

Whitbread Plc
Premier Inn Littlehampton
April 2025 SCI

Appendix 1: Pre-Submission Public Consultation

1a. Consultation Distribution Area

1b. Community Newsletter invitation

1c. Stakeholder email /invitation

1d. Press articles

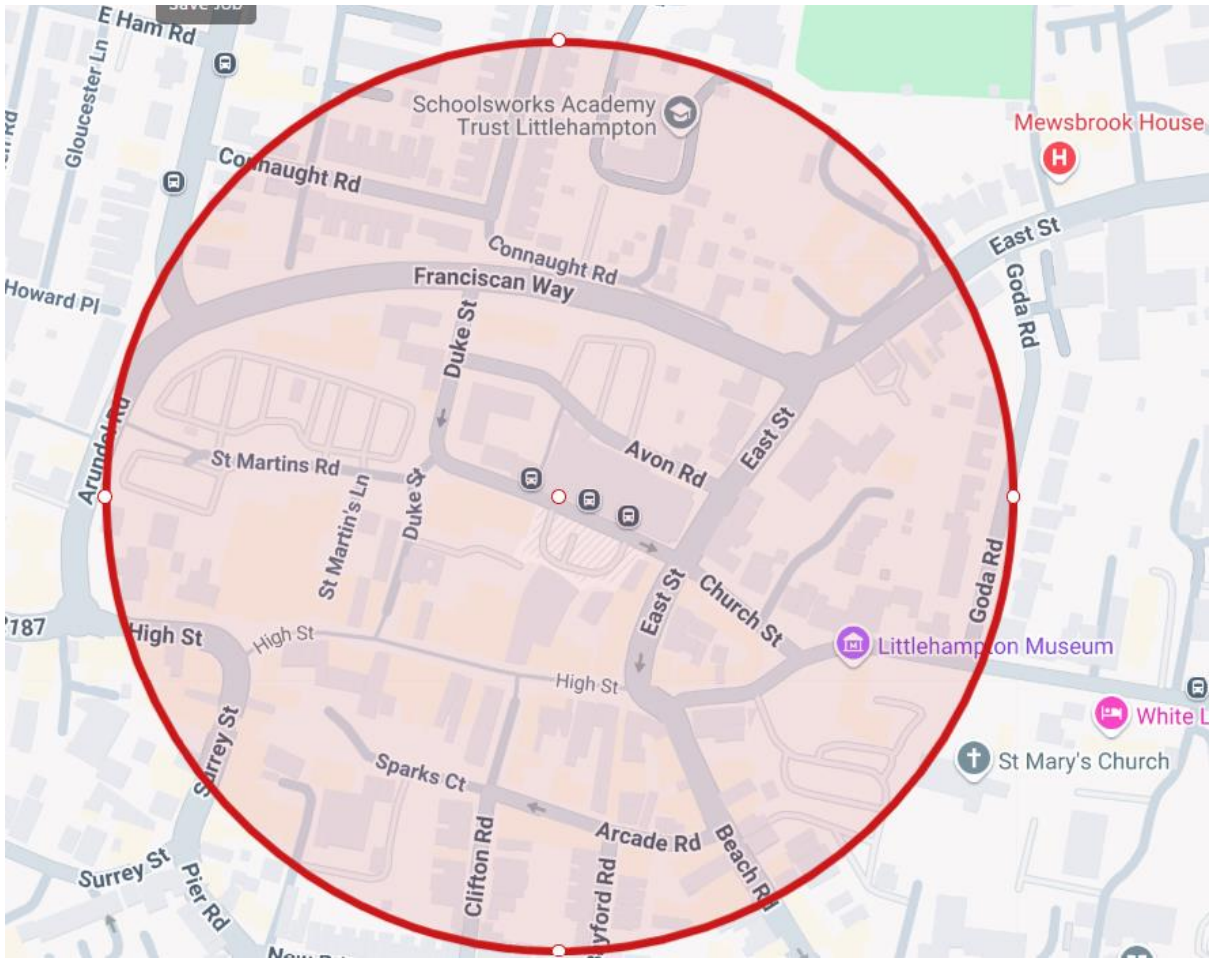
1e. Advertisement

1f. Website

1g. Exhibition banners

1h. Feedback form

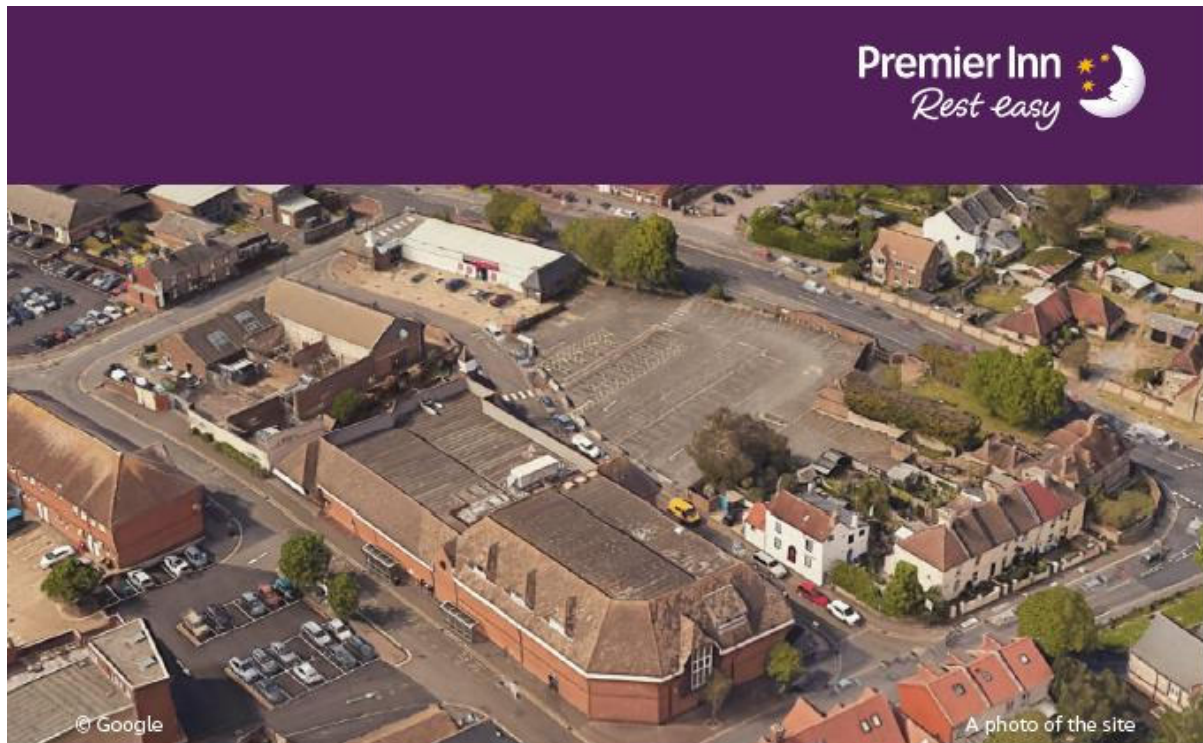
1a. Consultation Distribution Area



570 addresses

1b. Community Invitation

Issued as a 4 page booklet



Proposals for a new Premier Inn hotel in Littlehampton

Public exhibition of our plans

We are inviting you to find out more about plans for a new Premier Inn hotel on the site of the former Waitrose on Avon Road in Littlehampton.

The supermarket closed in 2015, leaving the site vacant and an unappealing feature in the town centre. Our goal is to transform it into a 130-bedroom hotel, attracting new visitors to Littlehampton.

We believe this central Littlehampton location is perfect for our customers, offering convenient access to everything the town has to offer, whether they're visiting for business or leisure.

We are currently in the process of designing the new hotel, before we submit a planning application to Arun District Council this Spring.

Please come along to our exhibition to view our plans and give us your feedback.

Public Exhibition 12th February, 2pm - 7.30pm

New Millennium Chamber,
The Manor House, Church Street,
Littlehampton, BN17 5EW



What we would bring

Premier Inn is a successful hotel business. We are known for consistency, good service and affordability. Our comfortable bedrooms appeal equally to both leisure and business travellers year-round.

We are a people-focused company, providing secure, year-round employment to thousands of team members nationwide. Our dedicated in-house teams manage all recruitment and training, ensuring opportunities for those currently seeking work.

At the new Littlehampton Premier Inn, we expect to create around 30 permanent jobs.

Our hotels positively impact local communities by driving economic activity. Guests support the local economy by dining out, shopping, visiting attractions, and exploring the area.

Where we are in the planning process

We are currently designing a new Premier Inn hotel in Littlehampton. Our goal is to create a hotel that meets our operational needs, complements the local environment, and is a suitable addition to the town.

We are eager to share our initial plans with you and discuss the potential benefits this hotel will bring to Littlehampton. We invite you to attend our public exhibition where you can view the emerging designs for the new hotel.

Our team will be available at the exhibition to explain the proposals, answer any questions you may have, and to take your feedback.

The site



An aerial image of the site

The existing site occupies a prime location on Avon Road, close to the heart of Littlehampton. It was home to a Waitrose supermarket, until it closed in 2015.

The site is currently divided into two distinct areas, separated by Avon Road: a closed car park to the north and the derelict former supermarket building to the south. We plan to improve the car park and completely redevelop the supermarket site.

The existing supermarket building is large and has several blank walls, creating an uninviting public space. Our redevelopment aims to reduce the building's size and introduce a more attractive and engaging design that benefits both future residents and the wider community.

The site enjoys convenient access to both Littlehampton train station and nearby bus stops.



Find out more

Please come to our public exhibition to find out more

New Millennium Chamber
The Manor House
Church Street
Littlehampton
BN17 5EW

**on Wednesday 12th February,
between 2pm and 7.30pm**

If you are unable to attend the exhibition, all the materials on display will be uploaded to the project website following the event.

www.premierinn-avonroad.co.uk



Alternatively, get in touch with us directly and we would be happy to follow up with you.

visit: Visit our project website at www.premierinn-avonroad.co.uk

tel:

email:

post: Write to us at "Freepost Consultation Reply"



1c. Stakeholder email/invitation

Sample Initial outreach letter (email version)

WHITBREAD

Whitbread Group PLC
Houghton Hall Business Park
Porz Avenue
Dunstable
LU5 5XE

By email

24th January 2025

Dear Councillor,

RE: Proposals for a new Premier Inn hotel on Avon Road, Littlehampton

I am writing to inform you about our plans to bring a new Premier Inn hotel to Littlehampton, on the site of the former Waitrose store and car park on Avon Road. We will shortly be launching a public consultation to engage with the local community and gather feedback on the proposals. Next week, we will be issuing a public exhibition invitation to members of the community in and around the site, alongside other key local stakeholders.

Ahead of this, I wanted to personally share details of our proposals and invite you to contact us with any questions or comments you may have.

The Waitrose store closed in 2015, leaving the site vacant and an unappealing feature in the town centre. Our proposal seeks to transform the site into a 130-bedroom hotel while improving the closed car park. We believe this central location is ideal for Premier Inn's customers, offering convenient access to all that Littlehampton has to offer, whether they're visiting for business or leisure.

Premier Inn is a successful hotel brand, known for offering a warm welcome, convenience, affordability and a great night's sleep. Unique to the brand, Premier Inn appeals equally to both leisure and business travellers year-round. If planning consent for the new hotel is granted, we would expect to create around 30 permanent jobs at the new hotel with recruitment focused in the local community.

As we design the new hotel, we are pleased to announce a public exhibition of our plans on 12th February, from 2pm - 7.30pm at The New Millennium Chamber, The Manor House, Church Street, Littlehampton, BN17 5EW. At the event, members of our team will be on hand to present the plans, answer your questions, and hear your feedback.

As an important local stakeholder, we would also like to offer a preview of our proposals, which will also be held on the 12th February at the New Millennium Chamber, from 1pm - 2pm. We are very keen to meet you to discuss our proposals and do hope you can make the preview.

If you are unable to make the preview, have questions or would like a meeting about the proposals, please do not hesitate to call Steve Jolly at Marengo Communications, who is

leading on our community consultation. You can reach Steve on [REDACTED] or at

[REDACTED]

We look forward to engaging with you on the proposals and I hope you can join us at the stakeholder preview or public exhibition event. We will of course write to you again next week, with a copy of the community newsletter which will contain more information about the project.

Yours sincerely,

[REDACTED]

Louise Woodruff
Acquisitions Manager
Whitbread Group PLC

Sample Invitation letter (email version), issued at launch of public consultation

WHITBREAD

Whitbread Group PLC
Houghton Hall Business Park
Porz Avenue
Dunstable
LU5 5XE

By email

29th January 2025

Dear Councillor,

RE: Consultation on proposals for a new Premier Inn hotel on Avon Road, Littlehampton

Last week I wrote to you about our upcoming consultation on our plans to bring a new Premier Inn hotel to Littlehampton, on the site of the former Waitrose store and car park on Avon Road, with an invitation to attend a preview of the public exhibition being held on 12th February.

The public exhibition invitation is being issued today via Royal Mail to members of the community in and around the site, alongside other key local stakeholders - a copy is enclosed.

As well as details about the site, Whitbread Premier Inn and the consultation event, the invitation includes important information about how to find out more via the bespoke project website, www.premierinn-avonroad.co.uk. Following the exhibition, the materials displayed will be available to view/download, and there will be opportunities to provide online feedback.

We do hope you can make either the preview, from 1pm - 2pm on 12th February, from 2pm - 7.30pm at The New Millennium Chamber, The Manor House, Church Street, Littlehampton, BN17 5EW, or the public exhibition event from 2pm- 7.30pm. We are keen to meet you, to present the plans, answer your questions, and hear your feedback.

If you have questions or would like a meeting about the proposals, please do not hesitate to call Steve Jolly at Marengo Communications, who is leading on our community consultation. You can reach Steve on [REDACTED]

We look forward to engaging with you on the proposals and I hope you can join us at the stakeholder preview or public exhibition event.

Yours sincerely,

[REDACTED]

Louise Woodruff
Acquisitions Manager
Whitbread Group PLC

Whitbread Group PLC

Whitbread Court, Houghton Hall Business Park
Porz Avenue, Dunstable, Bedfordshire, LU5 5XE

Registered Office: Whitbread Court Houghton Hall Business Park Porz Avenue Dunstable Bedfordshire LU5 5XE

1d. Press articles

[Sussex World](#), 3rd February 2025

130-bedroom hotel plan for former Littlehampton Waitrose site announced

A popular national hotel chain is inviting residents and businesses in Littlehampton to view and provide feedback on its plans for a new Premier Inn hotel in the town centre.

The proposals seek to redevelop the former Waitrose supermarket site on Avon Road into a 130-bedroom [Premier Inn](#) hotel, bringing new jobs and investment to the area.

A public consultation event will be hosted by Premier Inn owners Whitbread's development team next week, giving the community an opportunity to review and engage on the detailed plans. The drop-in exhibition will take place on Wednesday, February 12, from 2pm to 7:30pm at the New Millennium Chamber, The Manor House, Church Street, [Littlehampton](#), BN17 5EW, with the information also available online.

The former Waitrose store on Avon Road has been vacant since its closure in 2015. Whitbread's proposed redevelopment in a new Premier Inn seeks to revitalise this prominent location, bringing it into long-term use and enhancing the town centre, while meeting the growing demand for high-quality, affordable hotel accommodation on the south coast.



The former Waitrose site in Avon Road, Littlehampton, could become a Premier Inn hotel. Picture: Premier Inn

Louise Woodruff, Property Acquisitions Manager at Whitbread, said: “We are excited about the opportunity to grow our presence in Littlehampton, create permanent jobs and support the local economy through the year-round spending of our guests.

“Our plans will bring our very best product to the town, including our popular ‘enhanced’ Premier Plus bedrooms, and a flexible and well-designed ground floor space.

“The Avon Road site is an excellent location for a Premier Inn given its prominent town centre location and we’re pleased to be investing in the site as we continue to expand our presence in the south of England.

“The team and I are keen to engage with the community, share our vision and plans, answer questions about the Premier Inn and listen to feedback on what we are proposing. The consultation is an important part of the planning process for the development, and we encourage everyone to come along.”

Residents can find more information on the proposals and register for updates on the project website at www.premierinn-avonroad.co.uk. All the material on display will be uploaded to the website on the day of the exhibition, and comments can be submitted online from February 12, onwards.

Premier Inn operates a network of 855 hotels across the UK and Ireland. See www.premierinn.com for more information

The Argus, 3rd February 2025

Premier Inn plan new site at former Littlehampton Waitrose



The former Waitrose site on Avon Road, Littlehampton (Image: Google Maps)

Premier Inn are hoping to open a new site in Sussex.

The hotel chain is looking to apply for planning permission at the former Waitrose site on Avon Road, Littlehampton.

Their aim is to open a 130-bedroom hotel which will look to attract new visitors to the seaside town.

The Avon Road Waitrose closed in 2015 after moving to a new premises in Rustington and the site has been vacant since.

Premier Inn are currently in the process of designing the new hotel, which would be the second in the town.

The public can attend a consultation event at The Manor House, Church Street, on 12 February.

The exhibition will explain the proposal, as well take feedback and answer any questions related to the proposed construction.

Following this, they aim to submit a planning application to Arun District Council in the spring of this year.

Material from the consultation will also be available online following the event.

NEWS

Family-run restaurant announces closure after 30 years

By Katherine Hollis-McLean
news@worthington.co.uk

An upmarket restaurant in the heart of a West Sussex town has closed.

Butlers, in Tarrant Street, Arundel, was established 30 years ago in 1995. Run by Sacha and Michael since 2017, it was previously operated by Sacha's parents Mick and Corina until their retirement.

Known for its beautiful interiors and stunning terrace garden, its last day of operation was Sunday, February 3.

A statement on the restaurant's Facebook page before the closure read: "It's with a broken heart, we let you all know that this weekend we will close the doors of our beloved Butlers for the final time.

"The last few years has been so difficult for everyone



Butlers in Tarrant Street, Arundel, will close this weekend

GOOGLE MAPS

in hospitality and we have done everything in our power to keep going. It's been the toughest and saddest decision of our lives to walk away but

feel it's the right time for us. "We would like to say a huge thank you to all our wonderful customers, friends and our amazing team that have

supported Michael and I over the past eight years, but also my parents who established Butlers 30 years ago this year. "Butlers has been a huge

part of our family, it's all our kids have ever known and will leave a massive void in all our lives. We have created so many wonderful memories

here and hope many of you have, too!

"Please book a table this week and come and say goodbye. We will then be concentrating on making 6139 steps a huge success and would love to see you all there soon.

"All our love, Sacha & Michael."

The couple's other venture, 139 Steps - a wine and champagne bar - is located just 139 steps from Butlers in High Street, Arundel.

Tell us your news!

Scan the QR code to send us your stories and pictures

YOURWORLD

Hello Littlehampton

We're here to share proposals for a new **Premier Inn hotel**, on the site of the **former Waitrose** supermarket on Avon Road in Littlehampton.

Please come along to our public exhibition to find out more.

Public Exhibition

Wednesday 12th February
2pm to 7.30pm

New Millennium Chamber,
The Manor House, Church Street,
Littlehampton, BN17 5EW

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Premier Inn
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gaia CLINIC

SAY NO TO INCONTINENCE

Take control of your intimate health and rediscover confidence with **EMSELLA**, the revolutionary non-invasive treatment for incontinence.

Using cutting-edge High-Intensity Focused Electromagnetic (HIFEM) technology, **EMSELLA** strengthens your pelvic floor muscles in a way traditional exercises can't, providing a solution for those struggling with incontinence.

Remain fully clothed in just a 28-minute treatment. With **EMSELLA**, you can look forward to fewer bathroom trips and enjoy life's little moments like sneezing or laughing without worry.

Reclaim your freedom and confidence with **EMSELLA** at Gaia Clinic today.

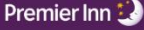
95% Patient Satisfaction	75% Pad Reduction	Treats entire pelvic floor area
		Patients remain fully clothed

Introductory offer save £200: Full course of 7 treatments for £1,000 with code: new year 2025.
Gift Vouchers available

1f. Website


www.premierinn-avonroad.co.uk

Website - at launch of public consultation



Welcome

Welcome to the website about our plans for a new Premier Inn hotel in the heart of Littlehampton.



Our vision is to redevelop the site of the former Waitrose store on Avon Road.

The store closed in 2015, leaving the site vacant and an unappealing feature in the town centre. Our goal is to transform the site into a 130-bedroom hotel, attracting new visitors to Littlehampton.

We are currently in the process of designing the new hotel ahead of submitting a planning application to Arun District Council later this Spring. If we are granted planning permission, the hotel will be built and managed by Whitbread and run as a Premier Inn.

If approved, the hotel would provide a second Premier Inn Hotel in the Littlehampton area. We believe this central Littlehampton location is perfect for our customers, offering convenient access to everything the town has to offer, whether they're visiting for business or leisure.

Consultation

Consultation

We'll be updating this website at key points during the public consultation and planning process. You'll be able to find out more about plans for the hotel as they're announced, as well as get involved in our public consultation and send us your feedback.

Click here to find out more about the Public Consultation event on 12th February 2025.

[Find out more](#)

If you want to be kept in touch with the plans as they progress, please sign up for updates.

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Where we are in the planning process

We are currently designing a new Premier Inn hotel in Littlehampton.



Our goal is to create a hotel that meets our operational needs, complements the local environment, and is a suitable addition to the town.

It's really important to us that the new building fits into the local neighbourhood, creating a comfortable, affordable and attractive place for visitors to stay, as well as providing significant investment into jobs and the local economy.

We are eager to share our initial plans with you and discuss the potential benefits this hotel will bring to Littlehampton. We invite you to attend our public exhibition where you can view the emerging designs for the new hotel.

Please come to our Public Exhibition

Our team will be available at the exhibition to explain the proposals, answer any questions you may have, and to take your feedback. We're keen to hear what the local community think of our plans to open a new hotel, and all feedback received from the exhibition will help us shape our proposals ahead of submitting our detailed planning application.

If you are unable to attend the exhibition, all the materials on display will be uploaded to the project website following the event.

The consultation period will open on Wednesday 12th February and run until midnight, Wednesday 26th February 2025.



New Millennium Chamber, The Manor House, Church Street, Littlehampton, BN17 5EW

Wednesday 12th February, between 2pm and 7.30pm

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The site

The site occupies a prime location on Avon Road, close to the heart of Littlehampton. It was home to a Waitrose supermarket, until it closed in 2015.



An aerial view of the site

With Franciscan Way to the north, and Anchor Springs to the south, the site is currently divided into two distinct areas, separated by Avon Road: a closed car park and the derelict former supermarket building. We plan to improve the car park and completely redevelop the supermarket site.

The immediate neighbours to the site include retail, commercial and residential properties, with a mix of older and more modern building frontages. There is a shopping precinct adjacent to the site and the High Street with its shops, banks and amenities is a short walk away.

The existing supermarket building is large and has several blank walls, creating an uninviting public space. Our redevelopment aims to reduce the building's size and introduce a more attractive and engaging design that benefits both future residents and the wider community.

The site is accessible to pedestrians and for deliveries, with pavement paths around the entirety of the derelict former supermarket building.

Once improved, the existing unused car park that forms part of the site would provide ample parking for Premier Inn customers.

Littlehampton Train station is a 7-minute walk from the site, and bus stops for the local bus services are to be found very close by on Anchor Springs.

The demolition and replacement of the current derelict building and the rejuvenation of the car park creates the opportunity to revive the current site and to attract visitors to the town, offering more choice and bringing a positive impact socially, aesthetically and economically to Littlehampton.

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About us

We are a responsible and respectful hotel operator.

Premier Inn is a successful hotel business.

We are known for consistency, good service and affordability. Our comfortable bedrooms appeal equally to both leisure and business travellers year-round.



Our hotels are well-managed, with a core family and business traveller offer.

With staff on site 24 hours a day, 7 days a week, we ensure that those staying in our hotels and our neighbours are free of disturbance.

We offer modern, flexible accommodation with disability access and level access rooms. Whilst the prices of our rooms will fluctuate due to the season, the average price for a night across the year is expected to be £80-£90.

Group booking requests are handled by a dedicated team in our support centre, with the hotel manager always having the final say on whether to accept group booking requests or not.

As a business, we do not cater for coach trips and tours.

We are a people-focused company that offers secure, year-round employment to thousands of individuals.

Our dedicated in-house teams manage all recruitment and training, ensuring opportunities for those currently seeking work.

At the new Littlehampton Premier Inn, we expect to create around 30 permanent jobs.

Our hotels positively impact local communities by driving economic activity. Guests support the local economy by dining out, shopping, visiting attractions, and exploring the area.

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Website - updated following the exhibition

Premier Inn 

Welcome

Welcome to the website about our plans for a new Premier Inn hotel in the heart of Littlehampton.



Our vision is to redevelop the site of the former Waitrose store on Avon Road.

The store closed in 2015, leaving the site vacant and an unappealing feature in the town centre. Our goal is to transform the site into a 130-bedroom hotel, attracting new visitors to Littlehampton.

If approved, the hotel would provide a second Premier Inn Hotel in the Littlehampton area. We believe this central Littlehampton location is perfect for our customers, offering convenient access to everything the town has to offer, whether they're visiting for business or leisure.

We are currently in the process of designing the new hotel ahead of submitting a planning application to Arun District Council later this Spring. If we are granted planning permission, the hotel will be built and managed by Whitbread and run as a Premier Inn.

Consultation

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We'll be updating this website at key points during the public consultation and planning process. You'll be able to find out more about plans for the hotel as they're announced, as well as get involved in our public consultation and send us your feedback.

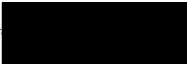
Thank you to everyone for attending our Public Consultation drop-in at The Manor House on Wednesday 12th February.

The materials displayed at the event are available to view and download below.

We are keen to get community feedback on our proposals. Click the feedback button below to leave feedback online.

[Download banners](#)

[Give feedback](#)

If you have any questions, you can also email us on 

If you want to be kept in touch with the plans as they progress, please sign up for updates.

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1g. Exhibition banners


Displayed at the public exhibition on 12th February 2025

Available to view and download from the project website after the public exhibition

Welcome



About the site



An aerial image of the site

Thank you for visiting

Today we're showing our plans for a new Premier Inn hotel to replace the former Waitrose supermarket on Avon Road in Littlehampton.

We're excited about the possibility of bringing another of our Premier Inn hotels to the local area which will provide accommodation for both tourist and business travellers, create permanent new jobs and provide a year-round boost to the local economy.

We are currently in the process of designing the hotel before submitting our plans to Arun District Council.

Importantly, we want a hotel that not only fits in with the town, but also meets our operational needs and high environmental standards.

We want to know your thoughts.

We would like to talk to you about what we are planning and the benefits a new Premier Inn would bring to Littlehampton.

Members of the project team are here today to explain the plans and listen to your views. Please ask them any questions you have, and they will be happy to help.

We value your feedback, so please do take the time to fill in a feedback form or visit our project website to let us know what you think.

The existing site occupies a prime location on Avon Road, close to the heart of Littlehampton. It was home to a Waitrose supermarket, until it closed in 2015.

The site is currently divided into two distinct areas, separated by Avon Road: a closed car park to the north and the derelict former supermarket building to the south. We plan to improve the car park and completely redevelop the supermarket site.

Our redevelopment aims to reduce the building's size and introduce a more attractive design that benefits both future residents and the wider community.

The site enjoys convenient access to Littlehampton train station and nearby bus stops.

The existing supermarket building is large and has several blank walls, creating an uninviting public space.

premierinn-avonroad.co.uk

premierinn-avonroad.co.uk

Premier Inn
Rest easy

Premier Inn
Rest easy

Opportunities & constraints

Our team of architects and other professionals have analysed the site's opportunities and constraints.

Opportunities



- It is a town centre location with strong public transport links and parking.
- There is an opportunity to create an "active frontage" around the ground floor of the building, bringing more life back into the street.

- There is potential to substantially improve the public realm and green space.

- The new building will dramatically improve views along surrounding roads and improve the setting of existing heritage buildings.

Constraints



- Public realm is poor with narrow pavements and pedestrian routes across the site.
- Part of the sloping site is at higher risk of flooding, requiring flood resilient design measures.
- There is minimal planting on site.

- The large blank building with several blank walls is detrimental to the townscape.

- The way in which the site impacts on nearby heritage buildings can be improved.

Design development

Once the opportunities and constraints of the site had been fully understood and explored, our team then started designing the new building.

We were clear from the outset that retaining the existing building was neither possible nor preferable, considering the nature of the existing supermarket. It would not enable us to meet our operational requirements nor our environmental goals.

Therefore, the most appropriate direction is to demolish the existing building, and rebuild a building which would be more sustainable, more appropriate as a hotel and hopefully enhance the local area.

Our team undertook a series of massing studies, which can be seen below in detail. These enabled us to understand what size and shape of building would work on the site.



Existing building deconstructed



New slimmer building created

Public space increased to south and north.



Massing divided into smaller blocks

Mix of materials reflecting local character.

Materials

We are keen to ensure that the materials we choose for the outside of the building suit the surroundings of Littlehampton.

The proposed hotel will use a carefully considered palette of brickwork reflecting the mix of materials and colours within the town centre. We are proposing to reuse the existing brick on site where possible, as a sustainable choice of material.

Elegant proportions, deep set openings and contemporary detailing will offer a high quality addition to the streetscape.



Materials

Our proposed hotel



We are proposing a 130-bedroom Premier Inn hotel with associated restaurant, parking and landscaping.

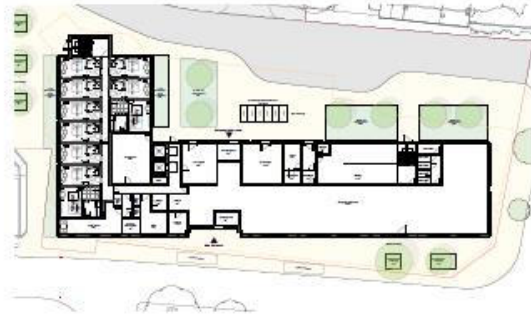
The building will be constructed and operated for the long term by Whitbread, Premier Inn's parent company.

Our proposed hotel will replace the derelict supermarket building on the site, providing a new building that responds to the character, and urban grain of Littlehampton town centre, dramatically improving the public space around the site. Taking the form of a terrace of buildings, the form of the hotel will be broken up with facades of red, pink and grey brickwork with simple contemporary detailing, reflecting the mix of red and brown brickwork and white painted buildings surrounding the site.

We believe the hotel has been designed in a way which fits into the local surroundings, is a significant improvement on the former supermarket building and will help boost the local economy, bringing in visitors to the town and creating jobs.

It is our intention to improve and open the car park opposite the hotel, which we believe is of a sufficient size to allow all our guests to park.

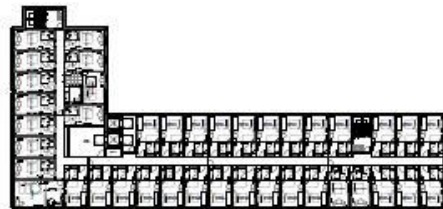
Ground floor plan



The main entrance to the hotel will be located along Anchor Springs, with a bar and restaurant providing "active frontage" along the south, east and part of the north facade. A secondary entrance is provided along the north facade to provide direct access from the car park. Services entrances and a dedicated delivery bay are also provided along the north facade.

10 bedrooms are provided at ground floor level, with new planted borders to separate them from pedestrian routes around the site. Extensive new areas of planting and trees are proposed around the site.

Typical upper floor



Each of the three storeys above ground floor will include 40 bedrooms, including accessible rooms as well as our enhanced Premier Plus bedrooms.

premierinn-avonroad.co.uk

Premier Inn
Rest-easy

New jobs & investment



Building a new 130-bedroom Premier Inn in Littlehampton will create **30 new, permanent jobs**. We will focus the recruitment for these new roles in the local area.

All our team members are permanent employees of Whitbread. We offer **paid on-the-job training** and opportunities to take on **apprenticeships**. We also believe in promoting from within with a culture that seeks to offer no barriers to entry, and no limits to ambition.

If our plans are approved, there will be a significant investment in building the hotel. We expect this will support many existing jobs in the local area through the construction supply chain.

We are proud to have an in-house team leading the recruitment for our new hotel openings, and we seek to advertise the new jobs we create to the local community.

We also have a particular focus on encouraging those who are currently unemployed back into work, whether full- or part-time, as well as welcoming applications from those looking for a career change.

Year-round economic contribution

Our style of accommodation gives people choice and flexibility. As many of our hotels are in vibrant, town centre locations we find that many of our guests choose to experience the local area when they stay with us.

This year-round spending by our customers in cafés, restaurants, pubs, shops, and attractions adds up to create a sizeable economic benefit to the locations where we are located.

A recent research report we commissioned sought to quantify this year-round economic contribution. From a survey of 26,000 Premier Inn guests staying in locations across the UK in autumn 2023, the average spend per bedroom was £140 per night.

The sample was weighted to leisure guests, but it gives an indication of the way our brand supports local communities, especially as roughly 30% of the same guests said that they would not have visited their chosen location had Premier Inn not been located there.



Multi-million
pound investment in
construction



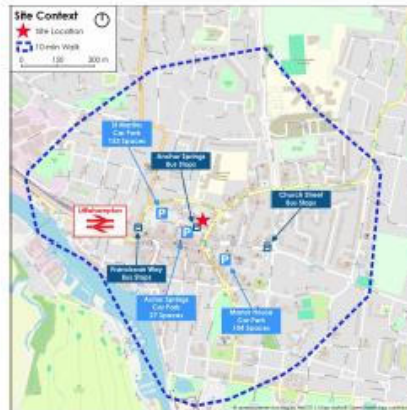
Over **30**
jobs
provided on site once
operating

Transport

We want to **reduce the impact** of people travelling to the hotel.

Travelling to and from the hotel

- There are bus stops on Anchor Springs, directly adjacent to the hotel site, for local journeys.
- Littlehampton train station is under a ten-minute walk away.
- The High Street, with a number of shops, restaurants and other amenities for visitors, is a short walk from the hotel.
- We will introduce a Travel Plan for guests to improve sustainability.
- Guests will be able to keep bicycles in their rooms.



Parking

- We plan to improve the existing car park, which is currently closed, and expect this to provide sufficient parking for hotel guests.
- A hotel would generate a reduced traffic impact and different profile when compared to the historic retail use.
- On-site parking spaces would be sufficient to accommodate the expected demands.
- Any additional parking demands could be accommodated in local public car parks within a short walk of the site.
- Close proximity of the railway station would reduce demands for car parking.
- Robust analysis assumes all the bedrooms are occupied.

Deliveries and servicing

- Services entrances and a dedicated delivery bay will be provided along the North facade, to limit the impact on the highways network.
- Average of two deliveries/collections per day – including linen, food and drink and refuse.



Sufficient capacity in the existing car park



Littlehampton train station less than **10** minutes' walk away



Two deliveries on average per day



Encouraging sustainable transport

About Premier Inn



Premier Inn is the UK's largest hotel business, known for providing comfortable and affordable accommodation to guests.

We are committed to being a good neighbour wherever we are located. Our hotels are designed in a range of different architectural styles, and we seek to operate with minimal disruption to the surrounding community.

Our plan is to bring our very latest offer to Littlehampton, and the hotel will feature our modern, accessible rooms that are designed to provide a comfortable and enjoyable stay for our guests.

Wherever we are located, Premier Inn rooms are priced dynamically and respond to customer demand throughout the year. Nearly all bookings at Premier Inn hotels are made directly at premierinn.com. We do not cater for coach trips and tours and all group bookings are managed by a dedicated team in our customer support centre.

Ultimately, our hotel managers always have the final say on whether or not to accept group bookings.

We look forward to being a positive addition to the Littlehampton community.



premierinn-avonroad.co.uk

Premier Inn 
Rest easy






Sustainability



We would build a hotel fit for a **sustainable future**.

The proposed Premier Inn in Littlehampton Town Centre will be built to high environmental standards in line with Whitbread's Force for Good sustainability targets.

A number of ways we will achieve this in Littlehampton are:

-  by optimising energy efficiency, with a well-insulated building
-  through the installation of low-flow shower heads, taps, toilets and kitchen equipment to minimise water use
-  building systems to reduce overheating in summer and keep the building cool in the summer
-  with a package of social and economic benefits created from the operation of the new hotel
-  by only using electricity generated by renewable sources on-site and via the grid

More information on Whitbread's Force for Good strategy can be found at: www.whitbread.com/sustainability

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Next steps



We are running a period of consultation until the **26th of February 2025**.

When the consultation period has ended, we will review all the feedback received from the community – including residents, businesses, councillors and other groups.

We will adjust the plans as necessary and finalise them, before submitting them to Arun District Council.

We would hope that the council will decide on our plans later in 2025.

If successful, we would then start on site as soon as we were able and would communicate with the local community throughout the construction period.

Please make sure you register for updates on our website to be kept up to date.

Timeline

- 12th February 2025**
Public Consultation drop-in
- 26th February 2025**
Consultation deadline for feedback
- March 2025**
Review consultation feedback and finalise plans
- Early April 2025**
After reviewing the feedback, we'll submit the plans to Arun District Council
- Mid-April 2025**
Formal council-led consultation on the plans
- Later in 2025**
Estimated decision on plans

Feedback



Your feedback is important and matters to us – so **thank you for attending our exhibition today.**

We want our new hotel in Littlehampton to fit in with the other buildings in the local area, whilst also creating new jobs, investing millions into the local economy and offering an affordable option to tourists and business travellers to stay all year round.

The feedback from the community will be summarised and responded to in a document alongside our detailed planning application when it is submitted.

Please let us know what you think by 26th February.

We will take your feedback on board and use it to finalise our plans.

You can **send us your feedback** using the following options:

- Complete one of our feedback forms and leave it with us today.
- Send your comments to us using a pre-addressed Freepost envelope available today or simply write **"Freepost Consultation Reply"** on an envelope. You don't need a stamp or any other instructions.
- Email us at [REDACTED]
- Call us on [REDACTED]
- Visit our website to view our plans and complete an online feedback form at www.premierinn-avonroad.co.uk

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1h. Feedback form

Supplied as A4 double-sided paper form, or could be filled in online.

Feedback Form

Premier Inn *Rest easy* 

The former Waitrose supermarket and car park
Avon Road, Littlehampton

Thank you for coming to today's exhibition

Please do take the time to fill in this feedback form once you have had the chance to look at the information and asked any questions you have. The deadline for feedback submission is **midnight, 26th February 2025**.

You can also submit your feedback online at premierinn-avonroad.co.uk or via email to info@premierinn-avonroad.co.uk.

Contact Details

Please complete using **BLOCK CAPITALS**.

First Name Last Name

Address

.....

..... Postcode

Email

Phone

Tick here to be kept updated

1

Please give us your views on the approach we have taken to designing the building.

2

Is there anything you think we have not considered as part of our plans?

3

Please give us your overall views of the proposals.

OFFICE USE ONLY – DATE: _____

Thank you for providing your feedback – it is much appreciated.

If you have any questions about the proposals or the consultation, please call us on **0800 689 5209** or email us at Info@premierinn-avonroad.co.uk.

The **deadline for submission** of feedback is **midnight, 26th February 2025**.

Your details are being collected by Marengo Communications Limited, on behalf of Whitbread, parent company to Premier Inn, solely in regard to the current proposals. Your feedback will be used anonymously and given to the Council at the time of the planning application. To opt out from receiving updates, email us at Info@premierinn-avonroad.co.uk. To find out more about how we will handle your information please read our Privacy Notice at www.marengocomms.com/privacy. A hard copy is available upon request.

