



# THE BEACH COMPANY

Building Communities

*One venue for one community.*

*The new "local" - a sanctuary for all.*

[www.thebeachcompany.uk](http://www.thebeachcompany.uk)

2021



Kitesurf Beach Cafe Sea  
Road Littlehampton  
BN16 2NA  
Email: [james@thebeachcompany.uk](mailto:james@thebeachcompany.uk)  
Phone: 07492865188

# CONTENTS

## 01 The Beach Company Littlehampton

Story and Vision  
The Venue

## 02 Mission Statement and Values

Our Values  
Mission Statement

## 03 Making It Happen

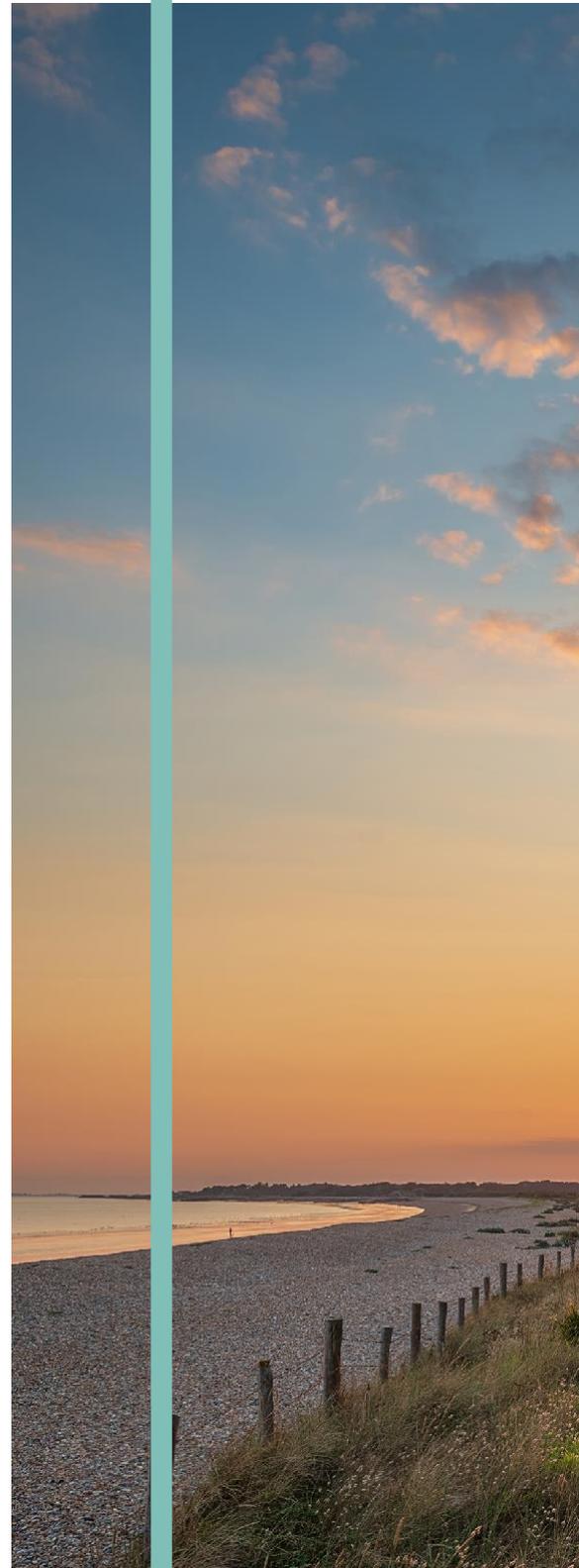
Who we are.  
Story and vision

## 04 Activities @ The Beach A Community Interest Organisation

Areas for success  
Barriers

## 05 Funding, Memberships and Partners

Activities @ The Beach Membership Scheme  
Partners of Activities @ The Beach  
Activities @ The Beach Third Party Suppliers





# THE BEACH COMPANY LITTLEHAMPTON



**BECOME PART OF A COMPANY WITH THE COMMUNITIES INTEREST AT HEART**

***One venue for One community, facilitating activities leading to fitter healthy bodies and minds. The new “local”- a sanctuary for all.***

The Beach Company develops socially conscious, family orientated cafés and activity venues with a focus on the physical and mental well being of the community. The Beach Company supports and facilitates local groups within the larger community, making activities easily accessible and consumable to the general public. Partnering with local councils in their leisure, cultural and wellbeing strategies, The Beach Company builds a social hub uniting people in one place.

# THE BEACH COMPANY

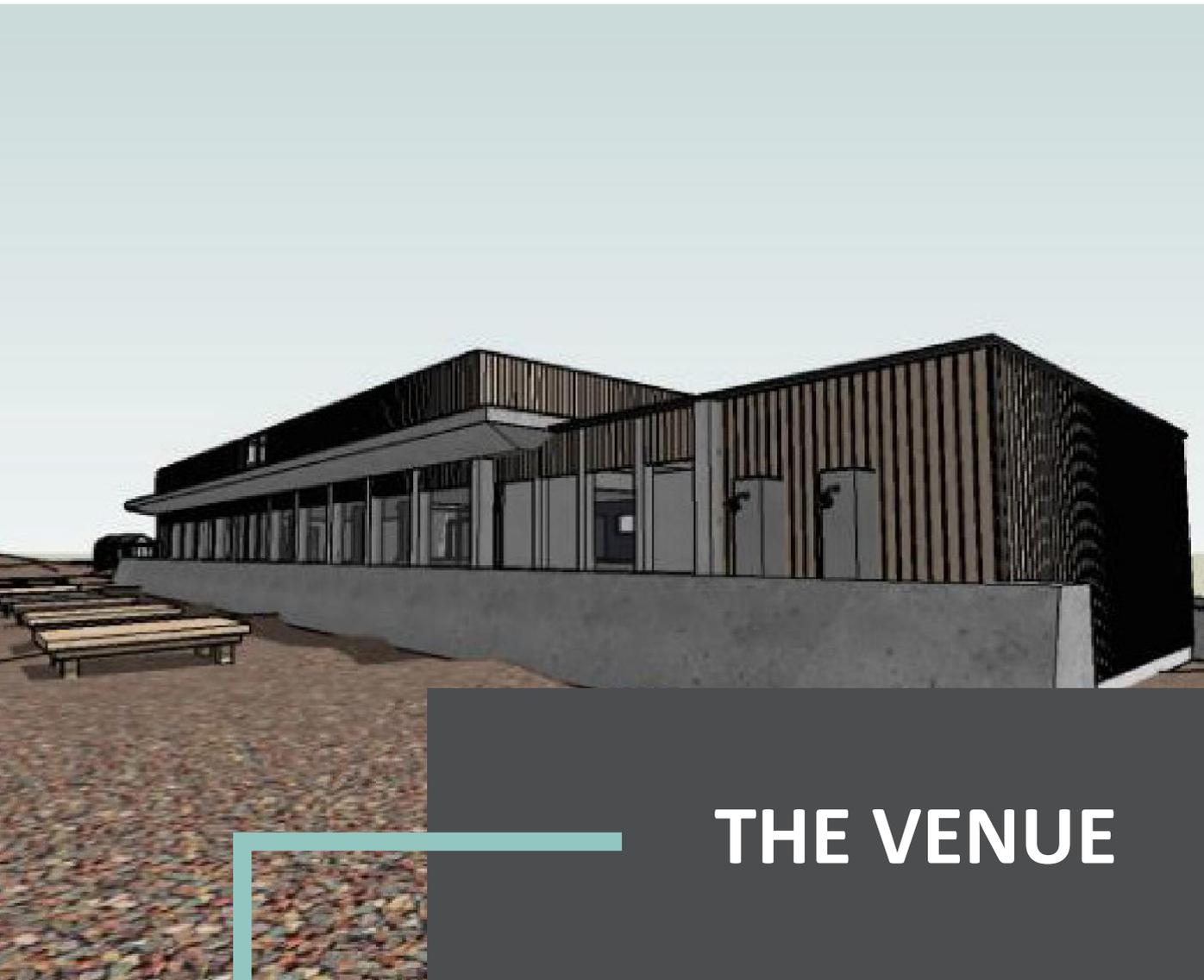
## STORY AND VISION

Jamie, James and Dave are connected by their time spent on the beach, their love of watersports and the unique community that this brings together. Beaches have been their sanctuary, a place where friends and memories are made, a place to share food and drink and chat about a day well spent on the water.

When Jamie's proposal for a new beach side eatery at his home spot of Littlehampton was approved, he knew he wanted it to be more than just a place to get a good coffee and a sandwich.

Together the team began to try and unlock what it was that made the beach such a special place. As they started to dive into the local micro communities that existed, they discovered rich subcultures based on and around the beach. From dogwalkers to sea swimmers, these groups all wanted to share their love for the beach. Realizing the café was the perfect opportunity to capture that passion and bring a community together, The Beach Company was formed.





# THE VENUE

The Beach Company venues are a social hub, where locals and visitors can congregate, taking advantage of the facilities and educating themselves on what the local area has to offer.

The Beach Café @ Littlehampton offers eat in and take away facilities. Our menus are inspired by our values of community and sharing, designed around bringing high quality ingredients into fairly priced meals. We make good food accessible using the principles of traditional fast food but without the processed ingredients.

Alongside the Café is a purpose built area to facilitate local activity groups and is home to Activities @ The Beach.

# 2

## THE BEACH COMPANY VALUES AND MISSION STATEMENT



### The Beach Company Values:

- **Community** – Giving people purpose and space to reconnect with themselves and one another. Communities motivate and inspire.
- **Accessibility and Inclusion** – The Beach Company believes in the importance of making physical and mental activation available to all. And welcoming all forms of activation whether it be walking your dog or dropping into the halfpipe, everyone is welcome.
- **Safe and fun environment** – Whatever you're into, you always get the most out of yourself when you're having fun, this rarely happens if someone isn't looking out for you!
- **Expertise** – Our staff are key - we invest in them as they are the ambassadors of everything we believe in. Surrounding yourself with passionate experts you can't help but become excited and you can't help but learn, which in turn can only help self-esteem and personal progression.

# CREATING AND FUELING COMMUNITIES BY REMOVING BARRIERS

The Beach Company's socially conscious, family orientated café and activity venue removes barriers to participation and give clubs the help they need to share their love of the beach. With this in mind The Beach companies core values and beliefs were formed:



- 01** The Beach Company reaches out to existing local communities offering a meeting place, social space and facilities to encourage existing groups to grow, strengthen and interact.
- 02** The Beach Company aims to give all patrons a sense of belonging and purpose, offering a focal point in the community. Giving visitors and locals a one stop shop for food, activity and space.
- 03** The Beach Company offers a base and structure for others to deliver high class tuition and activities in a framework of safety and fun. By uniting existing communities under The Beach Co banner, we can help with marketing strategy and growth.
- 04** The Beach Company values the importance of good affordable accessible food and its ability to bring people together.

## THE BEACH CO MISSION STATEMENT



*To facilitate, build  
and unite  
communities  
through activity and  
hospitality.*

# 3

## MAKING IT HAPPEN

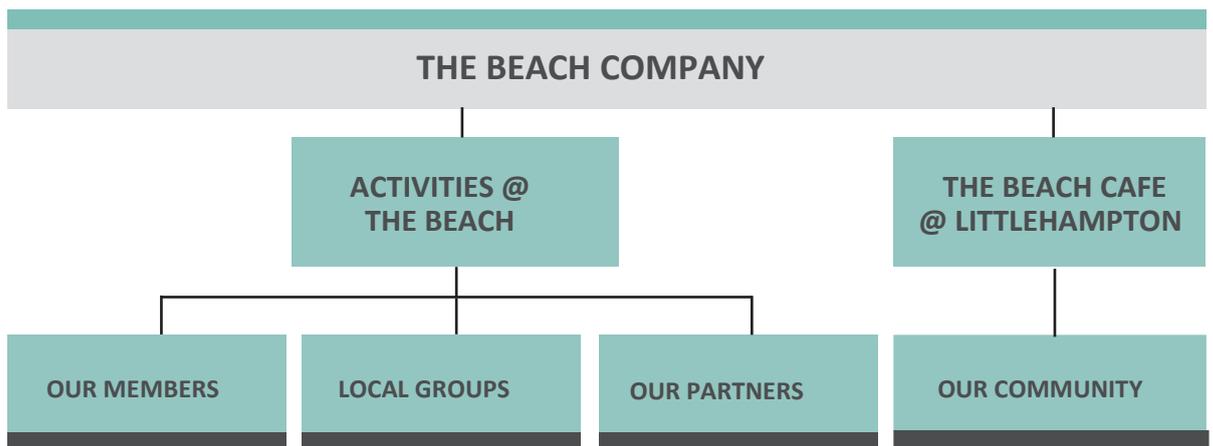
The Beach Company offers a unique chance to integrate and strength existing communities by bringing them together under one banner. To deliver this perfect mix, the beach Company is divided into two separate parts both of which rely on the other to work.

**The Beach Café @ Littlehampton** is a new purpose built socially conscious, family orientated café.

The Beach Café @ Littlehampton aims to educate and inspire their patrons to live healthy lifestyles and actively promote all activities @ the beach.

**Activities @ The Beach** is a pcommunity led project which facilitates, hosts and promotes activities in the local community.

Activities @ The Beach pooling funding, resources and facilities while working closely with local councils and national governing bodies to deliver their goals.



# BARRIERS

*The Beach Company aims to remove the barriers for participants and providers. These barriers have been recognized as:*



## Funding

The Beach Company works closely with local councils and national governing bodies so as to assist in funding opportunities.



## Facilities

The Beach Company offers bespoke facilities, offering clubs and participants the necessary infrastructure to make participation safe and fun.



## Friends and Family

Offering facilities for all the family to ensure that all needs are met. A social space in The Beach means that activities are now linked with a tangible social experience.



## Age

The Beach Company will work closely with local school in the community to offer subsidies introduction sessions.



## Time

By addressing the above we will reduce the time required to participate and the time pressures of other existing barriers.



# 4

## ACTIVITIES @ THE BEACH



Activities @ The Beach is a community led project. Activities @ The Beach believes that the more people that get active and involved in a community the better the world will be. Activities @ The beach aim is to facilitate, host, promote and provide activities in the local community. Looking after the interest of local clubs and organisations.

*The more people that find a passion in action the better the world will be.*

Activities @ The Beach will provide a space on the beach for the use of existing local communities and clubs as well as new startups. Activities @ The Beach will coordinate and host these groups, pooling funding, resources, and facilities. Maximizing their reach and success in the local community, while working closely with local councils to deliver their health and wellbeing goals.

# ACTIVITIES @ THE BEACH

## CONTINUED

Activities @ The beach has established the following key areas for success:

- The support of existing local activity focused communities and business'. offering a meeting place, social space and facilities. Encouraging growth and interaction with one another.
- Give all patrons a sense of belonging and purpose, offering a focal point in the community.
- Offer external suppliers a base and structure to deliver high class tuition and activities in a framework of safety and fun.

To succeed in their mission Activities @ The Beach aims to break down the barriers of participation and help build and strengthen local communities. These barriers have been recognized as:

## 01

### FUNDING

The Beach Company works closely with local councils and national governing bodies so as to assist in funding opportunities.

## 02

### FACILITIES

The Beach Company offers bespoke facilities, offering clubs and participants the necessary infrastructure to make participation safe and fun.

## 03

### INCLUSION

Activities should have no economic barriers.

## 04

### FRIENDS AND FAMILY

Offering facilities for all the family to ensure that all needs are met.

A social space in The Beach means that activities are now linked with a tangible social experience.

## 05

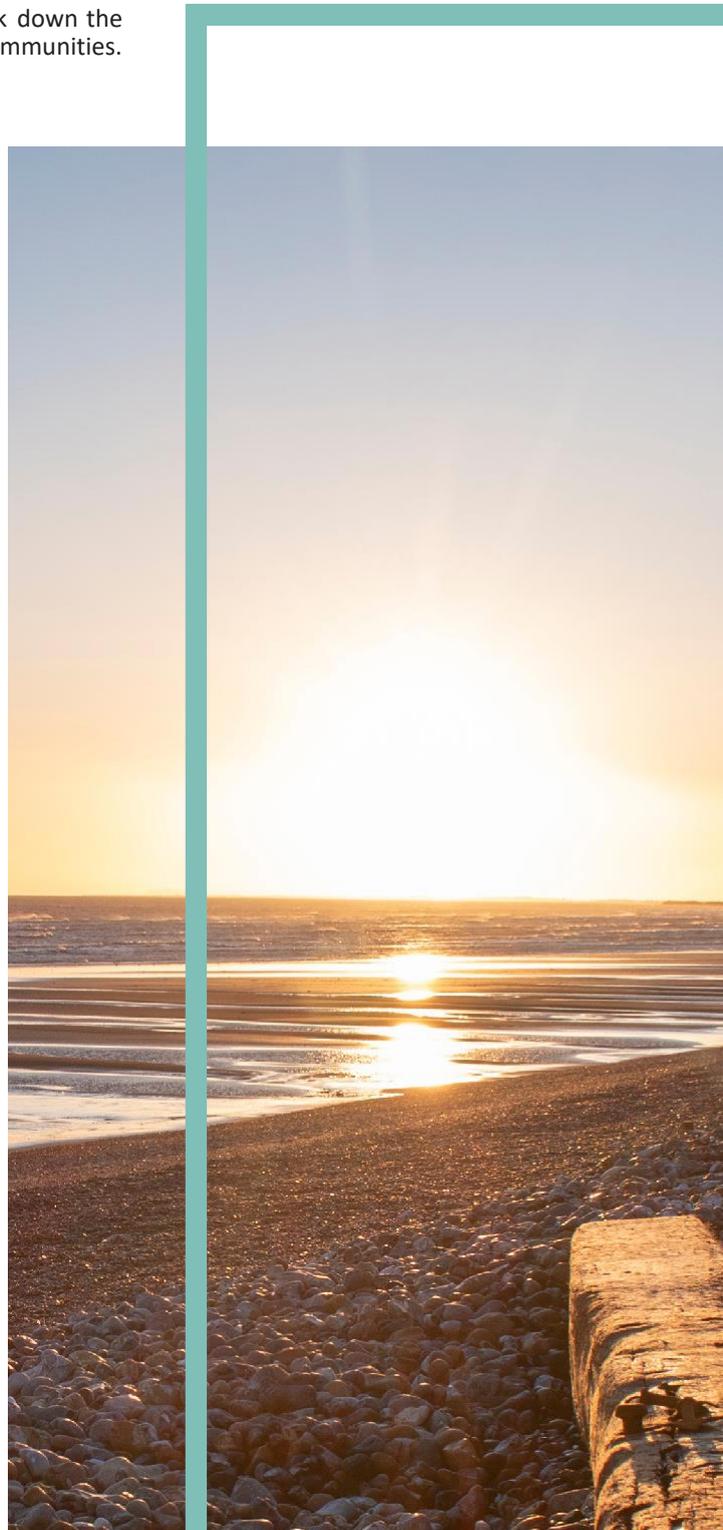
### AGE

The Beach Company will work closely with local schools in the community to offer subsidized introductory sessions. By connecting different communities we can build bridges between ages.

## 06

### TIME

By addressing the above we will reduce the time required to participate and the time pressures of existing barriers.



# 5

## FUNDING, MEMBERS AND PARTNERS

The Beach Company will be providing the original funding and the land for the structure which will include storage containers and a decked meeting area.

Activities @ The Beach aims to collaborate with local authorities and national governing bodies to help raise sponsorship and awareness of what we are trying to achieve. By identifying common needs between different groups we can ensure that nothing goes to waste and resources are shared.

### ACTIVITIES @ THE BEACH MEMBERSHIP SCHEME

Access to the sea and enjoyment of the beach will always be free for all and encouraged by everyone at The Beach Company. However, if people want a little more or just to support the cause, we will offer the chance to become members of activities @ The Beach. Depending on the activities that you plan to participate in, will depend on the membership you choose.

For more information on membership prices please refer to our website.

### ACTIVITIES @ THE BEACH THIRD PARTY SUPPLIER MEMBERSHIP

Some of our partners may wish to base themselves at the facilities of Activities @ The Beach, offering a base to run your existing business, new start up or club from. Depending on what you want and what you offer, your yearly contribution may differ. The board is open to applications and will review each case on an individual basis.

# PARTNERS OF ACTIVITIES @ THE BEACH

Partners of Activities @ The Beach are like minded charities, organizations and brands that are looking to mutually benefit by broadening their networks and increasing their exposure. This may include offering our members discounts or offering one off sponsorship for events.

Benefits of becoming a partner include:

- Increased awareness.
- Improved exposure to broader audiences and markets.
- Shared resources.
- Cross marketing.
- Collective client base.

## ➔ WHO HAS BEEN IDENTIFIED AS A POTENTIAL PARTNER?

- Established and new groups local to the activities @ The Beach first venue.
- Organisations with a shared view or passion for the sports we aim to promote and support.

## ➔ WHAT OUR PARTNERS DO FOR US

- Help to grow the activities @ the beach community.
- Help improve the appeal of our membership by offering discounted services.
- Potential sponsorship and help at future events.



## ➔ HOW ACTIVITIES @ THE BEACH BENEFITS OUR PARTNERS

- Be a part of an organisation that gives back to the community through sport.
- Increased awareness of your brand or product.
- Improved exposure to broader audiences and markets.
- Access to a collective of individuals and brands that think the same.
- Discounted membership rates to current employees and clients.
- Use of the facilities to organize events, meets and other promotions to grow your brand and the charities.
- Support your work and initiatives.

# WHAT ACTIVITIES @ THE BEACH SUPPLY THIRD PARTY PROVIDERS

- 01** Access to The Beach Company members and patrons
- 02** Managed and maintained facilities.
- 03** Public Club house (The Beach Café) – The café is a public meeting place for everyone.
- 04** WiFi
- 05** Fresh water, jet wash
- 06** Changing Facilities including showers for clients and members
- 07** Indoor space
- 08** Storage, lockers for clients and members
- 09** Marketing - The Beach Company will help with marketing strategies pooling resources to advertise in various medias.
- 10** Website promotion
- 11** Membership advantages and discounts in The Beach @ Littlehampton
- 12** Events. The Beach Company will help build, market and operate events in conjunction with third party suppliers.
- 13** Basic equipment to improve access and ease of activities (bike racks, Basic Tools, Compressor)
- 14** Designated practice areas (buoys).
- 15** Access to a merchandise platform in the form of e commerce and a physical onsite shop.
- 16** Access to on water support (Jet Ski).

# CONTACT



**Address**

Kitesurf Beach Cafe  
Sea Road  
Littlehampton  
BN16 2NA



**Phone**

Phone: 07492865188



**Web**

[james@thebeachcompany.uk](mailto:james@thebeachcompany.uk)  
[www.thebeachcompany.uk](http://www.thebeachcompany.uk)