

# Brighton is looking for a breath of fresh air

## Prime Seafront Leisure Site

### Madeira Drive Brighton

0.58 acre site (0.2369 hectares)  
with 380ft (116m) frontage to  
Madeira Drive & Brighton Beach

Expressions of Interest Invited  
(by 4th November 2011)

Superb opportunity with potential for:

- Children & family themed leisure attractions
- Wet & dry sports attractions
- Art & Heritage related attractions

Close to Brighton Pier, Brighton Marina,  
the new Brighton Wheel, Yellowwave Beach  
Volleyball Centre, Peter Pan Playground,  
Madeira Drive & the Volks Heritage Railway.



pier

wheel

you?

marina



Brighton & Hove  
City Council

On behalf of Brighton & Hove City Council

# Brighton & Hove

Brighton & Hove, on the south coast of England, is one of the top seaside cities in the United Kingdom and has recently appeared in the top ten UK cities.

Attracting more than 8 million visitors each year, many of whom are from overseas and generate an annual spend of £350 million.

In 2000, Brighton and Hove was given city status and is regarded as a creative and cosmopolitan European city.

Brighton is also a major conference centre and regularly plays host to the major political party conferences.

Brighton has a resident population of 247,817 (Census 2001) and an extensive and affluent catchment population, extending from Rye to the east, Chichester in the west and as far north as the M25 and London.

Drive time analysis indicates that Brighton has a core catchment population of 449,877, with 1.3 million within a 60 minute drive time (CACI).

Brighton is a highly affluent area with the proportion of 'wealthy achievers', 'affluent urbanites', 'prosperous professionals' and 'better-off executives' all being above the national average (a detailed CoStar/Focus Town Report on Brighton & Hove is available upon request, providing detailed Demographic and Socio Demographic information on Brighton & Hove).

Leisure and Tourism is a main stay of the economy, which is boosted by both Brighton & Sussex Universities being based in the City and excellent links to London and Gatwick Airport.

## Travel Times

Destination	By Train	By Road
London Victoria	50mins	84mins
Gatwick Airport	26mins	35mins
Heathrow Airport	145mins	75mins
Channel Tunnel Terminal	106mins	84mins

# The Peter Pan Leisure Site

Brighton & Hove City Council are now inviting expressions of interest from potential occupiers for this high profile seafront leisure site.

The available site comprises a significant part of the Peter Pan Leisure Park area, which has significant Local Heritage having been reclaimed from the sea in 1877.

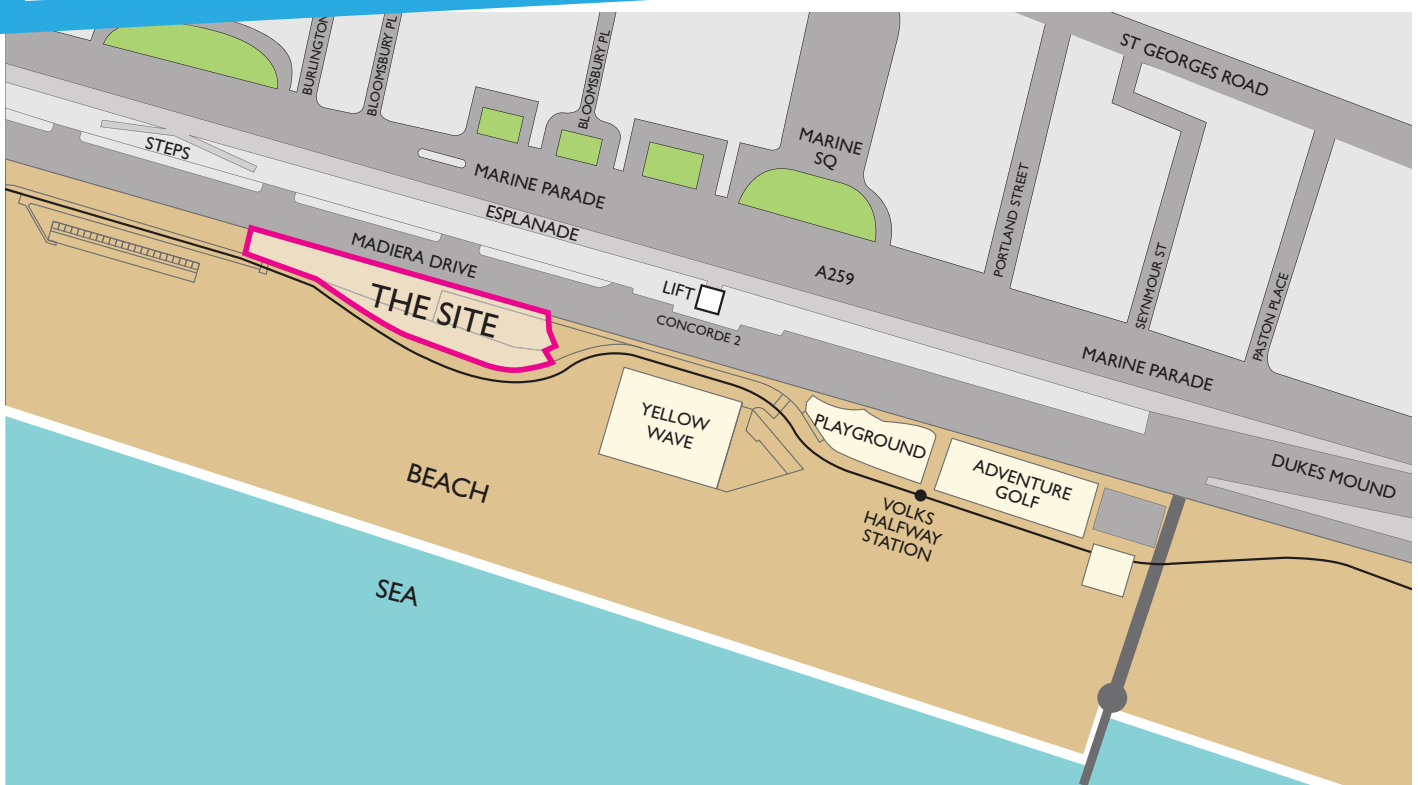
After the war the site was developed for amusements, fun fair rides, a children's theatre and roller skating area.

The site is currently temporarily let for amusement rides.

The site is level and offers a site area of 0.58 acres (0.2369 hectares), benefiting from frontage of 380 feet (116m) to Madeira Drive. Much of the site currently comprises concrete hardstand, with the exception of an area on the southern side of the site which comprises beach area (pebbles), the site being to the immediate north of the Volks Electric Railway line.

Currently the site does not benefit from connection to mains services, although main services (water and electricity) are available in Madeira Drive.

# The Site - Madeira Drive



# Brighton's Madeira Drive...

# ... 'an iconic location'

*Madeira Drive has been immortalised by the 1938 Graham Greene novel Brighton Rock, Quadrophenia and London to Brighton Rally's.*

Attractions within the immediate vicinity of the site include:

- Brighton Pier which was opened in 1899 and is now one of the UK's top themed tourist attractions as well as a Grade II\* Listed Building
- The Brighton Wheel at 45 metres high and due to open in October this year
- Yellowwave Beach Volleyball Centre is located adjacent to the site, the UK's only permanent beach volley ball venue, which offers a variety of beach related sporting activities and a café

- Volks Railway, the worlds oldest operating electric railway runs the length of Madeira Drive and passes directly south of the site. The Volks Railway Halfway Station is close by. Over the next few months, the Council intends to invest in the refurbishment of the original siding sheds behind the station and improve the adjacent area fronting Madeira Drive
- Peter Pan Children's Play Area and Adventure Golf are close by
- Concorde 2 is situated opposite the site and is one of Brighton's leading live music venues with an iconic music heritage.
- Brighton Sealife Centre opened in 1872 and is the oldest operating Aquarium in the UK

- Brighton Marina one of the largest man made marinas in Europe offers boating, shopping, cinema, restaurants, bowling and an Asda Supermarket
- Black Rock adjoins Brighton Marina nearby to the site and is earmarked for development of a new Ice Skating and Conferencing Arena
- The Terraces leisure development offers restaurants and The Gym, at 17,000 sq.ft., recently opened within the development
- There is an 'artists quarter' comprising two art galleries and two studios on the north side of Madeira Drive



## Events

*All year round and in addition to many other events centred on Brighton and the Seafront area, Madeira Drive hosts a number of high profile events, some of which include:-*



### February

- Brighton Half Marathon (8,000 entrants)

### March

- Incar Nation (modern car event)
- Pioneer Run (vintage motorcycle rally)

### April

- Brighton Marathon with 18,000 entrants
- London to Brighton Jaguar Run

### May

- HCVS London to Brighton Run
- London to Brighton MG Car Run
- Great Escape Music Festival
- London to Brighton Mini Run

### June

- London to Brighton Classic Car Run
- London to Brighton Bike Ride

### September

- National Speed Trials
- Ace Café Reunion (Motorcycle Rally)

### October

- Brighton Breeze (annual VW run)
- Land Rover Run
- Cancer Research 10k Run
- Brighton Cyclosporive Event
- Brightona 2011 (motorcycle event)

### November

- Annual Veteran London to Brighton Car Run
- Brooks 10km Run

### December

- BurningThe Clocks (Annual Solstice Event)

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## Potential

The site has potential for a variety of uses and could be operated/occupied with a mix of open air and indoor facilities, the Council wish to remain open minded in respect of the potential uses for the site, of course subject to receipt of planning permission.

The site is currently zoned as a Leisure site in the Brighton & Hove Local Plan and potential uses should ideally provide an all year round attraction for both residents and tourists and ideally not replicate uses found elsewhere on the Seafront. Possible uses might include:-

- Children and Family attractions (Themed attractions & play areas)
- Wet & Dry Sporting attractions to compliment Yellowwave (e.g. sporting centre, board sports, wave riding machines/surf centre, marine related sports)
- Art & Heritage related attractions (e.g. Vintage Car & Motorcycle Heritage & Galleries)



## Proposal

Brighton & Hove City Council are inviting expressions of interest for the site from interested parties to be received at the Brighton Office of Oakley Commercial (for the attention of Chris Oakley MRICS) no later than 5pm Friday 4th November 2011.

Interested parties are requested to make comprehensive submissions in writing outlining the proposed use for the site and in particular:-

- a) Comprehensive overview of the proposals for the site
- b) Details of the project team
- c) Details of how the venture will be funded and any supporting funding information
- d) Preference will be given to those parties who provide a Business Plan and or details of experience in running similar ventures elsewhere
- e) The type of tenure required & rental proposal
- f) Any other information considered to be relevant

## Tenure

The site will be available to lease either long or short term.

The Council retain an open mind about the type of attraction that could be placed or developed upon the site and as such would consider leasing the site upon the basis of receipt of a market rent, capitalised rent payment over the term of a lease or a combination of the two.

Consideration would be given to a market rent being paid or a base rent with top up based upon turnover. Rent reviews could be determined by market value or increases in RPI.

For more information/submissions

**Oakley Commercial**  
23 & 24 Marlborough Place  
Brighton  
East Sussex BN1 1UB  
Tel 01273 688882

## Contact

For more information contact sole agents

# Oakley

**01273 688882**

[www.oakleyproperty.com](http://www.oakleyproperty.com)

Chris Oakley MRICS

Email [chriso@oakleycommercial.com](mailto:chriso@oakleycommercial.com)

Tel 01273 645776

Matthew Wakemen

Email [mattheww@oakleycommercial.com](mailto:mattheww@oakleycommercial.com)

Tel 01273 645774



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City Council**

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