



# A proposal for an iconic tourist attraction for Brighton and Hove

Addendum to Presentation on 20<sup>th</sup> January 2012

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## APPENDIX.

- The Karma Royal Group Presentation - 20<sup>th</sup> January 2012
- The Karma Royal Group Presentation - Submitted as the expression of interest December 2012
- The Karma Royal Group Company Profile - Submitted alongside the expression of interest (December 2012)

# 1.0 Introduction – The proposals and their inclusivity

## “A worldwide destination...”

This document is a proposal by The Karma Royal Group, for a new iconic tourist attraction, for Brighton and Hove – please read this addendum in conjunction with the appendix items giving more information on the design of the proposal.

The proposal is very much tailored to bring reciprocal benefit to all involved; a beautiful, high-quality local and tourist attraction providing inclusive, family-friendly facilities:

The proposal is tailored to offer the best of its type i.e. an award-winning international business whilst also remaining inclusive, involving and ‘open’ to all of the residents of Brighton and Hove.

The benefits of the proposal will reach all age ranges and all demographic groups:

- As a result of the proposals new internationally-recognised education, training and employment opportunities will be created – filled directly by local people
- The proposal is very much a champion of local effort being the brainchild of John Spence, the Founder and CEO of The Karma Royal Group – himself a local-boy wishing to bring his international experience and success to the unique site on Brighton’s seafront, in his hometown
- The proposal is firmly grounded in the traditions of Dr. Richard Russell and the health and life-giving feeling created by the seaside; the proposals bring bathing back to Brighton – to where it all began
- The proposals are called the Brighton Bathing Pavilion...

### *Peter Pan’s Playground*

*An indoor/outdoor Children’s Playground*

### *A Spa*

*A year round Spa and Health Centre*

### *The Karma Club*

*A club with library and off-site accommodation*

### *Karma Beach*

*A Beach-club and restaurant*

### *The Bathing Pavilions*

*An outdoor swimming and sunbathing area*

# 2.0

Concept and validation – History and relevance to Brighton and Hove

## *“The new Brighton Bathing Pavilion – since 1753...”*

When Dr. Richard Russell constructed his home on the site that made way for The Royal Albion Hotel it was in recognition of his success at recommending his patients (and readers of his book) a visit to Brighthelmstone (later shortened to Brighton). Dr. Russell, a physician from Lewes, believed that he could cure a number of diseases through his sea-related treatments – the drinking of sea-water and the bathing therein being the two most widely known.

Due to modesty bathing was originally practiced mainly using Bathing Machines (which later became Beach Huts after the Second World War when their wheels were simply removed) and in this respect the design of the Brighton Bathing Pavilion started as a collection of ‘stacked beach huts’ before taking on the more contemporary ‘international style’ beloved by patrons of the De La Warr, Saltdean Lido and Embassy Court.

4 The location of any successful proposal has to be considered above almost any other factor. It is with this in mind that the Brighton Bathing Pavilion will be successful; compared to Saltdean’s Lido the location is close-enough to Brighton and Hove, far enough away from the often frenetic areas directly under the Kings Esplanade and within walking distance to the other attractions, public transport and for locals to reach easily.

Useful case-studies are the internationally renowned Bathing Pavilion in Sydney and Bondi’s the Icebergs swimming baths – both in Australia. Neither are exactly as the Brighton Bathing Pavilion but both confirm the popularity of healthy family-focused facilities.

In addition John Spence was an Australian Tourism Commissioner. That experience, alongside his company’s track-record at seeking-out sites and turning them into valuable local and international attractions further serves to underline this proposal’s suitability.

# 3.0

## Bathers and Dippers – Employment and training

*“The best way to engage with the community is to become part of it...”*

The employment opportunities created by the Brighton Bathing Pavilion are significant. As local and international economies evolve to seek out new patterns of growth and development Brighton and Hove’s tourist-industry will continue to increase in its importance for the future of the area and for ‘export’.

In the 18<sup>th</sup> Century employees of bathing-machine-proprietors were called Bathers (male attendees) and Dippers (female attendees). Bathers and Dippers were normally Fishermen and their female family members i.e. wives and daughters. Tourists and patrons of the proposed Brighton Bathing Pavilion will be attended to by locally employed staff – like the Bathers and Dippers.

The Brighton Bathing Pavilion is likely to generate approximately 300 new jobs from the most basic to internationally-sought managerial and professional positions. In addition to employment opportunities training will include General National Vocational Qualifications (GNVQs), National Vocational Qualifications (NVQs) leading to membership of, or recognition from, the relevant professional bodies:

- The Hotel and Catering International Management Association (HCIMA)
- The Institute of Travel and Tourism (ITT)
- The Tourism Society
- Undergraduate and Postgraduate courses in Events, Hospitality, Retail, Tourism, Travel

The Brighton Bathing Pavilion will work alongside the main examining bodies and Brighton’s learning institutions such as City College Brighton and Hove and the University of Brighton to provide liaison, assistance and/or placements. A full review with Brighton and Hove City Council on the strategies for employment and training will be undertaken in order to establish the most effective and suitable strategy for the City and Brighton Bathing Pavilion.

# 4.0 Spending a penny - Pricing and Accessibility

## “Excluding exclusivity...”

Pricing will be structured to suit the local market. Without local-use by local-people of all backgrounds and means there is no business. The Brighton Bathing Pavilion will offer the highest level-of-service and quality-of-environment whilst offering attractive charging levels to encourage repeat business and long-term patronage. The Brighton Bathing Pavilion will attempt to attract the widest audience whilst still maintaining its unique characteristics and ‘personality’.

Offers, pricing-to-suit-means and membership will ensure that the proposal is open-to-all and seen as a local resource for local people:

The Brighton Bathing Pavilion will offer:

- Disabled Parking and facilities
- A Hearing loop
- Level Thresholds, Disability compliant doors/features and lifts between levels

The Brighton Bathing Pavilion is committed to equal opportunities in employment and service delivery. In addition success will be marked by the most diverse up-take from residents of Brighton and Hove and the surrounding towns and villages.

The Brighton Bathing Pavilion will ensure equality and combat discrimination on any basis including race, colour, ethnic or national origins, religion and belief, gender, sexual orientation or marital status and disability or age. This applies to staffing and recruitment, education and training, remuneration and pay, employee contracts and the service provided to customers and patrons. The Brighton Bathing Pavilion will actively manage its compliance with the requirements of national legislation and standards, and seek to influence partners and contractors to meet their obligations through agreement and contractual arrangements.

### Example Price Categories

Adult  
Junior / senior / concession  
Family  
Monthly adult  
Monthly junior and senior concession  
Weekly adult  
Weekly junior and senior concession  
Disabled  
LA school  
Natal concession  
Spectator adult  
Spectator junior / senior / concession  
Group lesson junior / senior  
Group lesson adult  
Individual lesson junior  
Individual lesson adult  
Pay & play  
Off peak

# 5.0

## Power for the people – Sustainability and Ecology

### *“When white means green...”*

The iconic design of the Brighton Bathing Pavilions is more than simply white-render and glass. The design will seek the highest aspirations of a Zero-Carbon footprint. Energy systems will embrace the site’s unique characteristics to harness renewable energy generation optimising sustainable production.

On site energy production may involve solar-electric (photovoltaic), solar-thermal, bio-mass and CHP, geo-thermal and air-source-heat recovery in addition to a super-insulated building fabric. Designed with a sustainable ethos the building responds to site conditions helping maximise solar gain and lends itself to passive design principles to achieve natural ventilation. The baths are ‘naturally aspirated’ buildings using durable and high-quality materials from local sustainable sources.

Energy use through power, heat and light is one facet of a sustainable existence:

All aspects of the Brighton Bathing Pavilion will adhere to strict policies on supplies, energy consumption in relation to the building, its staff and its patrons. Carbon-off-setting for in-direct energy-consumption will be considered and where relevant ‘Re-Forestation’ schemes and investment into positive-energy-production will be offered furthering the other benefits of the proposals. Local producers and suppliers will be partnered and the Brighton Bathing Pavilion’s mandate for education and sustainability will form the core of the agreements.

Construction will embrace the potential for training and look to benefit local suppliers and craftsman as much as practicable. The super-structure is likely to be light-weight timber and steel with a rendered skin for example – the timber can be recycled as can the steel and the render. The glazing will be the highest performing product available and use materials that can also be fully recycled.

The building’s systems will operate utilising local agents and maintenance crews and, if required, the design-team will adapt the design to include the use of local products in lieu of other products.

# APENDIX

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**b** RIGHTON BATHING PAVILION

*Karma*  
RESORTS