

ConferenceNews

News

Event organiser slams location of new Brighton centre

Plans to relocate The Brighton Centre are disjointed and will lead to major traffic headaches, according an event organiser in the city.

The Brighton Waterfront project includes proposals for a new conferencing and events venue on the Black Rock site in the east of the city next to the Marina.



The £450m masterplan involves the demolition of the existing conference centre - dubbed Brighton's ugliest building - to allow the expansion of Churchill Square Shopping Centre.

Brighton and Hove City Council is working with Standard Life Investments and Venue Ventures to deliver the new centre.

Green Party Councillor Geoffrey Bowden said: "I'm really excited about the prospects for this project and what it can deliver for the people of the city; recent discussions have firmed up some of the important elements of the project for the council and we anticipate that a formal agreement can be reached. With the elections in May, we realise that there may be different individuals involved but we would strongly recommend the project to our successors and look forward to its delivery."

But Simon Benson, a director at the Vivid Event Group in Brighton, said: "A new conference centre could prove to be a good idea with major benefits for the city, however our main concern is with the location of Black Rock itself. The site presents major challenges in terms of accommodation and transportation. It is approximately two miles from the current Brighton Centre so it would lose benefits from easy access to Brighton's central train station. We feel that a lack of joined-up thinking between the council and planners could create disjointed results for central hotel developments situated with inadequate transport links in a city identified as the fifth most congested in the country."

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