A city of innovation by the sea

Brighton & Hove Investment Prospectus

Brighton & Hove City Council

Foreword

Brighton & Hove has so much to offer. Nowhere else combines a vibrant coastal city with a spectacular national park. Sitting between the South Downs and the sea, within a UNESCO recognised landscape, yet well-connected to London and international destinations.

The city's unique setting shapes its identity. With iconic landmarks like the Royal Pavilion and the pier combined with the energy of a Premier League football team and a calendar packed full of well-known events including arts festivals and Brighton & Hove Pride.

It's a city full of energy, character and creativity that blends heritage, culture and sport with a unique natural environment.

Recently recognised by Time Out as one of the world's top 50 cities and ranked among the top 3 destinations in the UK, our city's reputation as a welcoming, colourful and vibrant place makes it an enticing place to live, work and visit.

We continue to lead the way in the UK economy, with growth running at twice the national average. This momentum is attracting forward-thinking companies and major investors, including Ingka Group which is investing more than £145million in the heart of our retail centre. Their confidence demonstrates the strength, resilience and long-term potential of our economy, and an exceptional environment for people and businesses to thrive.

We have the foundations for sustained success and are committed to driving further economic growth and maximising the benefits of regional devolution by improving and better integrating our transport systems, building more council and genuinely affordable housing, attracting investment and accelerating efforts to decarbonise at pace.

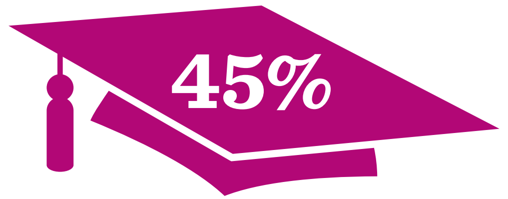
We are looking for investment partners that share our vision to join us on our journey to build on our strengths, innovate and grow an even more diverse and sustainable economy.

Councillor Bella Sankey
Leader,
Brighton & Hove City Council

Councillor Jacob Taylor
Deputy Leader,
Brighton & Hove City Council

Economic overview

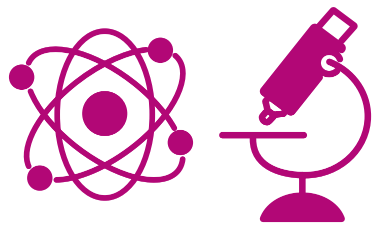
Brighton & Hove is the place to be – a city of innovation by the sea that has seen rapid growth and investment in recent years.



of our residents have degree-level qualifications

Growing 2x quicker than nationally

best city in the UK to live and work



Home to 2 leading research-focused universities

for growth potential outside London

The UK's start-up capital

outside London

We are:

- Home to two leading research-focused universities, an Institute of Technology and many excellent skills providers
- The UK's start-up capital, with high business survival rates and are ranked first for growth potential outside London
- Seeing rapid economic growth with an economy worth £9.4 billion. Since 2013, our economy has grown twice as fast as the national average [1]
- Highly skilled, as more than half of our working age population has a degree-level qualification or higher. For every resident with no qualifications, the city has 30 highly-qualified residents
- Part of the Sussex & Brighton Strategic Authority, at the forefront of the government's latest round of devolution to drive growth and investment
- One of the most cultural cities in Europe with outstanding heritage
- The 5th best city in the UK to live and work
- Part of the Living Coast UNESCO Biosphere, which helps to protect, enhance and promote the city's unique natural environment

A knowledge-intensive economy

In Brighton & Hove we celebrate our innovative and growing base of more than 15,000 businesses. The city's fast-growing economy aligns closely with the national ambition, focusing strongly on the IS-8 growth sectors set out in the government's Industrial Strategy.

Key sectors include:

Creative Industries	Digital and Technologies	Financial Services	Professional and Business Services
• Creative, arts, entertainment and cultural activities saw GVA growth of 63% between 2016 and 2021 • Creative industry jobs have grown by 38%	• Highest level of job increase (40%) in digital industries • Employment in software development doubled between 2015 and 2022 • A fast-growing specialism in quantum technologies forecast to directly add up to £1.2bn in GVA for Sussex by 2050	• Key employers incl. Legal & General and American Express • One of the largest private sector specialisms in Brighton & Hove	• Employment in professional services has grown by 33% • Major employers incl. Octopus Energy have relocated to the city.

1 Centre for Cities – Cities Outlook 2026 shows that real economic output in Brighton & Hove grew by 38.3% between 2013 and 2023 (national average 18.4%)

Our city vision

As one of the world's top 50 cities, Brighton & Hove is an ideal investment opportunity. We are one of the top 3 destinations in the UK and our city has a strong reputation as a vibrant and colourful place to live, work and visit.

Brighton & Hove City Council is committed to delivering growth and realising our vision for a fairer, healthier and more sustainable city.

We will do this by:

- Rapidly increasing our housing delivery, committing to deliver at least 2,000 affordable homes over the next 5 years
- Driving forward large infrastructure projects, attracting large-scale private investment to support deliverability
- Improving and better integrating our transport systems
- Growing a diverse and sustainable economy, delivering growth across the city and unlocking new development opportunities for external investment
- Preserving our seafront heritage and maximising our assets to deliver inclusive economic growth
- Collaborating regionally to drive change and deliver devolution benefits for Sussex and Brighton

We are committed to growing a flourishing and diverse local economy that builds on our strengths.

Our Economic Plan sets out our journey towards eight ambitious goals over the next decade:

1. Capitalise on our digital comparative advantage
2. Build community involvement as a response to economic inequality
3. Decarbonise and create a more regenerative economy
4. Build a stronger, more inclusive labour market
5. Celebrate our city and welcome investment
6. A world-leading destination worthy of the UK's best small city
7. Build new knowledge partnerships to benefit all of our communities
8. Thrive within a city region with a clear economic identity

Why partner with Brighton & Hove City Council?

We have a strong track record in delivering growth and regeneration. Some recent achievements include:

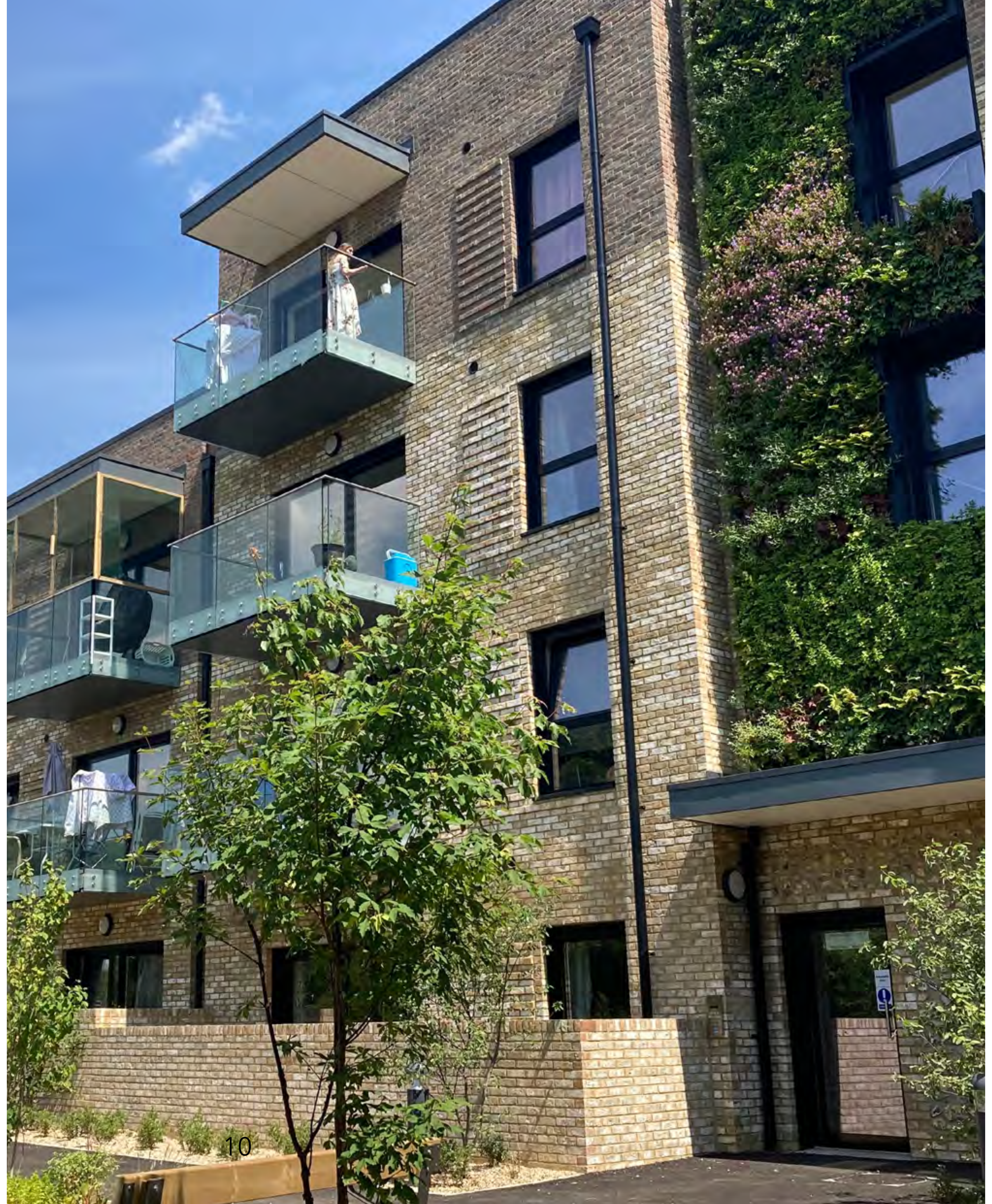
- Ranked as a Gold Standard planning authority by Planning Resource magazine for the speed and quality of our decision-making
- A record number of net housing completions (1,298) in 2024-25, almost double our annual housing requirement for the Local Plan period 2010 to 2030
- Worked in partnership with Brighton & Hove Museums to secure £4.3m to restore the Royal Pavilion Garden
- Hosted the Women's Rugby World Cup 2025 – with two games generating £28.5m for our local economy
- Unlock £10m investment in zero-emission buses and have the best on-street electric vehicle charging outside London
- Having the UK's only accredited urban Biosphere, covering 390 square kilometres of the city and surrounding areas. We now have the 2nd lowest greenhouse gas emissions per capita in the country
- Establishing a Seafront Development Board with a wide-ranging membership which will help shape a sustainable long-term vision for our exceptional seafront offer.

Delivering New Homes for our Neighbourhoods

Housing delivery

One of our priorities as a city is to deliver new homes for city residents, cementing our status as one of the best places to live and work in the UK.

Last year, we invested almost £90m in new council homes and have committed £30m+ to invest in sustainability measures to enhance the quality of our housing stock. We are focused on delivery and in the last two years we have delivered well over 700 new affordable homes for the city. Our pipeline from 2025/26 to 2028/29 is around 2,000 new affordable housing units delivered directly by the council.



Case Study

Flintfield Drive, Moulsecoomb

Scale

222 homes, community hub (youth services, GP surgery, pharmacy, community café, library), skatepark and extensive public realm

Value

Contract value £96.5m (£82.5m residential)

Delivery partner

Wates

Our investment proposition

Brighton & Hove is perfectly positioned on the south coast of England, close to major international gateways and only 1 hour from London.

Investment opportunities in Brighton & Hove

Looking forward, our investment objectives align with our long-term plans for a fairer, more inclusive and sustainable economy – securing investment but also raising living standards and creating new opportunities for our resident and business communities. It's a great time to partner with a forward-thinking city and work with us to realise the compelling investment opportunities within Brighton & Hove.

King Alfred

Summary

One of Brighton & Hove's most desirable potential residential development sites with direct beach frontage, adjacent to a planned new multi-purpose leisure facility and regenerated public realm.

Outline masterplanning work has been completed for a development of 428 one, two and three-bed residential units, ground floor commercial and communal areas, up to a maximum of 17 storeys on a 0.6 ha site.

Investment proposition

Brighton & Hove City Council is looking for an investor to purchase and deliver the residential and commercial site

Scale

£196 million GDV

Planning status

Planning application for the leisure centre submitted in March 2026 with completion expected in Summer 2028

Delivery partner(s)

Alliance Leisure (Willmott Dixon, GT3, Engenuiti, Van Zyl & de Villiers (VZDV), Hadron Consulting)

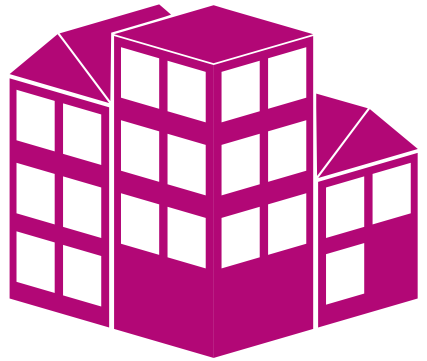
More information

www.king-alfred-leisure-development.co.uk

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

Black Rock

Summary

A highly visible 1.38ha eastern seafront site with an opportunity for a range of cultural, leisure and visitor economy uses adjacent to Brighton Marina.

The site is allocated for 7,000 to 10,000m² of leisure and recreation uses that caters for the needs of the city's communities, complements the Marina, and enhances the visitor offer.

The site's development potential has been significantly enhanced through extensive council-led enabling works that have included a new sea wall, enhanced public realm, new link route to the Marina, restoration of the Reading Room and Temple, as well as a pedestrian beach boardwalk.

Investment proposition

Black Rock offers a distinctive opportunity for investors to deliver real place-making. The council's extensive enabling work in moving the sea wall to enlarge the site and enhance the coastal protection, and improving access to Brighton Marina, makes it an exciting prospect.

Black Rock presents a rare opportunity to deliver a high-value leisure and cultural destination on Brighton's Eastern Seafront. With strategic allocation for leisure and recreation uses and capacity for 7,000–10,000m² of high-quality commercial, cultural and experiential floorspace, the site is exceptionally well-positioned for an operator-led or multi use scheme capable of generating strong year-round economic performance. The site offer s the opportunity for prestige cultural uses, such as an art gallery.

Continued activation along the seafront, including the successful reopening of the Reading Room and Temple and the introduction of the new boardwalk, is already strengthening market visibility and creating the conditions for a premium development proposition. Black Rock is now primed for a landmark scheme that maximises its coastal setting, captures buoyant visitor economy demand, and delivers substantial long-term value for both investors and the city.

Scale

Potential for a multi-million pound scheme with GDV starting at £25-30m

Planning status

The council's long-term vision for Black Rock is shaped by its strategic allocation in the City Plan for leisure and recreation-led development, supported by ancillary uses that strengthen cultural, environmental and community value.

Delivery partner(s)

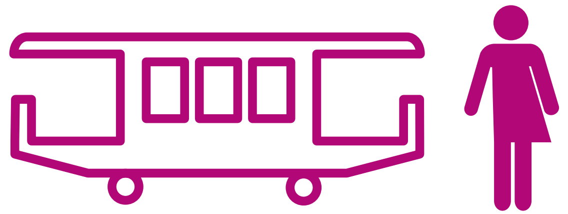
Brighton & Hove City Council

More Information

www.brighton-hove.gov.uk/black-rock-rejuvenation

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

Estate Regeneration LPS housing

Summary

There are 3 estate regeneration opportunities, all with existing Large Panel System (LPS) blocks, including a key city centre site.

The Whitehawk LPS blocks provide the catalyst for wider investment opportunities. Alongside housing, there is also development of a strategic masterplan aimed at unlocking investment, new job opportunities, regeneration of existing housing stock and realising wider place-making opportunities.

LPS estate regeneration opportunities:

- 0.311 Hectares, St James House, Kemptown
- 0.694 Hectares, Nettleton Court and Dudeney Lodge, Hollingdean
- 2.017 Hectares, Whitehawk bird blocks estate

Investment proposition

The council are looking for investors and developers interested in joint venture/ investment partnership/development agreement opportunities to create new mixed tenure communities.

Scale

Potential for multi-million pound redevelopments, with an initial high-level estimate over £200m. 600+ new homes estimated across the three sites.

Planning status

Feasibility Stage

Delivery partner(s)

Brighton & Hove City Council. Design team due to start Summer 2026.

More information

www.brighton-hove.gov.uk/lps-buildings

Nettleton Court and Dudeney Lodge initial feasibility CGI, Hollingdean

St James House initial feasibility CGI, Kemptown

Falcon, Heron, Kestrel, Kingfisher and Swallow Courts initial feasibility CGI, Whitehawk

Madeira Terrace

Summary

Madeira Terrace is a Grade II*-listed, 865m-long stretch of seafront arches and promenade. Originally built in the late 1800s, the structure is being restored and reimagined to drive economic growth.

Phase 1, covering the first 28 arches and a new lift began in November 2024 and is due to open in late 2026. Subsequent phases offer opportunities for commercial development to fund the restoration of further arches and drive footfall to the eastern seafront.

Investment proposition

Investment in future phases of the restoration offers scope to explore creating new commercial value, for example:

- Under/within the arches: activated promenade-facing units for food and drink, leisure, culture and visitor experiences.
- Above/behind the terrace (where appropriate): complementary uses that can sit sensitively with the heritage structure and support a viable delivery model.
- Meanwhile activation: pop-ups and events to build footfall and investor confidence ahead of a more permanent offer.

Scale

GDV in excess of £50m

Planning status

Planning permission for phase 1 was granted in 2022. The design team remains engaged and is developing plans for subsequent phases of work.

Delivery partner(s)

Brighton Hove City Council, JT Mackley & Co (contractors), Purcell, HOP, Stantec, Fourth Street, Landscape Projects, Atkins Realis, MGAC (design team)

More information

www.brighton-hove.gov.uk/madeira-terrace-restoration

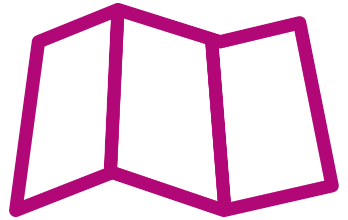
Artist's impression of the planned restoration of Madeira Terrace (phase 1), Purcell Architecture

Artist's impression of what future restoration of Madeira Terrace could look like, Matsim/Frost Lomax

A gross development value of more than

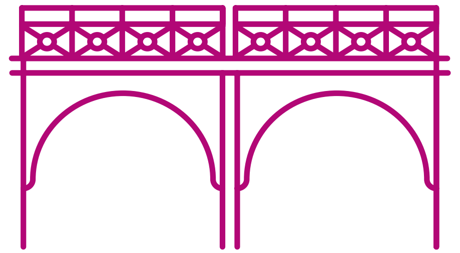
£50 million

865m linear stretch



of Brighton seafront

One of the longest cast iron structures in the world



Brighton Town Hall

Summary

Opportunity to convert an iconic 1830 Grade II-listed property to deliver new economic value in Brighton city centre.

The site is in very close proximity to the seafront and is in one of the busiest and most prestigious parts of the city. It is a vibrant area offering a great choice of shopping, small businesses, restaurants and cafes.

The building provides approx. 60,000 sq ft (GIA) over 5 floors (including basement).

Investment proposition

The council is keen to discuss proposals to reimagine the building as a commercial and leisure destination while retaining its core statutory services as a Registry Office.

The building could be suitable for a mix of future uses including: food & beverage (F&B), office and leisure/community opportunities.

Opportunity for a roof extension to the building could help draw people up through the building with access to take advantage of exceptional sea and city views.

Reinstating the charm of the street network through redevelopment of the site could hold significant benefits, encouraging this space to once again become a gathering point for markets and events which was originally its main purpose.

Scale

Est. £50m+

Planning status

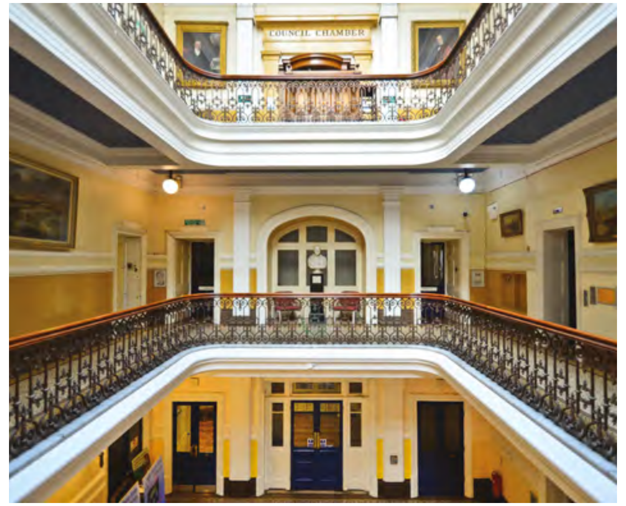
Early-stage feasibility

Delivery partner(s)

Brighton & Hove City Council

More information

www.brighton-hove.gov.uk/directory-entry/brighton-town-hall



Brighton Centre

Summary

The Brighton Centre is prominently located in the heart of the city's seafront. It is an internationally-renowned, purpose-built conference and entertainment venues in the South East of England with a maximum capacity of 5,500.

The venue sells 250,000 tickets a year for its live entertainment programme consisting of approximately 90 live performances, and holds on average 20 major conventions per year, amounting to a combined total of approximately 220 occupied event days per annum. This contributes to an annual economic impact to the city of c.£80m.

Investment proposition

In early 2024 the council undertook a feasibility study to explore potential re-modelling and expansion opportunities at the Brighton Centre with a view to maximising and diversifying use of the venue. This identified a range of opportunities including:

- Rooftop expansion over main auditorium – providing additional event and exhibition space.
- Activation of main entrance floor – increasing opportunities for commercial use.
- Connectivity to waterfront and to city behind.

We are keen to talk to investors and developers who are interested in reimagining this striking and iconic seafront landmark.

Scale

GDV up to £180m

Planning status

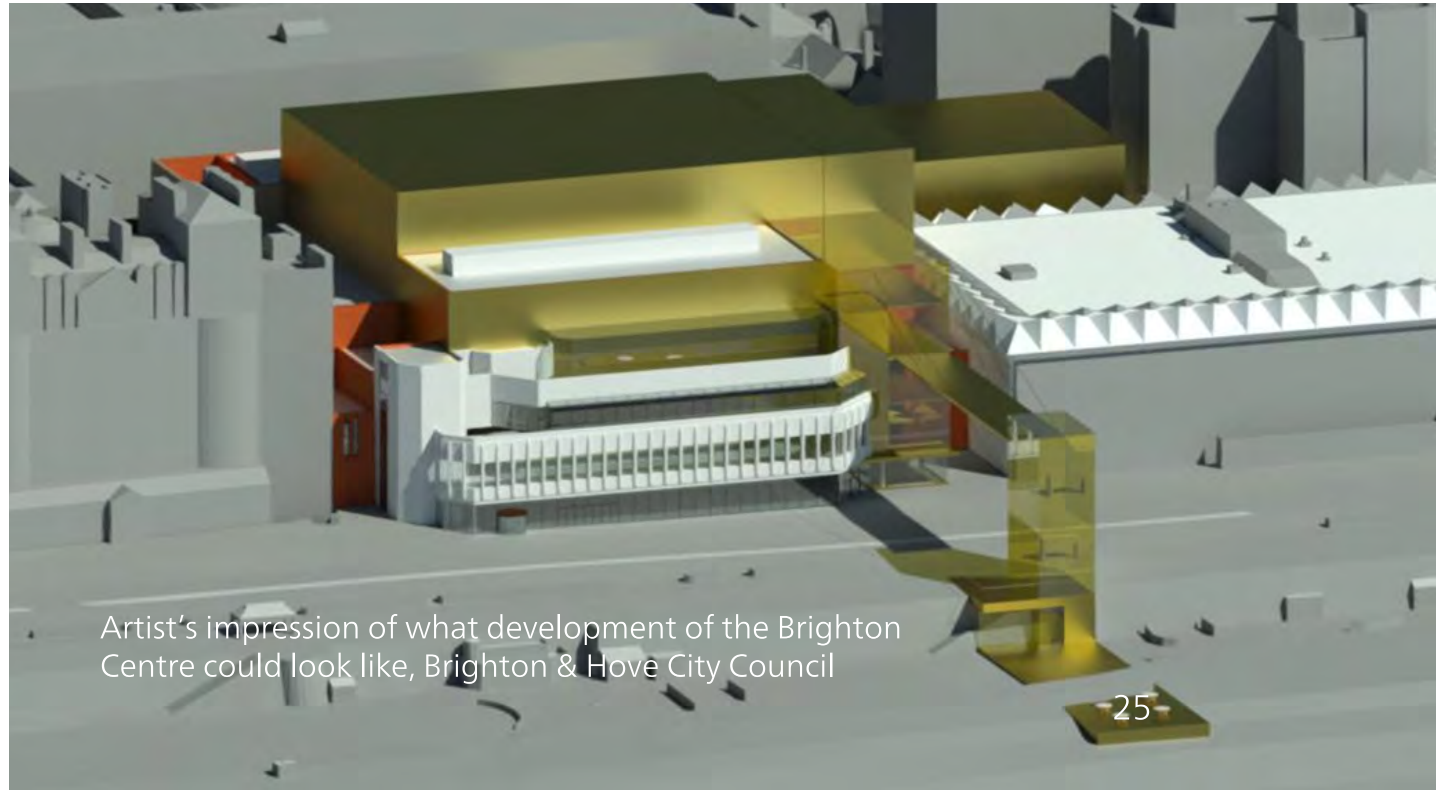
Early-stage feasibility completed

Delivery partner(s)

Brighton Hove City Council

More information

www.brightoncentre.co.uk



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

Summary of investment opportunities

Brighton & Hove has a range of exciting investment opportunities. We are a dynamic and cosmopolitan city with outstanding growth potential, driven by vibrant sectors that contribute to a thriving economy and our status as a city of innovation.

Scheme	Description	Expected start on site
King Alfred	428 new homes in a prime 0.6ha seafront location adjacent to a new sports and leisure facility	2026
Black Rock	Culture, leisure and recreation development opportunity across 1.38ha of the eastern seafront	2029
Estate Regeneration LPS Housing	Residential and mixed-use development opportunities to deliver 600+ homes across three sites totalling 3ha.	2030
Madeira Terrace	Commercial-led redevelopment of Grade II*-listed seafront arches and promenade	Phase 1 commenced 2024
Brighton Town Hall	Mixed-use regeneration of Grade II-listed civic building in the heart of the city centre	2030
Brighton Centre	Redevelopment and increased capacity to extend existing programme and build connectivity across the city	2030

Find out more:

www.brighton-hove.gov.uk
www.businessbrightonandhove.co.uk
www.visitbrighton.com

For more information about investing in Brighton & Hove, please contact:

Chief Executive
Jess Gibbons (jessica.gibbons@brighton-hove.gov.uk)

Corporate Director, City Operations
Alison McManamon (alison.mcmanamon@brighton-hove.gov.uk)

Director of Place
Max Woodford (max.woodford@brighton-hove.gov.uk)

Director of Estate Renewal
Chantelle Barker (chantelle.barker@brighton-hove.gov.uk)

8583 Brighton & Hove City Council Communications Team