



WORTHING BOROUGH
COUNCIL

**Invitation for
Round 1: High Level Expressions of Interest
Leisure Development Opportunity (Leasehold)
Land at Brooklands Park,
Brighton Road, Worthing, BN11 2HP**

2,960sq m (0.29 hectares) land



1. Instructions to prospective investors

Worthing Borough Council is looking for proposals for leisure-led activities that align with health, wellbeing and active outdoor recreation for a site in the south west corner of Brooklands Park, with the aim of activating the site to increase the 'things to do' opportunity for both residents and visitors.

We would welcome submissions for use of the site marked within the red line on the cover image.

The site is offered as a development lease arrangement and includes a designated carbon offset zone to the west of the site.

1.1 The EOI process

The Expressions of Interest (EOI) process will be split into two rounds:

This first round is designed to gauge the depth of demand for uses. It is intended to be fairly light touch and will result in a short list of potential investors. If required we may run some interviews at this stage.

In round 2 - successful applicants will be invited to submit a more detailed proposal.

This will be subject to full evaluation.

Once a preferred bidder has been identified, a short exclusivity agreement will be granted.

This allows time for the bidder to undertake further work to refine any assumptions made and to complete pre-planning application discussions.

Once the offer has been confirmed as acceptable, an agreement for lease will be granted, conditional on planning consent.

Following planning approval, a building lease will be granted under which the successful bidder will complete the development.

Further information about the site and requirements of the scheme can be found in the body of this document.

1.2 Round 1 EOI information required

Within your EOI submission, please provide:

Company details

- Your company / organisation name and details / status.
- Incorporation evidence such as a Company / CIC Registration number
- Confirmation that your company / organisation is legally trading & able to enter into a contract with the Council
- A list of current Directors/ Trustees and any other party who has interest in the organisation.

Site Proposal:

- Details of your proposal inc use and outline dimensions of any proposed structures (plans and diagrams not essential but welcomed).
- Detail relating to contribution to health, wellbeing, and activity.
- Details of your operating model (seasonal or year-round).
- Details of your relevant track record in delivering similar leisure / recreation / other uses.
- Detail of how your proposal complies with planning policy for this site
- Detail of how your proposal affects / supports the site's biodiversity
- Details of your ability to manage the site responsibly, including security, waste, and customer safety.
- An overview of your commitment to ongoing maintenance and operational safety.

Supporting information

- Evidence of financial capability (strong financial backing & business stability).
- Level of capital investment you would be looking to make.
- Length of lease agreement you would be looking to agree.
- Proposed time scale of works.

Please feel free to include any additional information which you feel supports your submission.

All high level round 1 expressions of interest must be received by **5pm on Sunday 16th August** and emailed to **eoipropertyteam@adur-worthing.gov.uk**

1.3 Evaluation of Round 1 - Expressions of Interest

All submissions will be subject to an evaluation exercise and will need to meet the following criteria.

- Contribution to health, wellbeing, and activity
- Financial strength and investor experience
- Compliance with planning policy
- Environmental /ecological benefits
- Deliverability and timeline

We would particularly welcome proposals for uses not already in the area.

Please feel free to include sketch drawings or any relevant marketing material.

Bidders may be required by the council to attend an interview and/or provide clarification in relation to any matter relating to the submitted proposals.

The council reserves the right not to select the preferred bidder or progress with any bidder.

For round 2 shortlisted applicants will be required to submit more detailed information on aspects of the scheme.

Once a final preferred bidder has been identified, a short exclusivity agreement will be granted. This allows time for the bidder to undertake further work to refine any assumptions made and to complete pre-planning application discussions.

Once the offer has been confirmed as acceptable, an agreement for lease will be granted, conditional on planning consent.

Following planning approval, a lease will be granted under which the successful bidder will complete the development.

1.4 Anticipated Timeline for Brooklands Park EOI Round 1 and Round 2

* note - schedule maybe subject to changes as required

EOI launch	w/c 6th July
Submission deadline	5pm Sunday 16th August
Send to : eoipropertyteam@adur-worthing.gov.uk	
Review of submissions / shortlisting	w/c 17th August
Invitation for interviews (as required)	w/c 7th September
Round 1 submissions contacted	
& Shortlist of Round 2 submission invitations out	w/c 14th September
Deadline for round 2 submissions	5pm Friday 13th November
WBC round 2 submission review	w/c 16th Nov
Round 2 applicants contacted inc preferred investor	w/c 23rd Nov
With final agreement subject to planning approval	

2. Background - Why invest in Worthing ?

Worthing is located 15km to the west of Brighton and has excellent road and rail transport links to both London and the south coast.

Set between the sea and South Downs National Park, the town has witnessed a renaissance in recent years and is now recognised as one of the most sought-after places to live and work on the south coast.

In recent years Worthing has been recognised with accolades including - being named as one of the **'UK's Best Places to move to in 2023'** - The Telegraph, one of **'the UK's most underrated coastal breaks'** by The Times, Time Out's **Best British Seaside Town 2023**, highlighting its **'transformation as a vibrant spot with food, arts and affordability near the South Downs'**, and being named **Best Place to live in Sussex 2025** by Muddy Stilettos.

A number of major regeneration schemes are in the pipeline for 2026/27 which will further transform the town centre and cement Worthing's position as one of the prime coastal locations to live, work and invest in Sussex. These include a major redevelopment scheme at Union Place.

To support the changing nature of the town, the council is looking to bring a series of Expressions of Interest (EOI) opportunities to market in 2026/27, through development leases, with the aim of broadening the offer for both residents and visitors, and specifically to increase activation along the coastal strip.

The first phase of investment opportunities focuses on the site at Brooklands Park and the former West Buildings Shelter site (EOI out June 2026) with further opportunities anticipated to follow.

Working in association with Historic England and other key partners, the council is also looking to secure a long-term future and reactivation of The Lido.



Images above: Brooklands Park

3. Investment Opportunity - Brooklands Park - Expression of Interest

Worthing Borough Council is now seeking expressions of interest from experienced and well-resourced leisure operators to activate an area of land located on the south-west corner of Brooklands Park.

The land forms part of the wider Brooklands Park masterplan area, valued for recreation, biodiversity and community use.



The council's vision is for ***a low-density, leisure-led use that enhances the park's recreational offer while respecting the site's sensitive planning designations and natural character.***

3. Key site characteristics:

- Prime location with site visible from A259
- Proximity to the beach/seafront
- Grassed open space
- Adjacent parking (via MiPermit) for 71 cars, including 5 disabled bays and with a height restriction of 2m). The car park currently has a relatively low volume of users
- Site accessible on foot from the A259
- Bordered by public footpaths and open parkland
- No existing permanent buildings on site

Below: Investment opportunity site - South-West Land at Brooklands Park



4. Development Constraints, and Design Requirements

4.1 Planning Policies, Technical considerations and Open Space Protection

Brooklands Park is designated as Local Green Space.

Any Proposals for development in this area will be considered in accordance with national policy for green belt; respecting the open character of the area and avoiding over development or significant built form.

All proposals must take account the relevant policies of the [Worthing Local Plan 2020 -2036](#)

Also see the [Policies Map](#) which accompanies the Local Plan.

4.2 Spatial and Infrastructure Restrictions

Flood Risk

- Slow gradient with areas potentially susceptible to surface water accumulation.
- No earthworks that could impede drainage patterns or redirect floodwater.

Utilities

- The site currently has no services - all install costs to be covered by investor.
- An electricity cable agreement runs along the Southern boundary (Brighton Road side).
- A Southern Water Pipe runs diagonally through the west side of the site and requires a 5m no build zone from the centre of the pipe (see plan in appendix A)
- Developers must respect easement zones and maintain full access to infrastructure.
- Any fencing, surfacing, pathways, platforms, or small structures must avoid utility corridors.
- Further STAT utility plans are available upon request.

Potential contamination

- As a former land fill site, the land is deemed to be potentially contaminated.
- Intrusive ground studies would be required prior to construction works.

Lighting

- Lighting (if proposed) must be low-impact and wildlife-sensitive.

4.3 Heritage and Conservation

While the site itself is not designated heritage land, any proposals should give consideration to:

- The historical context of Brooklands Park
- The local landscape character is linked to recreation use along the Worthing seafront.
- Supporting and where possible enhancing biodiversity and landscape quality.
- Adherence to ecological protection measures, particularly during nesting season
- Retaining trees and existing hedgerow which surrounds the site.

- An area for carbon offset has been designated as part of the scheme, this is located to the west of the area for investment - see area marked with green line in appendix A

4.4 Design Quality and Preferred Uses

Proposals should:

- Retain a sense of openness.
- Integrate sensitively into the existing park landscape.
- Use natural materials where possible.
- Provide accessible and inclusive facilities.
- Deliver safe and legible layout.

5. Preferred Uses

Leisure-led activities that align with health, wellbeing and active outdoor recreation.

The council will not accept:

- Large buildings, including housing
- Over-dense development
- Any catering uses - other than ancillary ie. no standalone food or drink operations.
- Drive-throughs
- Uses significantly conflicting with Local Green Space or Green Gap policies

6. Please note the final successful applicant would be required to submit a full planning application which would include:

- Site plan
- Design and Access Statement
- Ground conditions survey inc FRA (including Sequential and Exception Tests if applicable)
- An ecological survey (noting : a preliminary Ecological Appraisal has been commissioned and can be shared)

8. Viewings

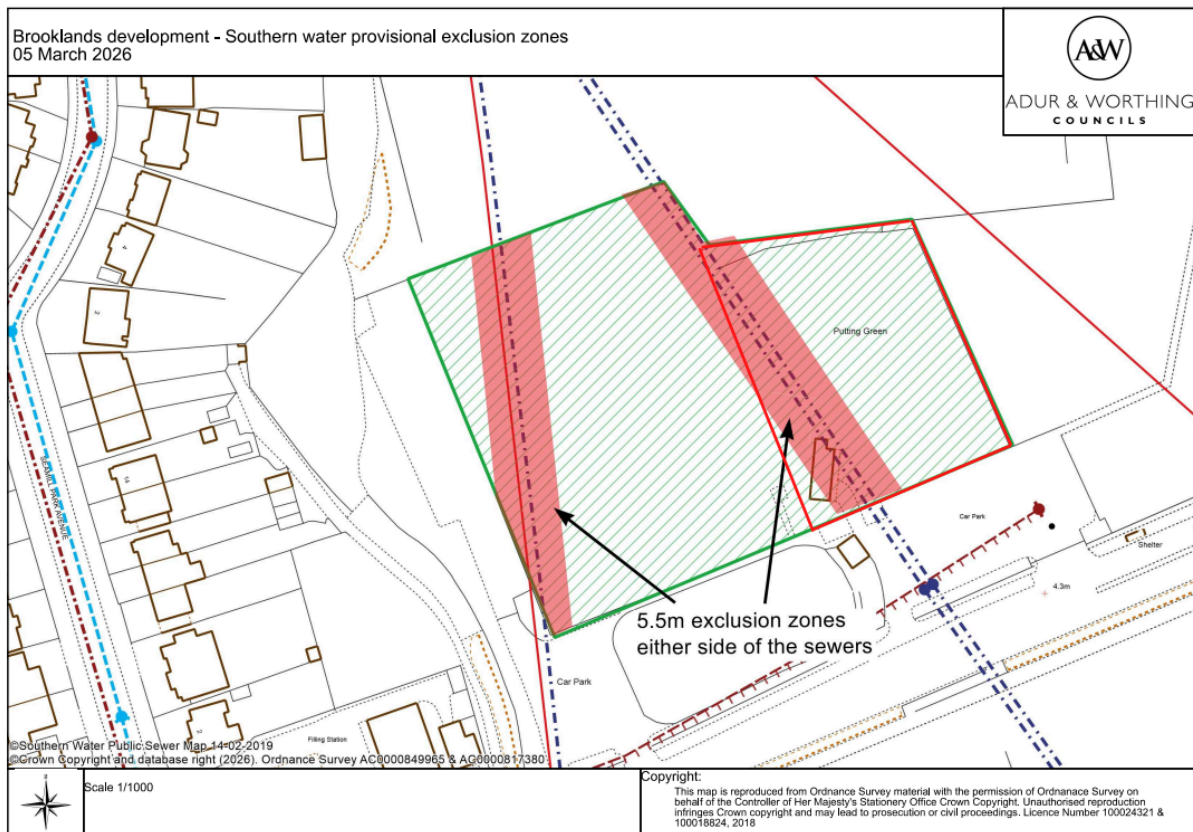
The land is open to the public and accessible for viewing at any time.

Appendix A - Site plan showing

Blue lines - Southern Water pipe requiring 5m no build zone from centre of pipe

Green border - denotes area for carbon offset

Red Border - area for investment opportunity



Data Room available on request from eoipropertyteam@adur-worthing.gov.uk

Files will be sent by WeTransfer.