

# SKEGNESS FORESHORE

EXPRESSIONS OF INTEREST

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A unique opportunity to work  
with us to invest in one of the  
UK's fastest growing and most  
loved coastal resorts



# INTRODUCTION

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The Skegness Foreshore Masterplan at its heart is an expansion and diversification of a thriving visitor economy appealing to investment into the green, cultural, heritage, arts, sports and leisure markets that will benefit local communities and visitors alike.

As part of this masterplan there is an exciting opportunity to be part of the expansion, growth and future of one of the UK's most thriving coastal towns, through the acquisition of a number of sites along the Foreshore which are being offered for let by East Lindsey District Council.

# INTEREST IS BEING INVITED ON EITHER A LONG LEASEHOLD/LEASEHOLD BASIS

Brief details on each of the sites is set out opposite:

## LOT 3:

**Southern Boating Lake:** A plot of c13,500<sup>m</sup><sup>2</sup> consisting of the Southern Boating Lake (including the central island) and surrounding walkways, internal bridges and terraced seating



## LOT 1:

**Skegness Chalet Site:** A plot of c16,500<sup>m</sup><sup>2</sup> with detailed planning consent for 16 seasonal overnight lodges and reception building.



## LOT 4:

**Former Festival Pavilion Site:** A plot of c 2,800<sup>m</sup><sup>2</sup> which is earmarked within the Skegness Foreshore Masterplan for some form of commercial, landmark development potentially offering high level views across Skegness.



## LOT 2:

**Southern Bowling Greens:** A plot of c7,250<sup>m</sup><sup>2</sup> consisting of two former bowling greens, with road frontage to Princes Parade adjacent to the main vehicular access to the Pavilion Car Park.



## LOT 5:

**Pier Field Chalets:** A plot of at least c3,500sq m, currently comprising a suite of 24 disused former chalets and facilities on land adjacent to the Skegness Pier, Pier Fields (Premier Inn/KFC) and the foreshore waterway (footprint to be extended to include adjacent open areas).



# WHY INVEST IN SKEGNESS?

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**FLOURISHING TOURISM SECTOR**

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**VALUE FOR MONEY**

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**NATURAL ASSETS**

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**QUALITY OF LIFE**

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**ENTREPRENEURIAL SPIRIT**

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**LOCATION**

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**COMMITMENT TO GROWTH**

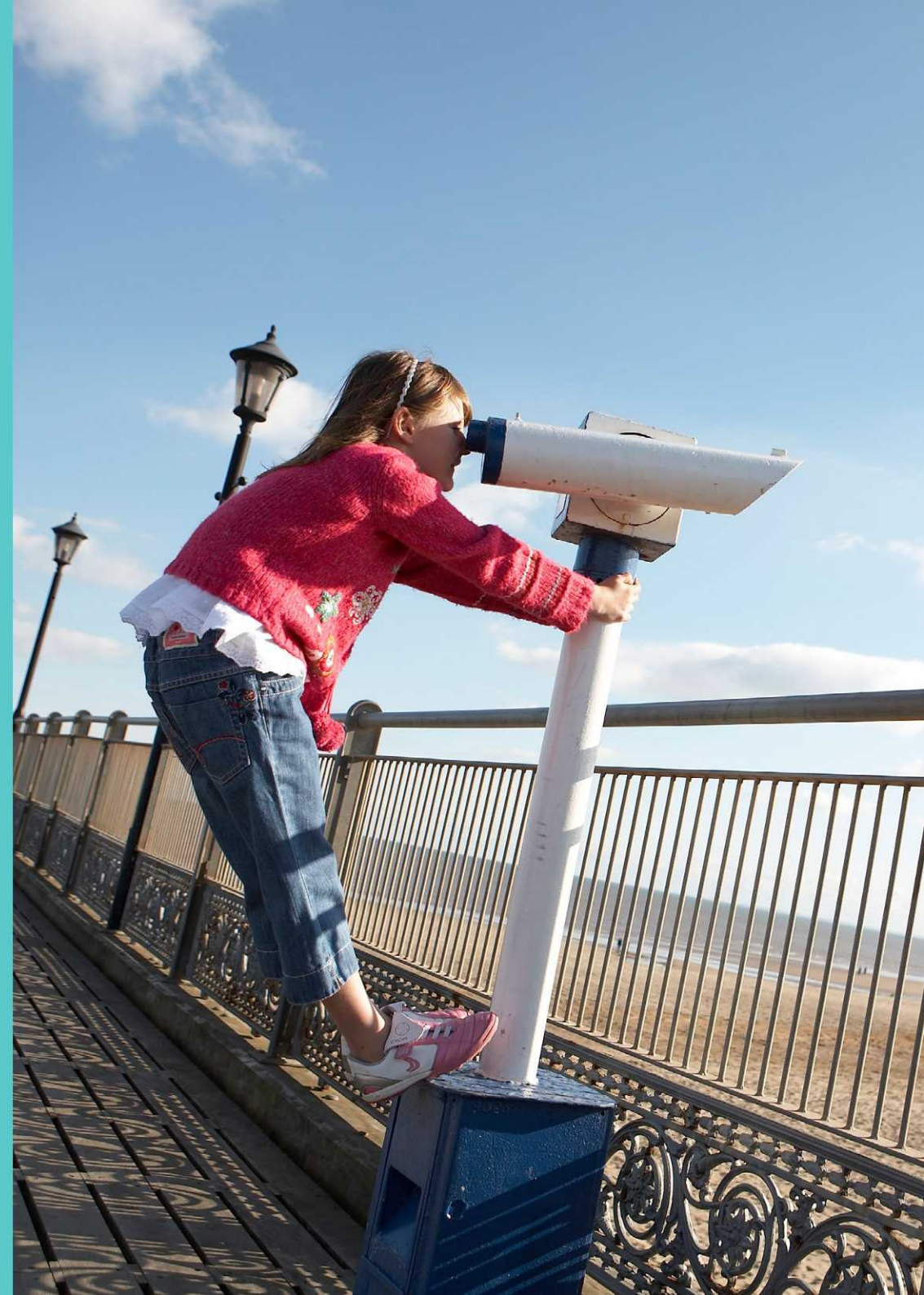


# THE FUTURE FOR DOMESTIC TOURISM IS LOOKING INCREASINGLY BRIGHTER.

The significant rise in the demand for UK holidays, fuelled by the uncertainty of foreign travel is giving a much needed boost for UK tourism. Skegness is the fourth most visited seaside resort in the UK. An iconic seaside town with an abundance of history and heritage, this bustling resort sits on the edge of an area of AONB, and is surrounded by miles of natural coast.

Visitor Economy Visitor Data 1 shows that the area has approaching 2.2 million holiday visitors per year, and this strong tourism offer continues to drive a high level of investment. Over recent years this has included McDonalds, KFC, Costa, M&S Simply Food and Premier Inn, with Travelodge and Starbucks being the latest major UK/International brands to recognise the flourishing market Skegness offers.

The Council's annual data indicates that East Lindsey has continued to experience a growth in visitor numbers and the associated impact and value of the visitor economy.



# THE 2019 PUBLISHED REPORT REVEALS THAT:

The economic impact of the visitor economy is estimated at:

**£699.48M**

The sector directly supports:

**7,110 JOBS** (c17% of total employee jobs in East Lindsey)

Overnight stays were spent in non-serviced accommodation:

**85.5%**

The District attracted:

**Overnight stays 9.769MILLION**

**Day visitors 2.939MILLION**

The largest areas of visitor expenditure are on:

**Local shopping (21%)**

**Food and drink (19.6%)**

The average spend within the local economy:

**Staying visitors £60.18**

**Day visitors £37.94**

Post - Covid the future is bright for domestic tourism. With continued uncertainty around foreign travel, rising aviation costs coupled with the rekindled affection many experienced for our UK destinations; the UK holiday has never been so sought after.



# MULTI-MILLION TOWNS FUND INVESTMENT

One of the biggest catalysts to driving growth and investment into Skegness is the transformational multi-million-pound Towns Fund award Deal projects has which has been given the go ahead by the HM Government.

In a deal worth £24.5m the town will undergo major regeneration, never seen before. Allowing East Lindsey District Council to enhance, develop and improve what Skegness has to offer for residents and tourists alike.



The Council will consider allocating additional funding from the Towns Fund award for Skegness to enable new commercial investment into the Foreshore lots by improving site access and connectivity, enhancing utility provision or delivering additional public realm works.



# WHAT WE ARE OFFERING

This successful Towns Fund application has unlocked a major opportunity for investors to shape the future of the town in a highly sought after location at the heart of the seafront

**- The Skegness Foreshore.**





# THIS EXCEPTIONAL DEVELOPMENT IS OFFERING A UNIQUE OPPORTUNITY FOR INVESTMENT IN ONE THE UK'S BUSIEST SEASIDE RESORTS

With the prospect to maximise on its potential as Skegness grows and develops into new markets as well as retaining its traditional seaside charm.

East Lindsey District Council has commissioned Banks Long & Co to assist in securing expressions of interest from commercial leisure investors/developers/operators in five lots on the Skegness Foreshore. All with direct proximity to the seafront.

# WHAT CAN YOU DO WITH THE SITES?

As a guide for interested parties in terms of potential uses for the various sites, the ELDC Local Plan Indicates that as well as holiday amusements, the Council will support the following use classes on the Foreshore:

## C1 HOTELS AND HOSTELS

## E(A) (NON FOOD) RETAIL\*

(but only if it is ancillary to uses on the Foreshore and can demonstrate that any proposal would not affect the viability of the existing town centre)

## E(B) FOOD AND DRINK

## F1 NON-RESIDENTIAL INSTITUTIONS (B / C / E)

Sui generis leisure uses including cinema, concert hall, bingo hall, dance hall  
Interested parties should however be aware that Skegness Esplanade and Tower Gardens has been awarded Registered Park and Garden Status and is classed as Grade II Listed. Development should have regard to this heritage and demonstrate how it will preserve and enhance the asset.

**Interested parties are advised to contact ELDC Planning Department with any site specific Planning enquiries.**



# WHAT'S NEXT

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If any of these sites are of interest, then the Council are seeking expressions of interest in the first instance. For further information please contact Agents Banks Long & Co.

Alternatively visit the dedicated link below to access the available documentation/information:

[bankslong.com](http://bankslong.com)

## TIMELINE FOR EXPRESSIONS OF INTEREST

**31st October 2022** – registration of interest deadline. Prospects to confirm interest in which lot and a high level summary of proposed scheme

**14th November 2022** – Council to invite shortlisted parties to work up more detailed expressions of interest with support from agent and ELDC on technical enquiries

**31st January 2023** – Deadline for expressions of interest

