

IN & AROUND

BRIGHTON

Text: Lyndsey Dennis

Labelled the UK's hippest city, the seaside town of Brighton is a hive of retail activity.

Nestled on the south coast of England in East Sussex, Brighton attracts millions of visitors every year for its beaches, nightlife, music and art scene, and quirky shopping areas.

The Lanes near the seafront are characterised by narrow alleyways following the street pattern of the original fishing village. The Lanes contain predominantly clothing stores, jewellers, antique shops, restaurants and pubs. Renowned chocolatier Choccywoccydoodah began life in Brighton, and the brand's original store is still located in the Lanes. The North Laine area is a retail, leisure and residential area immediately north of the Lanes. Taking its name from the field that was once situated to the north of old Brighton, the North Laine contains more than 400 independent shops, cafes and entertainment venues.

Churchill Square shopping centre spans 44,000 sq m and houses more than 80 stores, several restaurants and 1,600 car parking spaces. It was built in the 1960s as an open-air, multilevel pedestrianised shopping centre, but was rebuilt and enlarged in 1998 and is no longer open-air. Further retail areas include Western Road and London Road. Steeped in rich history, the London Road area is also home to the country's oldest working cinema and has become a draw not just for its fresh food and eclectic retail offering, but also great music, galleries, studios, workshops and theatre.

Brighton's Open Market is home to more than 50 of Brighton's very best local producers and creators. With a strong focus on fresh nutritious foods and ethical products, the market offers a huge mix of local produce, locally made products from fashions to jewellery alongside homewares, world foods and more.

Brighton Marina is the largest in Europe, and a key shopping

destination for visitors. The marina is home to the largest fair trade shop called Love that stuff. Here you will find hand loomed clothing as well as jewellery, gifts and accessories for the home made by 41 producer groups from developing countries. The marina also offers a wide variety of restaurants, pubs, bars and cafes to help shoppers rejuvenate.

Boxpark has submitted plans to Brighton & Hove City Council to transform Madeira Terrace in Brighton into a retail and leisure destination. The project aims to revive the crumbling Victorian arches, and create a world class retail and leisure development, incorporating a new premium hotel operator. The development would see the arches augmented with a new building and urban green spaces that would aim to substantially increase commercial performance in the area by creating hundreds of jobs and encouraging international tourism to Brighton and Hove.

'As a Brighton and Hove resident, I'm passionate about the regeneration of our outstanding seafront. Madeira Terrace is the embodiment of the Victorian grandeur that saw Brighton become the UK's favourite seaside destination,' says Boxpark founder, Roger Wade. 'Our proposal aims to redevelop this much loved area to create a year-round retail and leisure destination to be enjoyed by local residents and visitors to the coast alike. We're looking forward to the opportunity to work with Brighton & Hove City Council, local stakeholders and businesses, and our development partners over the next 12 months to explore how we bring the Boxpark concept to Brighton, whilst retaining the architecture and heritage that our seafront is synonymous with.' Exciting times ahead for Brighton's retail scene. **RF**



Boxpark has submitted plans to Brighton & Hove City Council to transform Madeira Terrace into a retail and leisure destination.