

Growing Places Case Study



Coast to Capital Supports Brighton i360

About Brighton i360:

The Brighton i360 will be the world's tallest moving observation tower, designed by the London Eye architects. It will offer unrivalled 26 mile views of the south coast.

During the experience you will glide up slowly to 450 feet in the glass viewing pod where you can enjoy 360 degree views for up to 26 miles from Bexhill-on-sea to Chichester.

The futuristic glass pod is 10 times the size of a London Eye capsule and has room for up to 200 visitors.

The pod will be fully accessible for wheelchair users and there will be beach seating. During the evening the i360 will transform into the Sky Bar where you can enjoy a glass of bubbly while taking in the stunning night-time views.



Quotes:

Ron Crank, Chief Executive of Coast to Capital LEP, which has made a seven year loan of £4m to assist the Brighton i360, "All the elements are here to create a true economic regeneration of this area, attracting investment and visitors to this location whilst increasing employment growth within the Coast to Capital region. We are delighted to be supporting this important project and look forward to seeing its progress as it develops on Brighton's iconic seafront "

David Marks of Marks Barfield Architects, "It has taken over eight years to get to this point, but the Brighton i360 will now be a reality and will be one of the most exciting visitor attractions in the world. The i360 will be the world's first vertical cable car; an engineering wonder and a major new performing arts, conference, dining and hospitality venue for Brighton. It will generate more footfall to this part of Brighton – and we hope affect the sort of transformation that the London Eye helped create on the South Bank"

Investing in your local community

The Coast to Capital Growing Places Loan Fund is available for projects that are ready to implement in the short term and that will create new jobs. To discover more about the Growing Places Fund and to see if your business is eligible for funding go to www.coast2capital.org.uk.

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