

**Huddies Ltd –
Briefing for North Norfolk District Council on former Shannoeks Hotel site, Sheringham**

Huddies Ltd is the owner of the former Shannoeks Hotel site at 1 High Street, Sheringham and is presently advancing proposals in respect of redevelopment of its site. The Project comprises the demolition of the existing derelict structure at the site and the construction of a new mixed-use development. The anticipated uses of the redevelopment are ground floor commercial retail units, a restaurant and residential units on the first floor, and residential apartments on the upper floors.

The project objectives are to:

- provide an economically viable and sustainable development;
- provide a new building of high architectural quality, to benefit its immediate context and the town. At the lower floors the building must appear welcoming and provide animated street frontages;
- provide a suitable architectural focus at the heart of the seafront the features of which benefit the local seaside town; and
- deliver a building with a high standard of environmental performance both in terms of the building's fabric specifications and its thermal efficiency in use.

In order to achieve the project objectives, Huddies Ltd has appointed Lucas Hickman Smith Ltd as architects, who have already submitted an application for pre-application advice from the Local Planning Authority. This application comprised several drawings and sketches of the replacement structure proposals, a design and access statement and a heritage statement, as well as several other appended documents (building defects report, protected species report).

The company has also appointed a national firm of surveyors, the Daniel Connal Partnership, to act as project managers and cost consultants. They have produced a Project Execution Plan, which gives a timeframe for the proposed redevelopment. Huddies Ltd has provided a copy of the Project Execution Plan for the attention of Cabinet members, to be considered at the Cabinet meeting on 31 October 2016.

The Daniel Connal Partnership has assessed the viability of the proposed redevelopment and has found that Huddies Ltd is best placed to deliver the redevelopment of the site. The scheme advanced by Huddies Ltd is viable and delivers the required developer profit of 20% of the build cost. The scheme will continue to be viable when fully financed. Further, the Daniel Connal Partnership has identified that any third-party developer (including North Norfolk District Council) would, owing to the need to purchase the site, struggle to achieve a viable development including commercial spaces and a first floor restaurant, and the calculations in the viability study suggest that a third party developer would suffer a net loss of £228,967.

The company fully expects the requisite sums required for their redevelopment of the site to be available and for the redevelopment to proceed according to the time frame set out in the programme appended to their Project Execution Plan.

The company therefore considers that it is in the best interests of the community for the private owners of the site to proceed with redevelopment, since it is able to achieve the project objectives and provide additional commercial and public spaces, for the benefit of the entire community.