

Brighton & Hove City Council

Place Overview & Scrutiny Committee

Agenda Item 72

Subject: Seafront Development Board Prospectus

Date of meeting: 24th March 2026

Report of: Chair of Place Overview & Scrutiny Committee

Contact Officer: Name: Natalie Sacks-Hammond

Email: Natalie.sacks-hammond@brighton-hove.gov.uk

Ward(s) affected: (All Wards);

Key Decision: No

For general release

1. Purpose of the report and policy context

1.1 The Seafront Development Board Prospectus is currently being prepared by the Seafront Development Board (SDB), with the endorsement of Brighton & Hove City Council, to present a unified vision for the long-term future of the city's coastline. It does not constitute planning policy, nor does it set out a prescriptive development blueprint. Instead, its purpose is to inform and complement the emerging City Plan by providing a clear statement of intent, articulating strategic ambitions, and supporting decision-makers, communities, and investors to develop a shared understanding of the opportunities and priorities that lie ahead.

1.2 The Prospectus is intended to support partners, including the emerging Mayoral Combined County Authority, in making informed and strategic investment decisions. It will identify priorities, highlight opportunities, and outline where targeted support would yield the greatest impact. It is hoped that this Prospectus will support a shared understanding of the potential of Brighton & Hove's seafront and inspire collective ambition for its future.

2. Recommendations

2.1 That Place Overview & Scrutiny Committee notes the report.

3. Context and background information

3.1 Brighton & Hove's seafront remains fundamental to the city's identity, economy, and daily life. It serves as a key destination for residents and visitors, supporting leisure, tourism, local businesses, and the city's distinctive cultural character. Increasingly, it also represents a major

strategic opportunity, one where coordinated investment and long-term planning can deliver a resilient and vibrant coastal environment for future generations

- 3.2 The Seafront Development Board is an independent advisory board to the Cabinet; to oversee the strategic development, commercial future regeneration and sustainable management of Brighton & Hove's iconic seafront, ensuring it is a vibrant, playful, accessible, and economically thriving destination for residents, visitors and businesses.
- 3.3 The purpose of the Prospectus is to set out a shared vision for the next chapter of the city's unique coastline. It aims to provide a framework for inclusive and sustainable growth, expressed through a series of character areas along the seafront. Each area highlights its unique qualities, existing assets, and future potential, from heritage features and cultural landmarks to development sites and economic clusters. By defining these areas, the Prospectus aims to promote coordinated investment, encourage high-quality design, and ensure that future change enhances the seafront's social, cultural, and environmental value.
- 3.4 Regeneration activity is already in progress across the seafront, including major restoration schemes, improvements to the public realm, and new cultural and leisure developments. These initiatives signal strong confidence in the long-term prospects of Brighton & Hove. However, several key sites remain where further public and private investment could deliver significant benefits, including job creation, improved climate resilience, strengthened visitor appeal, and enhanced everyday experiences for local communities.
- 3.5 Key opportunity sites include:
 - Madeira Terrace
 - Black Rock
 - Seafront Arches
 - King Alfred
 - Pool Valley
 - Station to the Sea
 - A259 Active Travel Scheme
- 3.6 The development of the Prospectus is being shaped by contributions from elected members, council officers, local businesses, and community partners. Consultation is currently ongoing; a consultation event had around 100 attendees and the public survey is open online until the end of April.

4. Analysis and consideration of alternative options

- 4.1 None specifically for this scrutiny report

5. Community engagement and consultation

- 5.1 Not specifically for this scrutiny report but consultation is taking place on the Prospectus via an online survey asking residents for feedback on how they currently use the seafront and what they would like to see in the future; a consultation event has been held, and the Prospectus has received input from a wide range of stakeholders.

6. Financial implications

- 6.1 There are no direct financial implications as a result of this report. Investment in the key seafront sites will require business cases to be approved on a case by case basis and taken through the relevant governance processes for the council and the Seafront Board.

Name of finance officer consulted: Craig Garoghan

Date consulted: 26/02/2026

7. Legal implications

- 7.1 There are no direct legal implications arising from the recommendations in this report.

Name of lawyer consulted: Siobhan Fry Date consulted: 2/03/2026

8. Risk implications

- 8.1 Not specifically for this scrutiny report

9. Equalities implications

- 9.1 The Seafront Prospectus presents opportunities to improve accessibility and inclusion but also carries risks of disproportionate impact on disabled people, older residents, carers, and groups who may feel less safe in public spaces. Changes to transport, public realm design, and commercial activity must be managed to ensure equitable access and avoid adversely affecting minority-led businesses or digitally excluded communities.

10. Sustainability implications

- 10.1 The Seafront Prospectus has notable sustainability implications due to the sensitivity of the coastal environment and the need for long-term climate resilience. Redevelopment and construction activities could affect coastal habitats, increase waste and emissions, and require careful management to avoid pollution or habitat loss. Proposals will need to integrate low-carbon materials, sustainable drainage, and nature-based solutions where appropriate. Climate adaptation is a key requirement, particularly in relation to flood risk, sea-level rise and coastal erosion. Transport and movement proposals should support lower-carbon travel while ensuring accessibility. Opportunities exist to embed renewable energy, reduce resource use, and promote more sustainable operations across seafront businesses and events.

10. Health and Wellbeing Implications:

- 10.1 The Seafront Prospectus is likely to influence health and wellbeing through its impact on access to public space, opportunities for physical activity, and perceptions of safety. Improvements to walking and cycling routes, public realm design and green/blue spaces can support active lifestyles and mental wellbeing. However, construction activity, temporary access restrictions and increased visitor pressures may negatively affect vulnerable groups. Design features such as lighting, seating, shade and accessible facilities will be vital to ensuring the seafront remains a safe, inclusive and health-promoting environment.

11. Conclusion

- 11.1 Place Overview & Scrutiny Committee is asked to note the report.

Supporting Documentation

1. Appendices

1. Seafront Development Board presentation