

Seafront Development Board

Seafront Prospectus

February 2026



**Brighton & Hove
City Council**

Seafront Development Board

An independent advisory board to the council's 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”

Areas of focus:

- Vision for the seafront
- Strategic oversight
- Leading placemaking
- Infrastructure improvement
- Stakeholder engagement
- Zero-carbon ambition
- Ambassadors for the seafront

Consultation event and survey

To inform, vision, prospectus and development plans



- 100 attendees
- Public survey open online until end April



Be innovative and creative



Be connected



Be diverse and inclusive

Purpose of the Seafront Prospectus

- To set out a shared vision for the next chapter of our unique and much-loved coastline
- Not a planning policy document, nor does it prescribe a fixed blueprint for development.
- Purpose is to complement and inform the emerging City Plan by providing clarity, ambition, and direction - helping decision-makers, communities, and investors understand the opportunities ahead.
- A clear framework for inclusive and sustainable growth, expressed through a series of character areas along the seafront. Each reflects the distinct qualities, strengths and potential of its location
- There remain key sites where further **private** and **public** investment can unlock transformative benefits - creating jobs, improving resilience, strengthening our visitor economy, and enriching everyday life for local communities.
- The Prospectus is designed to help partners - including the emerging Mayoral Combined County Authority - make informed, strategic investment decisions.
- Offers clarity on priorities, identifies opportunities, and sets out where targeted support can have the greatest impact.

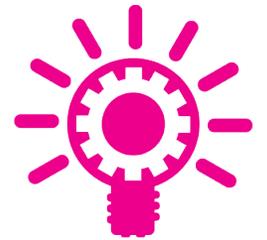
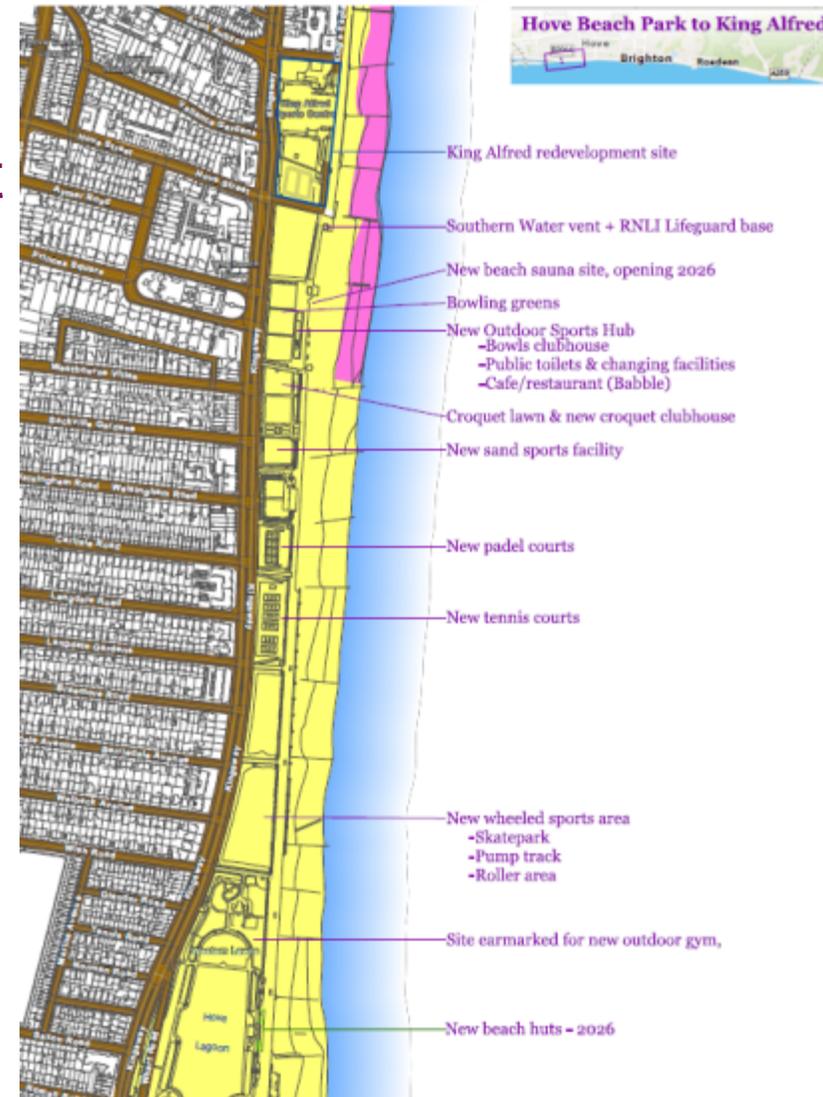


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Structure of the Seafront Prospectus

- Foreword from the Chair – what is the document and why do we need it
- A vision for the seafront
- Regeneration strategy
 - Placemaking Approach
 - Character Areas
 - Seafront Transport
 - Focus on Maintenance
 - Commercial Activation
- Investment Plan of sites



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and creative

Key opportunity sites

- **Madeira Terrace**
- **Black Rock**
- **Seafront Arches (phase 5)**
- **King Alfred**
- **Pool Valley**
- **Station to the Sea**
- **A259 Active Travel Scheme**

Other opportunities:

- Outdoor gym (at Hove Lagoon)
- Beach saunas
- Groyne field works
- New beach huts - phased across three years
- Kings Road playground & paddling pool
- New café/restaurant at Brighton Zip
- New beach chalets
- Clubhouse for Saltdean Surf & Swim Club



Be confident