



coffeecupportsmouth.co.uk



Coffee Cup's proposal for The Esplanade Site, Bognor Regis

About us

We at Coffee Cup have been a focal part of Bognor Regis seafront since we served our first coffee from our kiosk on the esplanade in August 2016 and as our reputation, standing in the community and customer base has grown, we feel this is now the ideal opportunity to expand our name in the town in one of the recognised plots within Arun District Council's Bognor Regis masterplan. Coffee Cup was founded by husband and wife team Steve and Debbie Parsons in 2007 and begun life with a bespoke, mobile kiosk designed and commissioned by Steve. We have grown in the past 14 years to now have four family-friendly and reputable locations – a 300 seater coffee house at Eastney Esplanade, a 50 cover coffee house within Clarence Pier fun fair in Southsea, a 40 seater coffee house in the heart of Portchester village and our coffee kiosk on Bognor Regis Esplanade, all of which are pictured below.



Eastney Esplanade

Clarence Pier



Portchester Precinct

Bognor Regis



Our offering:



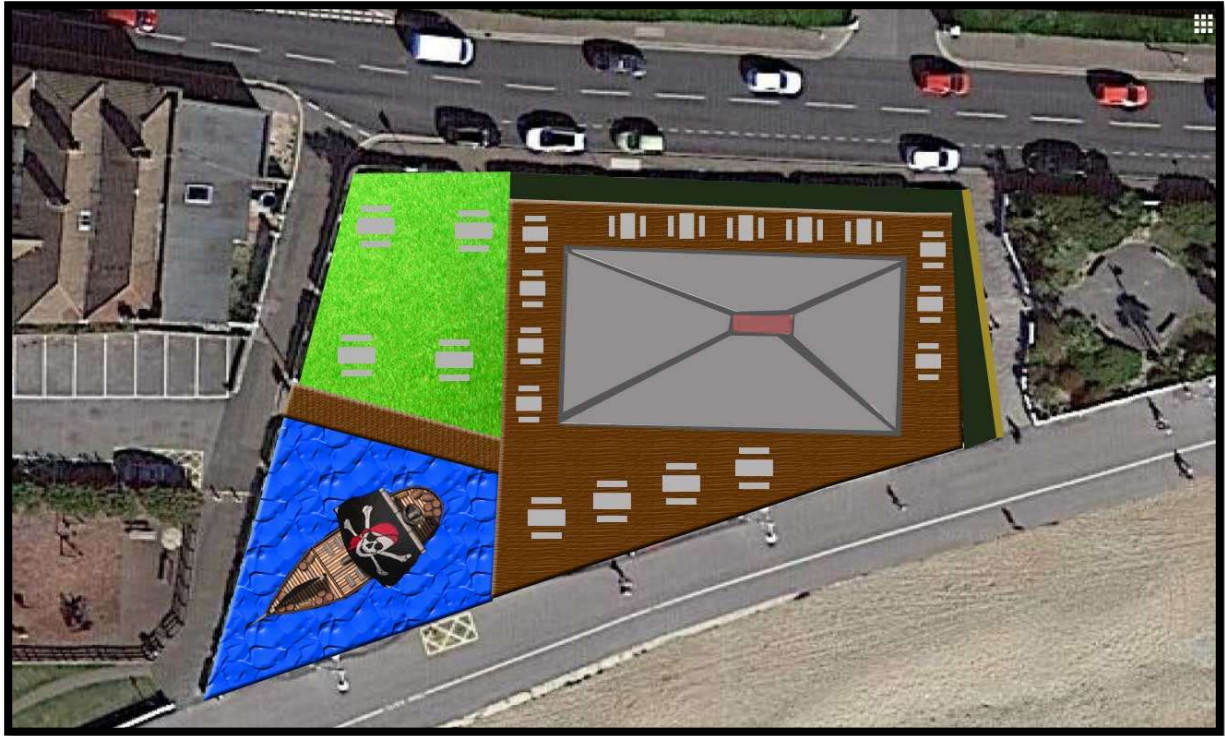
Having read the Bognor Regis Masterplan and visited the Esplanade Site, we believe we have an offering which is suitable for the location and will enhance the setting whilst meeting the development principles outlined in the Masterplan.

We are proposing to fund and build a 300 seater coffee house at this site.

This will be complete with an engaging and entertaining outside play area which will enhance the leisure experience along the promenade – one of the key elements outlined in the Masterplan.

We are keen to work with Arun District Council to realise this vision. Our coffee house will offer direct pedestrian access across the promenade, will face both seawards and the esplanade and all of our locations are of a high quality with this one being no exception – all key development principles desired within the Bognor Regis Masterplan.

Our offering will see the removal of the skate park, with a fun seaside or pirate themed play area designed and built in the space instead, ensuring young, active children have a colourful destination to visit to burn off their bouncing energy whilst parents can grab a coffee and cake from a brand which is recognised as number 1 for tea and coffee in Bognor Regis on TripAdvisor.



We will include free to use public toilets for all, not just our customers. There will be a dedicated grab and go take away window to allow dog walkers or those strolling along the promenade to pick up their favourite hot drink and carry on their walk, as well as comfy inside seating with magnificent sea views from their table, looking out through the floor to ceiling bi-fold doors over the ever changing landscape of the English Channel.

We intend to install a log burner inside the building – a hugely popular feature at our coffee house on Eastney Esplanade as well as a children’s book corner.

Outside, some areas of seating will be covered to offer shelter from the inclement weather and there will be dedicated disabled tables offering easy access for wheelchair bound customers.

We will offer dog bowls and dog tie up points around the outside seating areas and sell dog treats from our counters, so our four legged friends are also accommodated.

In preparing for something similar at our established site in Eastney, we instructed an architect to draw out our vision and created a bespoke design – we intend to do the same at The Esplanade Site in Bognor Regis.

We envisage **our offering will be a £500,000 investment** into the regeneration of Bognor Regis and we will be offering around **30 new jobs** to local people.

Why chose us?

As a local family business, we have earned the reputation for being hard working, determined and progressive. We are never afraid of what obstacles are put in front of us, having now built four business locations from the ground up, on sites where nothing of the sort had ever been seen before.

We have worked with and have strong relationships with Portsmouth City Council, Fareham Borough Council and Arun District Council when building up our business and locations and feel that we are brave enough to push forward with all plans we put before each committee in ensuring they are realistic and also deliverable.

We have ample marketing methods in place to reach a wide audience. These include social media such as our Facebook, Instagram and Twitter pages and local coverage through other media formats – we have appeared in the Portsmouth News and on BBC Radio Solent in recent months.

We are highly rated on TripAdvisor – our Bognor Regis kiosk is number one for tea and coffee in Bognor Regis and we have an overall 4.5 out of 5 star rating from visitors to us, showing how highly regarded we are. Plus, we are an award winning and reputable brand.

We know the responsibility we have to reduce our carbon footprint and keep the glorious surroundings we are fortunate enough to be a part of clean, clear and tidy. We introduced a Monday Beach Clean at both our Bognor Regis and Eastney Esplanade coffee locations, showing how we care for our settings. We use Fairtrade products wherever possible and many of our products are biodegradable or recyclable.

Coffee Cup is a local, trusted, family-run firm with many years experience and knowledge to call upon.

Having seen our success in Portsmouth, Denise Vine, Head of Economic Regeneration at Arun District Council and Paul Broggi, Property, Estates and Facilities Manager at Arun District Council approached us about bringing our reputation and business model to Bognor Regis in 2015. Having now built up what we believe to be a very popular and highly regarded location on Bognor Regis Esplanade, we are keen to enhance this further with our larger, leisure equipped offering at The Esplanade Site.

Having read through the Bognor Regis Masterplan, we are confident that our offering is a great fit for this setting. However we are open to working with Arun District Council to consider alternative options, with the end goal of achieving our dream of having a bespoke, high quality, large yet comfortable and tasteful coffee house with leisure facilities for families at The Esplanade Site in Bognor Regis.



We encourage you to 'Wake Up and Smell the Coffee' with us!