

CP19 - Hotel/ Guest House Accommodation



Supporting Documents:

Hotels Future Study - 2007
Tourism Strategy - 2008
Draft South East Plan -2006
Good Practice Guide on Planning for Tourism - 2006
PPS6 Planning for Town Centres -2005
'Here to Stay?' Tourist Accommodation
Retention & Loss, Tourism South East - 2006

Introduction

3.161 It is vital that Brighton & Hove is able to support its tourism and business conference economy by providing a sufficient and wide ranging type and cost of accommodation to cater for visitors. The city's hotel stock has largely kept pace with changing customer expectations in response to year round business from conference delegates as well as "off-peak" custom from the short break market. The Tourism Strategy 2008 recognises that good quality hotels help support a strong conference business offer for the city.

Preferred Option – CP19 Hotel/ Guest House Accommodation

To support the city's tourism and business conference economy by providing a sufficient and wide ranging type and cost of accommodation to cater for visitors:

1. Proposals for new major hotel facilities will be assessed in line with the policies in PPS6 and the sequential approach to site selection with proposals for new hotel development directed firstly to central Brighton.
2. Proposals for new major hotel facilities should be accompanied by a market case including a demand assessment in order to identify how the proposal would add to the current supply and offer, whether it has the ability to create new demand and how it might meet needs currently unsatisfied in the destination.
3. The council will require new major hotel facilities to provide affordable staff accommodation.
4. The council will safeguard existing hotel and guest accommodation that fall within a defined Hotel Core Zone.

5. Applications for change of use of existing hotel and guest accommodation outside the hotel core zone will need to demonstrate that:
 - a) the accommodation is poorly located in relation to the main generators of demand and is no longer viable; and
 - b) alternative types of guest accommodation are not viable;
6. Proposed extensions to existing hotels will be supported where this is required to up-grade existing accommodation to meet changing consumer demands.
7. Partial conversion of a hotel will be considered where there is adequate demonstration of the need to enable investment in the remaining hotel.

Supporting text

3.162 The city has a significant stock of hotel and guest accommodation; a total of 160 hotels and guest accommodation predominantly located in central Brighton and along the seafront. The 2007 Hotel Future Study identified a number of new hotels currently under construction or proposed for the city (such as at the Jubilee Street site and at the Brighton Station site) which, if they all come forward, would represent a 16% increase in the total supply of serviced accommodation in the city. Much of the demand for the additional accommodation is likely to relate to a redevelopment of the Brighton Centre. Whilst there remains interest in new hotel development in and around the city, the 2007 Hotel Futures Study projections for future requirements for hotel development indicate that the council does not need to identify additional hotel sites over and above that which is already proposed/ planned to 2016 or to prioritise specific types and standards of hotel in terms of hotel investment marketing. However ongoing monitoring of the implementation of these commitments/ proposals will need to be undertaken.

3.163 Given the amount of new hotel development planned, and the constraints in identifying future sites, a more generic 'sequential approach' that directs new hotel development proposals firstly to the central Brighton area is put forward as the preferred option. This approach is the most sustainable in planning terms, since it allows greater access by public transport and will allow visitors to easily access other facilities and attractions in central Brighton.

3.164 It is recognised that there might be potential to locate new development outside central Brighton either for a destination offer or to permit a hotel to serve a particular market, or potentially to help regenerate an area but to accord with PPS6 sequential and access tests will need to be fully addressed.

3.165 The availability of staff housing is critical for many operators to attract and retain staff and the provision for staff accommodation in association with new hotels will be required.

3.166 A managed approach to existing hotel and guest accommodation follows the recommendations in the 2007 Hotel Futures Study. A redefined hotel core zone will relate more closely to the main generators of demand and will ensure that key areas of the city centre are not compromised in their role as accommodation clusters. The redefined hotel core zone provides a clear and visible sign of the core accommodation areas that support the city's tourism industry.

3.167 It is recognised that outside a redefined hotel core zone there will still be accommodation of significant scale and character which would be difficult to replace and the preferred approach therefore requires an evidence-based approach towards

determining change of use applications. In line with guidance provided by Tourism South East evidence will need to be provided by the applicant of the efforts to sell the business as a going concern its business performance related to national average occupancy levels, market analysis of the supply of accommodation in the city and applications for change of use will need to be accompanied by:

- Proof of marketing for sale – as a going concern for a minimum period of 12-18 months at competitive prices;
- Evidence of business performance – details of occupancy and achieved rate data for past three years along with accounts to explain how the business is performing in line with levels of occupancy typical of industry/ destination norms
- Evidence of professional management – this includes details of marketing and business plans for the last three years to demonstrate investment plans and attempts to attract business;
- Attempts to save the business – details of schemes to up-grade and re-position the business, partially convert to an alternative use in return for investment in the remaining rooms, and conversion to self-catering, as appropriate, with costs and performance forecasts and advice sought from by business support agencies and hotel advisors.

3.168 Support should also be given to the up-grading of existing accommodation, including the addition of appropriate facilities such as spas and health clubs. It is also recognised that there may be some circumstances where there may be a case to be made for partial conversion of a hotel to residential/ apartments, to enable investment in the remaining hotel. Applications will need to be accompanied by a clear evidence of the case for investment, the need for enabling development and the on-going viability of the accommodation. As a minimum 50% of the hotel rooms/ floorspace should remain.

Implementation

3.169 Through Development Control. Proposals for new major hotel facilities will be assessed in line with the policies in PPS6 and the sequential approach to site selection.

3.170 The 'hotel core area' currently shown in the Local Plan proposals map will be amended and re-defined to focus on the main hotel accommodation clusters along a shorter stretch of seafront and a north-south stretch taking in the station to the seafront and the parallel A23 and this redefined hotel core area will be used to safeguard existing hotel accommodation.