 9 luxury hotel suites at The Beachcroft Hotel, Felpham, Bognor Regis. To be located on the sea front the building will take full advantage of the location and amazing views looking to the west along the Felpham promenade and beach.

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 Savarys 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 £2.0 million, the new building will form an important addition to the Felpham seafront and promenade, whilst creating a valuable economic boost to the local economy.

Designed in a modern contemporary architectural style inspired by the many art deco buildings in the locality the building will be an iconic statement forming part of the future regeneration of Bognor Regis and the surrounding parishes.

An important aspect of the proposed design is the dramatic gull wing roof finished in green copper 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 team is currently investigating the use of photovoltaic panels located on the gull wing roof combined with electric storage modules, allowing the building to meet most of its energy needs off grid.

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 development proposal will also include the future refurbishment of the Old Gun Post, a large residential sea front house adjacent to Gull Point Suites, also owned by the de Savarys.

The Old Gun Post, another important iconic building on the sea front with its sweeping curved roof, is to be refurbished as state of the art ancillary residential accommodation for the Beachcroft Hotel.

Following an extensive design process including local consultations a detailed planning application has been submitted on the 26th October 2017 to Arun District Council.

Economic Statement

- The addition of 9 new sea facing bedrooms will help give the hotel a healthy future for the next 50 years.
- Increasing the number of hotel bedrooms to 46 will help create a stronger and more sustainable business.
- The current business plan is to create potentially award winning sea facing stylish bedrooms 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 9 new bedrooms will help to support local businesses such as Rolls Royce and Goodwood as well as small local business owners with much needed quality hotel accommodation.
- The Beachcroft Hotel is mainly used by the independent traveller, who likes to visit and spend money in the local economy.
- Once completed the new accommodation will create at least an additional 4 full time jobs and 6 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.