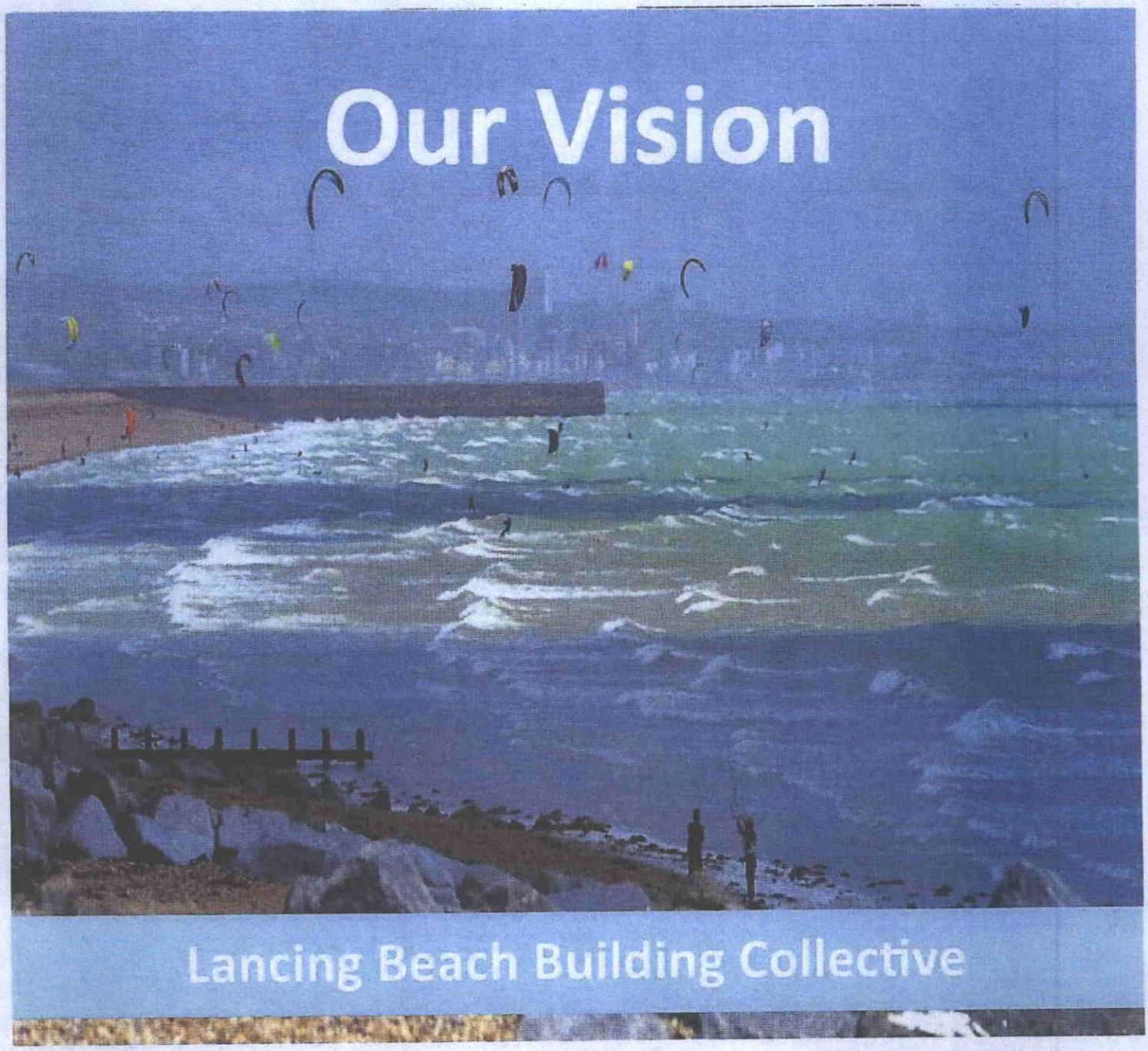
28A BRIGHTON ROAD, LANCING BN15 8RA
APPENDIX TO PLANNING STATEMENT
BROCHURE FOR PROPOSED WATER SPORTS CENTRE.



evolution boardsports

BKSA

BN1 KITESURFING

BEACH FIT

ADUR & WORTHING
PLANNING SERVICES

PLAN	AWDM/ 1540/16
DATE VALID	20 OCT 2016

A highly-successful business team with decades of watersports and leisure management experience.

Paul Crane & Daniel Gainsford

Owner of Beach Fit, a fast-growing 300 member gym on Shoreham Beach, Paul has over 20 years facility management experience in the UK and abroad. Formerly General Manager for Virgin Active in charge of a 3000sqm site and 100+ employees, with management roles at David Lloyd, Esporta, Wentworth Golf Club and Dubai Creek Golf & Yacht Club. His business partner, Daniel, is a highly-experienced personal trainer who runs a series of community health initiatives.

Leigh Wingel

Leigh has been involved in windsurfing since 1986, was British Amateur Wave Champion in 1995 and 1996, and a top ten UK professional. He started his own windsurfing sail brand in 1995 and has worked internationally in testing, production and marketing for a number of top windsurfing and kitesurfing brands as well as being a photographer for Kiteworld Magazine. In 2011 he opened Evolution Boardsports.



Stav Thraves

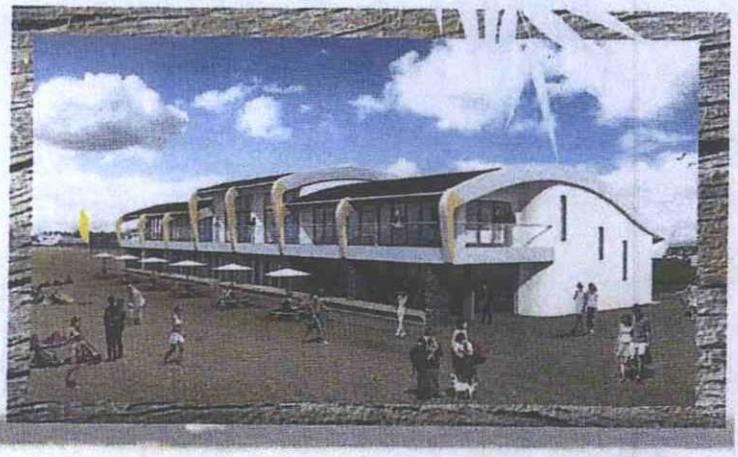
Stav has been involved in kitesurf and snowsports for 20+ years. He has managed centres for companies such as Neilson Active and Extreme Holidays, and set up Boostsports when kitesurfing first came to the UK. He owns BN1 Kitesurfing, a British Kitesports-approved school sponsored by North Kiteboarding on Lancing beach and one of the most recognised in the UK.

Frazer Stewar

A kitesurfing instructor with over 10 years' worldwide experience teaching and a solid track record developing Lancing-based BKSA to a successful business with six accredited instructors. Frazer works closely with the parish council to make the beach a safe place to kitesurf. He is also sales manager for leading global brand Best Kiteboarding.

Our Vision

An exciting leisure and retail package, delivering high volume visitor numbers and solid year-on-year business growth; bringing employment opportunities, sustainable development plus enhanced health and wellbeing for the Lancing community and beyond



Four successful sports businesses combining to deliver a leisure, fitness and retail offering targeted to attract up to 11,000 visitors a month

Two thirds of the premises offering state-of-the-art gym facilities, one third offering a range of watersports activities

Ambitious plans for year-on-year growth and a range of new ideas for the future

Delivering a solid programme of leisure activities for the local community as well as a series of high-profile international events .

Backed by a highly-experienced and highly-successful team of local sports businessmen with deep ties to the community and the local, national and international watersports scene

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Our Businesses



Attracting a wide demographic, including affluent sports enthusiasts and all parts of the local community

BeachFit

Occupying 2/3 of the 187sqm site, BeachFit will deliver public gym access, group exercise provision, and a multi-purpose room for group exercise facilities and a range of community activities. All staff are licensed and qualified to at least Level 3 Personal Trainer status with an emphasis on professionalism and integrity.



Already attracting 300+ members since launch on Shoreham Beach in March 2011, with 25% visiting daily, the gym will double its membership and expand its Group Exercise programme to over 16 indoor and outdoor classes per week.

BKSA

Brighton Kitesurf and SUP Academy offers a full range of watersports training activities, delivered through a team of six fully-qualified, highly-experienced instructors. In its fifth year of business operating on Lancing Beach, with a loyal customer base from the local and London area, it has also expanded into offering fully-catered Adventure Days for groups of up to 20 people to try out SUPing and Powerkiting.



Evolution Boardsports

A successful rider-owned Kitesurfing and SUP retail outlet already attracting over 15,000 customers annually, with business up 300% in the past 12 months.

As well as being the number one kitesurf supplier for the region, Evolution will provide leading brand events, and a national in-house kite repair service.

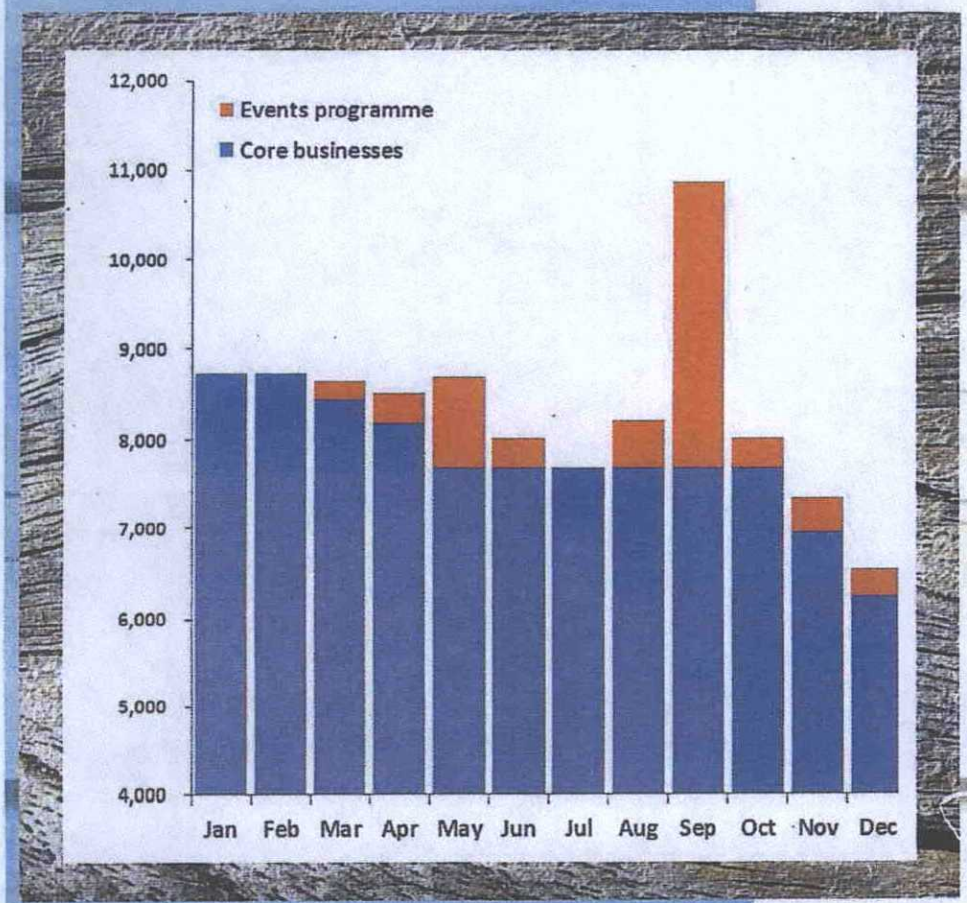


BN1 Kitesurfing

BN1 Kitesurfing works closely with the British Kitesports Association and teaches 60 sessions a month catering for 4 people at a time. It operates April to November 7 days week from dusk till dawn.

Our Visit Projections

Our visitor numbers are targeted to start at high volume and grow year-on-year.



NB. Visits to LBBC business events only. Does not include other visits eg café visits

Year 1 in numbers

11,000 generates up to 11,000 visits a month in Year 1

6,250 average monthly gym visits, 12 months a year – with a +20% peak in January and February

1,250 average retail customers a month, 12 months a year

450 kitesurf, SUP, and adventure day visit sessions a month, 9 months a year

2,000 activity and events programme delivering up to 2,000 visitors per event

10%+ projected annual visit growth rate over the next 5 years





Weekly Classes

Cardiac Rehab, Zumba, Zumbatomic, Power Yoga, Piloxing, Circuits, Warrior Workouts, Pilates, TRX training, Hurricane Training, Insanity Training, Run Club, Kettle bell Classes, Tough Mudder Training, Nordic Walking Club

Local Groups

- Networking Groups
- AGMs
- Art exhibitions
- Lancing FC
- First Aid Training
- LifeTime Fitness Training

Our Regular Activities

A high frequency timetable of ongoing activity designed to maximise usage of all site facilities





Kids Activities

- School and sports club links
- After school clubs
- Nursery Hours
- Kids Parties
- Teen Circuits
- Nutrition/Education sessions

Daily Activity Programme

- Kite lessons
- Powerkite lessons
- SUP lessons
- Team building
- Adventure days

Sup hire

Our Events Programme

Our events programme delivers high-profile activity with wide PR and publicity potential



March

Kite Demo - 200+ attendees

April

Kite Demo - 200+ attendees
Club Races - 100+ attendees

May

Watersports festival for kiteboarding, SUPing, Wakeboarding and 1000+ attendees

June

Kite Demo - 200+ attendees
Club Races - 100+ attendees

July

Best Kiteboarding National Sales meeting in hotel

August

Kite Demo - 200+ attendees
Club Races - 100+ attendees
Best Kiteboarding International Sales meeting in hotel
KB4Girls Global Clinic - 30 hotel guests and party for 200+ hosted by 9x World Champion Kristin Boese

September

Big Air Event for 2000+, hosted by 4x UK and Global Champion Lewis Crathern.
Charity Downwinder and Guinness World Record attempt for biggest downwinder. 1000 attendees.

October

End of Season Party for 200+
Club Races - 100+ attendees

November

Kite Demo - 200+ attendees
British Kitesports end of season prize giving and black tie dinner for 200

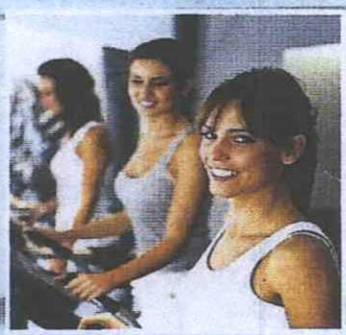
December

Kite Club, School and Gym Xmas party and disco for 2-300 in the restaurant.

In Summary



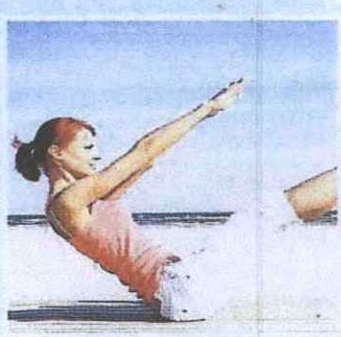
The Lancing Beach Building Collective vision:



Brings together four successful businesses - delivering up to 11,000 visitors a month, employment opportunities, sustainable development plus enhanced health and wellbeing for the Lancing community and beyond

Combines solid core-business visitor numbers with an exciting high-profile events programme – with ambitious growth plans and big ideas for the future

Pulls in a wide demographic – from affluent sports enthusiasts to family members of all ages, attracting local, national and international visitors



Is backed by an experienced and successful team of sports businessmen, with trained staff to promote a culture of synergy and secondary spend, driving year-round footfall to the restaurant and hotel

Has deep ties to the local community, the national & international watersports scene and is endorsed by Lancing Regeneration and Lancing Kitesurfing Club

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