

Hillsboro South, Porthcawl Marketing Brief

1.0 Introduction

The regeneration of Porthcawl Waterfront and surrounding areas is a key element in the future development of Porthcawl as a premier seaside resort. The Council wishes to Market 5 modular structures (shipping containers converted for retail use) for the purpose of boosting small commercial business enterprises within the area.

2.0 Site Description

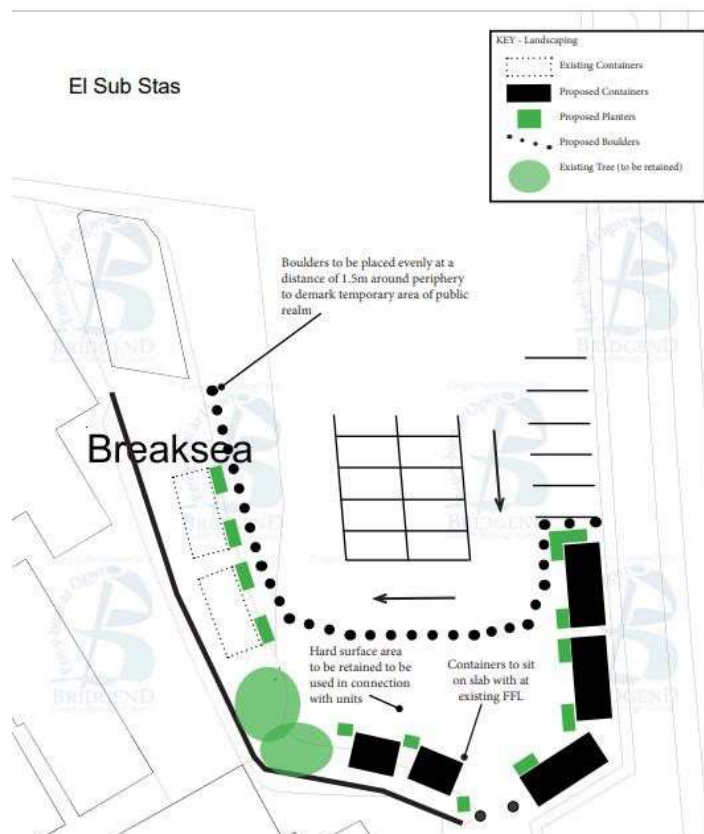
The site to be developed is located within Hillsboro South Car Park off Dock Street Porthcawl. The proposed development will include 5 containers and associated works for a temporary period of 3 years for retail use (Use Class A1). The site is serviced by a public 'Pay and Display' Car park. The containers will be situated next to the Harlequin Building which is currently operating as zero waste store called The Pantri Box.

3 of the containers are 6m long and 2.5m wide

2 of the containers are 3m long and 2.5m

The containers benefit from mains water (small sink and tap with hot and cold), electricity supply (multiple internal sockets and lighting) and an electric heater.

The 5 containers offered follow the first phase of 2 container units on the western side of the car park. The indicative siting of the containers and specification can be seen in the mages below.





3.0 Planning

Full details of the approved application (Ref: P/24/510/BCB) and approved plans can be found at:

<https://planning.bridgend.gov.uk/Planning/Display/P/24/510/BCB>

4.0 The Vision for Hillsboro South

The vision of scheme is to provide a low-risk opportunity for small businesses and entrepreneurs to make a first step into the commercial rental market. The hope is for these businesses to take a with flexible terms to establish, grow and move into a permanent premises elsewhere in Porthcawl. It is intended for these businesses to help enhance the current offering within the town by creating a year-round attraction for people living, working, and visiting Porthcawl.

The key criteria to consider for its future use are as follows;

- Must cater for visitors and the local community
- Business falls within a 'A use class' and provides goods or services that enhances the existing offer within the Town Centre (NB: businesses that fall outside A1 will be considered but will require a variation to the planning consent that is in place)
- Evidence that the business can act as an attractor throughout the year for visitors from outside Porthcawl and support its role as a tourist destination

Bridgend County Borough Council will market the properties through its own channels and accept applications from each interested business/venture explaining how it intends to deliver on the criteria outlined above.

5.0 Marketing

The Council is seeking the best occupiers for the property and will score each application on its merit based on the Council's marketing strategy,

The Council will erect 'To Let' boards to the exterior of the property during the marketing period and use its social media channels to inform interested parties that it is accepting proposals. The Council will also use ongoing discussions with local businesses through its Economic Development Team to invite proposals.

6.0 Requirements of the Tenant

The successful tenants will be required to;

- Take a lease with a minimum term of 1 year and maximum term of 2 years. Landlord or Tenant can break the lease by giving 3 months' notice in writing
- The operating business will be required to open at least 6 days per week
- The tenant will be required to cover utility costs (Water & Electricity)
- The tenant will pay a peak time rent (1st March to 31st October) of £125 per week and an off-peak rent (1st November to 28th February) of £75 per week (£5650pa)
- The tenant will be required to obtain adequate public liability insurance

7.0 Property Management

The property will be managed by the Corporate Landlord department within its Commercial Property Portfolio

9.0 Contacts

The main contacts are:

Robert Frowen, Economic Development Team Manager
Jonathan Phipps, Commercial Portfolio Surveyor

Robert.frowen@bridgend.gov.uk Tel: 01656 642787
Jonathan.phipps@bridgend.gov.uk Tel: 01656 642706