

A seafront fit for the future

Brighton & Hove Seafront Prospectus



Brighton & Hove
City Council



Throughout this publication Illustrative images are used to help inspire potential ideas. They are speculative in nature and should not be interpreted as current or agreed development proposals.

Foreword

Seafront Development Board

Brighton & Hove's seafront is one of the UK's most recognisable waterfronts and a critical economic asset for the city. Stretching across 13 kilometres, it supports tourism, culture, leisure and a diverse commercial portfolio. Today, it presents a significant opportunity for long-term, place based investment aligned with a clear public vision.

This prospectus sets out that vision. It provides a strategic framework to guide regeneration, coordinate activity and give confidence to investors seeking clarity, quality and long-term partnership. Rather than prescribing fixed outcomes, it establishes priorities, character areas and expectations that help align individual projects into a coherent, investable proposition.

Strong progress is already being made, with major schemes underway across heritage, infrastructure, culture and commercial renewal. Yet there remains substantial capacity to unlock further value. Targeted public and private investment can drive

growth, strengthen the visitor economy, improve resilience and enhance the everyday experience of the seafront.

The Seafront Development Board invites partners to work with us to help realise this ambition and deliver a world class waterfront for Brighton & Hove.



Lord Bassam
Chair, Seafront Development Board

As a proud Brightonian I know that our seafront is one of Brighton & Hove's most cherished assets. It defined my childhood – hours spent splashing around in the paddling pool, fairground rides on the pier, browsing independent shops and artists studios – and it shapes how people experience the city.

Our seafront supports our community and our visitor economy and provides space for culture, community life and wellbeing.

As Leader of the Council, I am clear that the future of our seafront must reflect our values: inclusive, sustainable and rooted in place. We've already made a strong start, completing Hove Beach Park, refurbishing the first arches on Madeira Terrace, developing high quality active travel schemes to boost accessibility, enabling Black Rock, restoring the first heritage lanterns and submitting a planning application for a new leisure centre on the King Alfred site.

Now this prospectus sets out how we will steward the seafront for the long term. It

brings together existing work and future ambition into a single, place-led vision that balances growth with care for our heritage, environment and communities. It shows how investment can raise quality, improve access, support local businesses and ensure the seafront works for residents as well as visitors, all year round.

The challenges we face – from climate change to ageing infrastructure – can be turned into opportunities through partnership and creative thinking. Together we want to build a seafront that is fit for Brighton & Hove's future.



Bella Sankey
Leader, Brighton & Hove City Council

A seafront fit for the future

Our vision is to create a vibrant, accessible and sustainable seafront that enhances tourism, supports local businesses and celebrates the city's rich heritage.

As one of the UK's most iconic waterfronts, Brighton & Hove's seafront is a world renowned destination, celebrated for its distinctive blend of heritage, creativity, eclectic seaside character and contemporary leisure experiences. Stretching 13 kilometres from Saltdean to Portslade, it acts as a gateway to the city and a vital asset for the wider Sussex region.

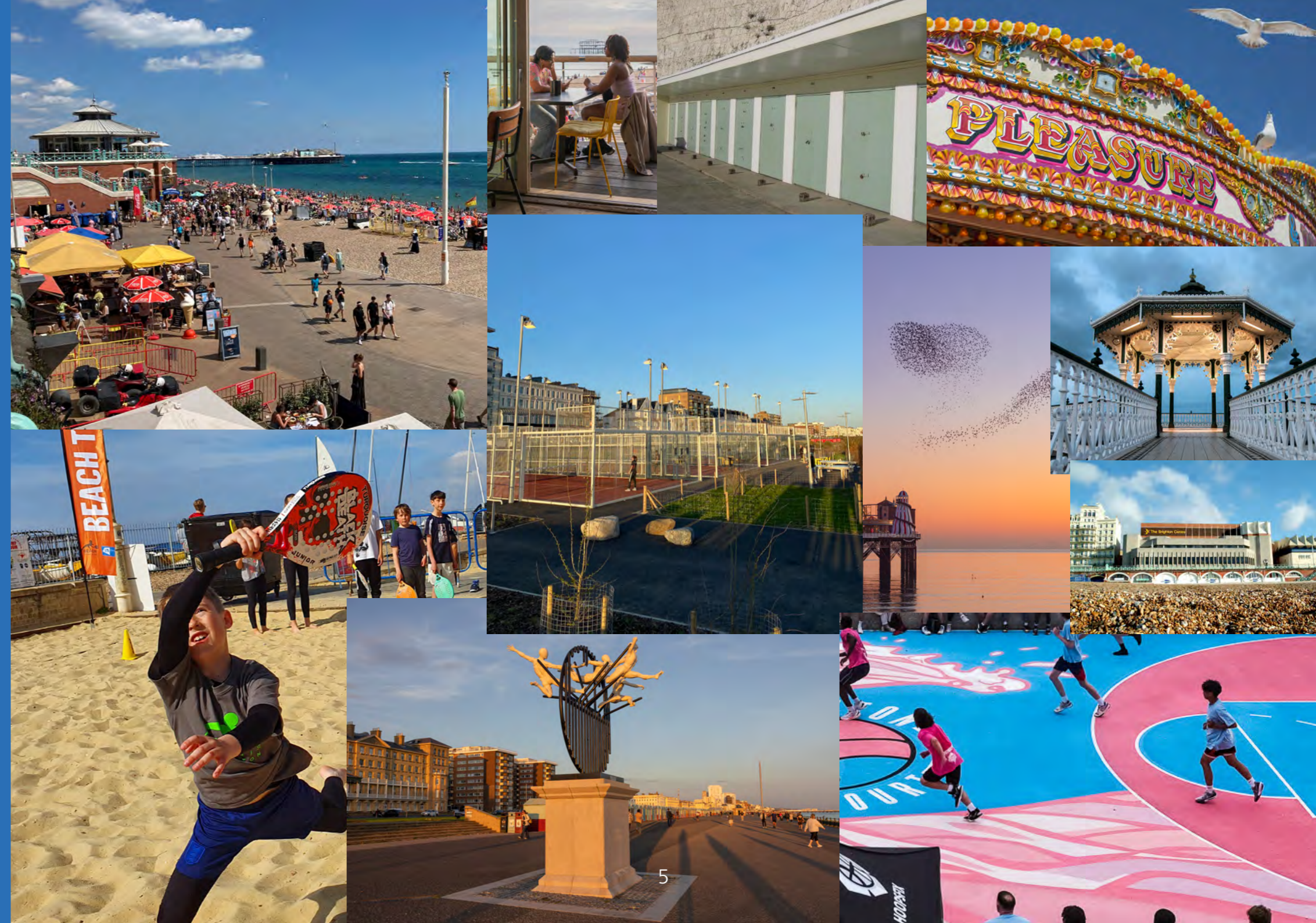
As a defining part of Brighton & Hove's identity, the seafront should reflect the city's individuality and culture – a place that can be experienced as an international destination, a familiar community space or a refuge to simply be yourself.

We aim to make the best use of the sea and shoreline, balancing long-term

environmental protection with year-round opportunities for arts, sport, hospitality and events.

Regeneration will be delivered through sustainable development that brings together commerce, culture, recreation and nature, from restoring landmark heritage assets such as the seafront arches to investing in our urban biosphere, The Living Coast.

Supported by sustainable transport infrastructure, the seafront will be easy to access for all and serve as a dynamic link across Sussex. Shaped through collaboration with residents, businesses and partners, this approach will unlock the full potential of our coastline and secure a seafront to be proud of, now and for future generations.



A seafront that's uniquely ours

As well as being a major visitor destination, the seafront is a vital space for creativity, culture, play, learning and social connection

Brighton & Hove has a nationally significant concentration of talent in arts, culture and the creative industries, which are central to the city's economy, identity and long-term resilience. Ongoing investment is essential to sustain this success.

Culture and creativity drive a year-round programme of activity, including more than 60 festivals that generate footfall, visitor spend and local jobs. The city has the highest concentration of people working in arts, culture and heritage outside London, with over 10,000 creative businesses supported by a highly skilled workforce and freelancers. This strong foundation means Brighton & Hove can successfully support new cultural infrastructure and has the established visitor and resident audiences to make them a success.

We are committed to creating safe,

welcoming and inspiring places for children, young people and families, through accessible open spaces, play, cultural, sporting and creative experiences enjoyed all year round. Designing the seafront with future generations in mind means supporting wellbeing, active travel and a sense of belonging.

This will ensure it remains a place where today's children can grow, thrive and build lasting connections to the city they call home or love to visit.

Seafront regeneration offers a unique opportunity to attract investment in visible, flexible and affordable cultural spaces. Embedding galleries, studios, learning and creative workspaces into development will support creative careers, strengthen the visitor economy and help ensure Brighton & Hove remains a world-leading creative city.

Working across 100 miles of coastline, including all of Brighton & Hove's seafront, Sussex Bay brings together communities, scientists and artists to deepen understanding of, and connection to, the marine environment. Cultural and learning uses on the seafront can play a key role in this work, creating visible places where creativity, education and environmental stewardship come together, reinforcing the city's leadership in nature-positive, place-based investment.



What residents and business have told us they want from the seafront

“A cared for seafront people are proud of”

Clear demand for a cleaner, better maintained environment, with reliable everyday facilities and renewed focus on long neglected eastern stretches.

“Nature, heritage and openness at the heart”

The seafront's open space, sea views and historic character are deeply valued, alongside enthusiasm for more greenery, shade and consistently high-quality design.

“A seafront that works for everyone”

Strong support for step-free access along the full length, safer and clearer routes for walking and cycling, better lighting and a stronger sense of safety.

“A confident long-term vision”

Appetite for arts, culture, sport and family friendly facilities, backed by a clear, ambitious plan that improves connectivity while remaining sensitive and balanced.



A seafront to be proud of: a regeneration strategy for the seafront

Brighton & Hove's seafront is one of the city's defining assets, a place of creativity, wellbeing and enterprise. Changing visitor patterns, climate pressures and ageing infrastructure make this a pivotal moment to set a bold new vision. This prospectus provides a unified framework to guide investment and unlock the next chapter of our world-class waterfront.

After decades of isolated improvements, we now have the opportunity to bring efforts together into a coherent strategy that offers clarity to partners and confidence to investors. With coordinated public and private investment, and a clear set of priorities, we can create a resilient, inclusive and prosperous seafront for the future.

To deliver a fair and inclusive seafront to be proud of any regeneration should:

1. Create high-quality placemaking across the whole seafront

Ensure every intervention along the 13km coastline contributes to a consistently high-quality, distinctive and well-designed public realm.

2. Define and nurture clear character areas to guide investment and growth

Use the seafront's varied character areas to inspire development that reflects local identity and supports coordinated, place specific investment.

3. Strengthen connectivity, access and active travel along the seafront

Improve movement and accessibility so residents and visitors can travel seamlessly and inclusively between key destinations.

4. Invest in maintenance, environmental resilience and heritage protection

Prioritise long-term care, green spaces and the conservation of heritage assets to support a resilient and well-maintained seafront.

5. Enable sustainable commercial activation and secure long-term investment

Support a balanced commercial environment that encourages diverse uses, strong partnerships and investment aligned with public benefit.



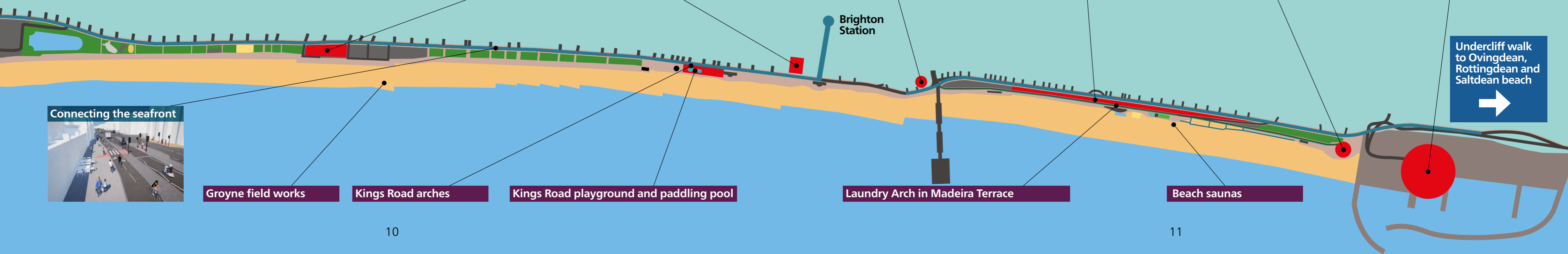
Artist's impression of the proposed new leisure centre at the King Alfred site, Alliance Leisure/GT3 Architects

Seafront investment plan

This prospectus sits within the city's broader ambitions for prosperity and growth, complementing the citywide investment prospectus. By focusing on the seafront – an asset with unique cultural and place-based opportunities, it highlights where targeted investment can have the greatest impact, from supporting business growth to

enhancing cultural assets and expanding visitor and creative economies. Concentrating on a clearly defined area also allows smaller interventions and property decisions to meaningfully shape the look and feel of this important part of the city.

To Southwick beach and Shoreham Harbour
←



Groyne field works

Kings Road arches

Kings Road playground and paddling pool

Laundry Arch in Madeira Terrace

Beach saunas

Undercliff walk to Ovingdean, Rottingdean and Saltdean beach
→

Black Rock

Status of the project

£18m of enabling works delivered including diversion of utilities and land remediation.

Strategic allocation in the City Plan for leisure and recreation-led development, supported by uses that strengthen cultural, environmental and community value.

Key stats:

- 800m transformational seafront boardwalk has revitalised the area and increased footfall
- Newly re-furbished Volk's Electric Railway train station and public toilets

The opportunity

Black Rock presents a distinctive opportunity for investors to deliver real place-making on Brighton's eastern seafront. Extensive enabling work by the council, including moving the sea wall to expand the site and improving access to Brighton Marina, has helped derisk the site and unlock its potential.

The refurbishment of the historic Temple and Reading Room, and the new seafront boardwalk are creating a more active, attractive destination. Their connection to the restoration of Madeira Terrace only strengthens the case for further cultural, commercial and leisure investment.

Development will come forward in two stages. The first will focus on meanwhile use, activating the area with pop-up

venues, outdoor spaces and community events to bring life to the site in the short term. This groundwork will not only revitalise the site but also ensure future development is built upon a robust, accessible foundation.

The second stage will deliver longer-term transformation, with the potential for a landmark destination that makes full use of the site's coastal location and improved connectivity. This could include major cultural or commercial uses, such as a gallery, helping to secure a lasting legacy.

For investors, Black Rock offers both immediate opportunities to activate the site and the chance to be part of its long-term future.

800m beach boardwalk with planting to support biodiversity



Newly refurbished Volk's Electric Railway station and public toilets



AI generated impression of what a gallery could look like at Black Rock



Madeira Terrace

Status of the project

Restoration of first 28 arches completing end of 2026.

Key stats:

- >£50m GDV
- 865-metre-long Grade II* listed Victorian arches
- Over £17m invested in the first phase including crowdfunding and Historic England grant.
- One of the longest cast iron structures in the world, built in the late 1800s
- Includes a Victorian Sheter Hall that currently houses the Concorde 2 music venue

The opportunity

Madeira Terrace is on the cusp of a historic transformation. With the first phase of restoration of 28 of the arches nearly complete, there is an opportunity to consider how the next phases will be delivered.

This iconic landmark, with its elegant arches and sweeping views, is ready to reclaim its place as the beating heart of Brighton's eclectic seafront. The opportunity now is to ignite a new era – one that introduces bold new experiences and brings the terrace to life as a destination in new ways.

The meticulous removal, repair and rebuilding in this first phase has taught us how the structure was put together – removing the risk and uncertainty from future work. Investment in future phases of the restoration offers clear potential to create new commercial value.

This could include:

- Activating spaces under or within the arches: for food and drink, leisure, culture and visitor experiences.
- Complementary uses above or behind the terrace: that can sit sensitively with the heritage structure and support a viable delivery model.
- Meanwhile activation: such as pop-ups and events, can build footfall and confidence ahead of longer-term development.

However, Madeira Terrace is more than a regeneration of the arches themselves. There is a strong ambition, shaped by public feedback, to deliver wider benefits to the public realm. To create more open space, introduce greenery and shade, that promotes active lifestyles and social connection.

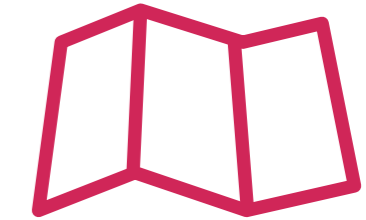
For investors, this is a chance to be part of a legacy and create a landmark that shapes the future of Brighton's seafront for generations to come.



A gross development value of more than

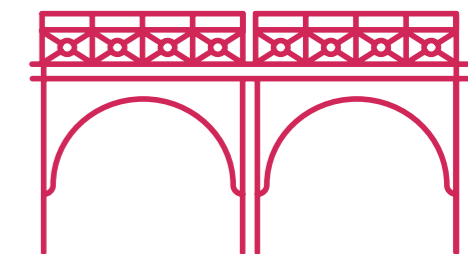
£50 million

865m linear stretch



of Brighton seafront

One of the longest cast iron structures in the world



Brighton Centre

Status of the project

Preparation of the strategic brief to define the future facility mix.

Key stats:

- Existing 5,500 seat venue
- Existing 250,000 tickets per annum for its live entertainment programme
- Approximately 90 live performances per year
- 20 major conventions per year
- c.£80m per annum economic impact

The opportunity

The Brighton Centre presents a remarkable investment opportunity, offering the chance to revitalise and renew one of the south coast's most iconic venues.

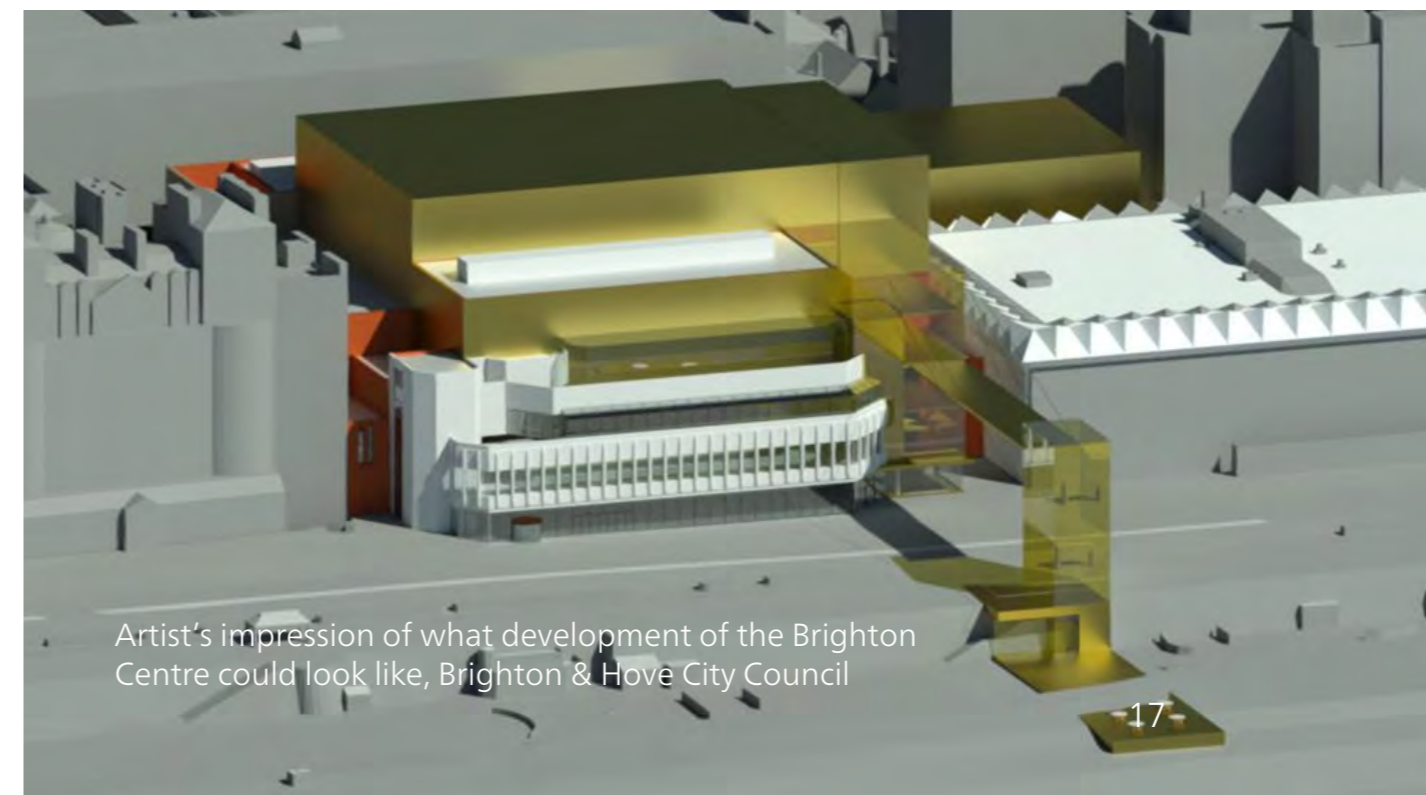
Modernising the Brighton Centre to create a more flexible space will ensure it remains a leading destination for both conferencing and live music.

The vision is to transform the existing structure, adding an extra floor and creating an improved and easily accessible bridge connection to both the seafront and shopping centre. Adapting it will allow it to better cater for a diverse range of events – from international conventions and exhibitions to large-scale concerts and cultural showcases.

Enhancing the flexibility of the venue will allow for seamless transitions between

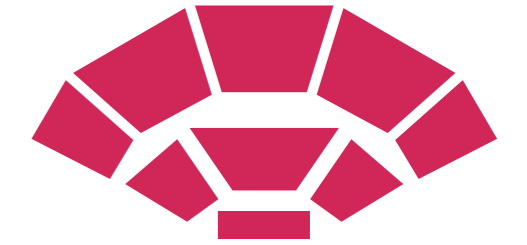
different types of events, maximising usage and driving increased footfall throughout the year. This adaptability is vital to keeping the Brighton Centre relevant and fit for the future, meeting the evolving needs of organisers and audiences alike. A renewed Brighton Centre will not only maintain its legendary status but also deliver enormous economic value to the city, supporting local businesses, generating employment, and attracting visitors from across the UK and beyond.

By investing in the Brighton Centre, stakeholders become part of a forward-thinking project that safeguards the venue's legacy, boosts Brighton's profile as a vibrant destination, and ensures lasting benefits for the wider community.

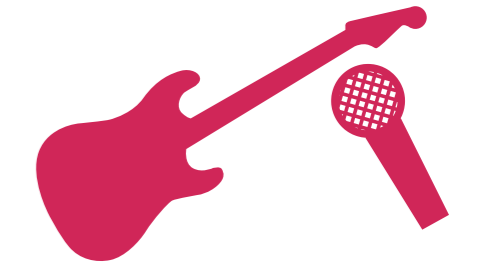


Artist's impression of what development of the Brighton Centre could look like, Brighton & Hove City Council

Existing 5,500 seat venue



90 live performances a year



c.£80 million
economic impact a year

Brighton Marina

Status of the project

There is a detailed planning policy allocation in the City Plan.

Policy DA2 seeks:

- 1000 new homes
- 5,000sq.m of new retail development (A1-A5)
- 3,500sq.m of new leisure and recreation development

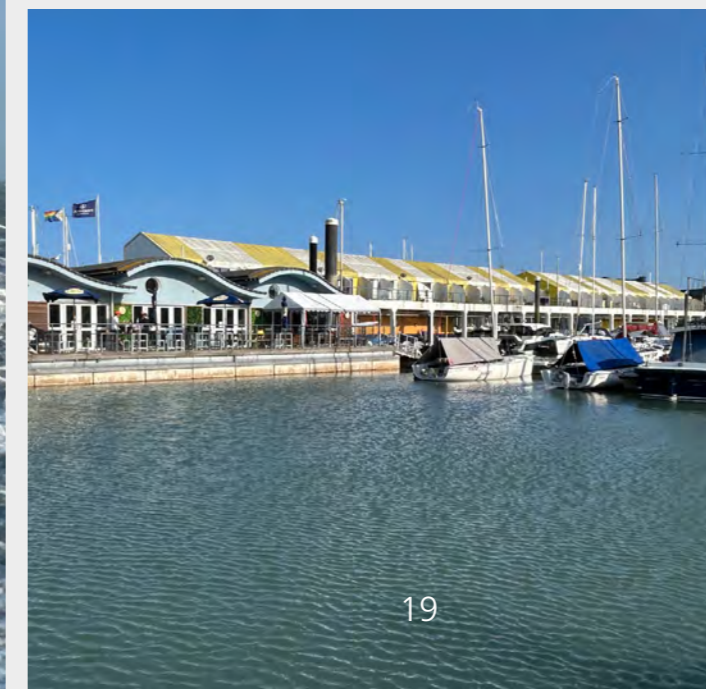
The opportunity

Brighton Marina has long faced challenges that have held back its true potential. Historically, it has struggled with a poor public realm, limited and poor quality access from the seafront, and the complexities brought about by multiple ownerships. These issues have often made coordinated development difficult, resulting in an underutilised waterfront that does not fully serve the city or its residents.

Today, however, Brighton Marina stands at the threshold of transformation. As a major development site outlined in the City Plan, it is primed to deliver much-needed new homes and modern workplaces in a coveted seaside location. The marina's strategic importance to the

city's growth offers a unique opportunity to create a vibrant, sustainable community that balances living, working, and leisure by the sea.

Recent improvements along the eastern seafront, most notably the new access road through Black Rock, have set a positive precedent. These enhancements have dramatically improved connectivity and signalled the city's commitment to regenerating its coastline. Now is the ideal moment to invest in Brighton Marina. Continued investment will help realise the area's promise, building on the momentum of successful projects along the rest of the seafront and ensuring the marina becomes a thriving destination for years to come.



City Plan requires an allocation of

1000 new homes



5000sq m of new retail development



3,500sq m of new leisure and recreation development



Pool Valley

Status of the project

Feasibility.

Nearby Valley Gardens Phase 3 public realm project close to completion.

The opportunity

Pool Valley represents a significant placemaking opportunity in the heart of the city close to family attractions and key shopping areas.

There is the potential to transform the existing, unloved bus station into an inviting and vibrant public square, opening up a valuable urban space just a short distance from the seafront.

By integrating new public spaces, improved pedestrian access, and attractive landscaping, Pool Valley will become a

destination that draws people in and fosters greater connectivity. This initiative has the potential to revitalise a tired part of the city, creating an attractive, welcoming hub in a prime location that brings new energy and a sense of pride to the wider community.

The redevelopment presents the possibility of being delivered alongside the rebuild of the Royal Albion Hotel, an iconic landmark, which could further elevate the appeal of the area.

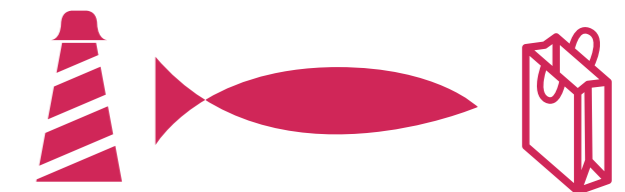


AI generated impression of what development of Pool Valley could look like

Nearby Valley Gardens Phase 3 public realm project close to completion



Close to Brighton Palace Pier, Sealife Centre and Brighton Zip as well as key shopping areas



King Alfred

Status of the project

Site is allocated for a minimum of 400 residential units in the City Plan.

Outline master-planning work has been completed for a development of 428 one, two and three-bed residential units.

Planned new leisure centre expected to start on site in November 2026.

Key stats:

- 0.6Ha
- c.£196m GDV

The opportunity

Situated adjacent to the development of a new sports and leisure centre for the west of city, this site presents a key opportunity for comprehensive masterplanning, helping to shape a new seafront neighbourhood.

This residential development opportunity represents a truly exceptional prospect for investors seeking to develop an iconic scheme in Hove. With a planning allocation for 400 new homes (rated), the site offers ample scope for a range of innovative architectural solutions. Occupying the city's prime seafront location, this is widely regarded as the best undeveloped site in Brighton & Hove. It commands stunning views and unrivalled access to the beach and promenade as well as the nearby amenities of Hove.

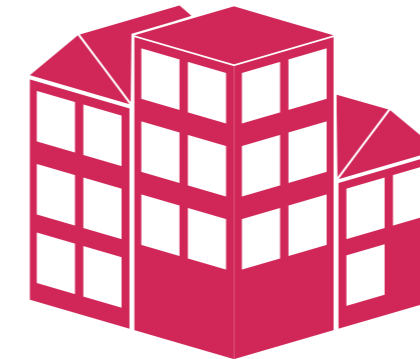
One of the key attractions for purchasers and future residents is the brand new, state-of-the-art leisure centre next door, ensuring a vibrant, active community and enhancing the appeal of the homes for both families and professionals. This immediate amenity will provide fitness, wellness, and recreational facilities, underpinning the value of the location. The area's established reputation for culture and entertainment, thanks to the King Alfred, further ensures high demand for quality housing and offers a ready-made lifestyle for those looking to enjoy seaside living at its finest.

The possibilities here are immense. Secure your place in the heart of Hove and bring your vision to life in a setting that combines coastal charm, urban convenience, and outstanding amenities.

Gross development value

£196
million

Residential opportunity for a
minimum of 400 homes



Artist's impression of the proposed new leisure centre at the King Alfred site, Alliance Leisure/GT3 Architects

Other opportunities for investment



Kings Road Arches

The redevelopment of two prime stretches of seafront arches from 2026 to 2028 offers the opportunity to create new hospitality spaces fit for all year-round use.



Kings Road paddling pool and playground

Redevelopment of the existing site is required from 2027 with potential for a mix of commercial and free-to-use family leisure facilities.



Groyne field work

This project to strengthen coastal flood protection will create larger more stable beaches in West Hove, opening up the opportunity for temporary beach installations.



Madeira Terrace Laundry Arch

A historic two storey property built into Madeira Terrace retaining wall offers a new hospitality/leisure space.



Beach saunas

A new beach sauna will open in Hove Beach Park in 2026. A potential location in Rottingdean has also been identified to add to the existing beach sauna offer.

Connecting the seafront

What is the plan?

- **Western section (Fourth Avenue to western boundary):** an approved active travel scheme on the A259, moving towards construction.
- **Central section (Fourth Avenue to Palace Pier):** feasibility design underway to extend east–west active travel improvements and create a continuous route.
- **Eastern section (Madeira Drive):** longer-term opportunity linked to future regeneration and development proposals.
- Regional seafront and connecting to Brighton station – Mass Rapid Transit proposed
- Improving the public realm and roadway between the station and the sea

Key stats:

- **Since Hove Beach Park has opened, pedestrian numbers along this section of the corridor have doubled**

In the Hove Lagoon area of the seafront:

- **During summer peaks, over 1,600 cycle movements a day are regularly recorded as well as over 3,000 pedestrian movements**
- **During winter months, over 600 cycle movements a day are regularly recorded as well as 1,600 pedestrian movements, especially over weekends**

There is a clear vision for a high-quality, continuous seafront corridor that supports active and sustainable movement, as set out in the recently adopted Our City Transport Plan 2035. This provides a strong framework for linking together Brighton & Hove’s coastline in a more coherent, accessible and people-focused way.

The approved scheme on the western section of the A259, from Fourth Avenue to the city’s western boundary, will introduce improved pedestrian crossings, widened pavements and a bidirectional cycle lane. These changes will make it easier and safer for people to move along the seafront, improving access to destinations, businesses and attractions for both residents and visitors. The section between Fourth Avenue and the Palace Pier is currently at feasibility stage, with the intention of extending these improvements eastwards and creating a more consistent experience along the corridor.

Further east, Madeira Drive presents a unique opportunity to reimagine how this part of the seafront functions in the future, particularly in the context of regeneration and development.

Looking ahead, a commitment has been made to explore options for Mass Rapid Transit (MRT) along the regional seafront corridor and also linking to Brighton station, enabling integrated journeys.

By improving how people move along and access the coast, the seafront corridor can help stitch together places, activities and communities, reduce congestion, and support the creation of a vibrant, inclusive public realm along Brighton & Hove’s coastline.

This project directly supports the city’s adopted transport vision: **Getting around a cleaner, fairer and growing city.**





For more information
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