

Date: 8 June 2021
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Dear Donna,

Levelling-up Fund Proposals – West Hove

You have provided me with a draft outline of objectives and outputs for seafront improvement projects that make up the levelling up fund proposals on the seafront in West Hove.

Project Objectives:

- Transforming underused and degraded infrastructure into a series of highly valued leisure and commercial spaces across a large expanse of public land at the seafront in West Hove
- Unlock the potential of the area for tourism, sport, leisure and events to create a new landmark, must-visit location for family days out in a densely populated area with limited green space
- In a major coastal resort, create new and additional capacity away from central Brighton which enables the visitor economy to continue growing
- Rejuvenate a highly visible and central part of the city which desperately needs capital investment to reduce crime and anti-social behaviour
- Provide a destination for cyclists and public transport users that is highly accessible and contributes to the health and wellbeing of local people and visitors

The draft outputs and objectives of the project (called Kingsway to the Sea) are as follows:

- Significant remodelling and landscaping of the public parkland between the King Alfred Sports Centre and Hove Lagoon
- Both new and improved sports facilities for residents and visitors – Padel tennis, beach tennis, croquet, traditional tennis, 5-a-side football
- New leisure facilities such as a pump track and skate park to encourage greater footfall by young people
- New business opportunities at the seafront through redevelopment of dilapidated buildings and creation of outdoor events space
- New accommodation provided for existing tenants, such as the bowling club, and expanded modern accommodation will provide space for additional tenants
- Expansion of the visitor economy into Hove with a focus on family days out, in contrast to the intensity of Brighton for the under 30s and over 55s



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- Expansion of outdoor family facilities at Hove Lagoon to devote more space for creative play which is free for everyone
- Improved biodiversity and attractiveness for a significant green space across West Hove and South Portslade
- Circa £10million scheme which requires borrowing of circa £1 million that can be serviced through increased revenue generation from leases and licences

I can confirm that the programme has been developed in consultation with the Planning Projects Team to improve the western seafront. I can also confirm that, in planning terms, these projects, priorities and objectives are welcome and align well with priorities for the seafront (and western seafront) in policy SA1 in the adopted City Plan Part One; as well as other policies in the Plan.

Yours sincerely

Liz Hobden
Head of Planning
Brighton & Hove City Council