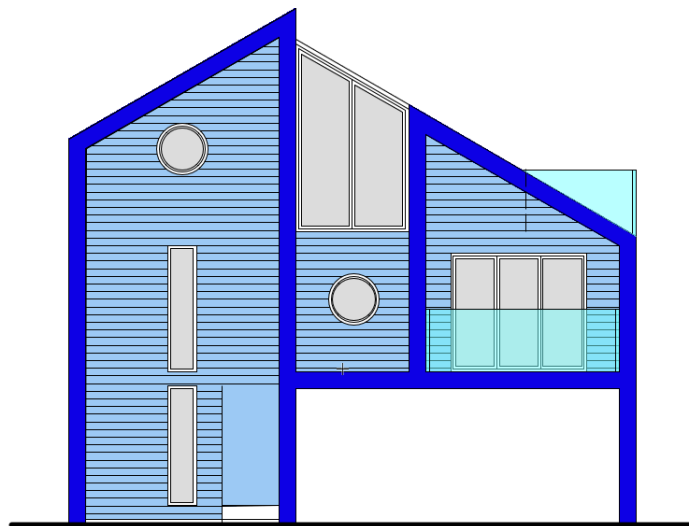


ECONOMIC STATEMENT

THE LOOKOUT THE BEACHCROFT HOTEL CLYDE ROAD FELPHAM PO22 7AH



IVON BLUMER ARCHITECTS LTD

The Beachcroft Hotel – The Lookout

Introduction

The Lookout is an exciting new proposed development adding to the existing 4 very successful beach huts, located at The Beachcroft Hotel, Felpham, Bognor Regis. The Lookout is to be located over the rear parking area behind the existing huts on Clyde Road.

The Lookout will be on 2 floors over the existing car park, it will have a sun room on the second floor, leading to an external deck, sleeping accommodation on the first floor by way of master bedroom and bunk room sleeping up to 6 persons, and a boutique style bathroom on the ground floor. 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 £0.25 million, The Lookout will form a unique addition to the existing seafront hotel accommodation.

Designed in a modern contemporary architectural style inspired by the existing beach huts, The Lookout will be of 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 Beachcroft Hotel – The Lookout

Economic Statement

- The addition of 1 new beach hut will help give the hotel a healthy future for the next 50 years and provide much needed family accommodation.
- Increasing the number of hotel bedrooms to 42 will help create a stronger and more sustainable business in these difficult times for the hospitality industry.
- The current business plan is to create potentially award winning stylish accommodation 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 1 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 1 full time jobs and 2 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.