

Bevan Place Hotel - Questions and Answers

November 2025

1. Why do you want to build a new hotel in Swanley?

We believe a new hotel would support the economy of Swanley and the wider area and would help with the regeneration of the town.

A new hotel would provide accommodation for people who visit or work in Swanley and the surrounding areas. It will create new jobs and will encourage visitors to spend time and money in the town.

Independent studies, carried out on our behalf, have identified a gap in the local market for a new, mid-range hotel.

Major hotel brands, who would manage the hotel on our behalf, have already shown interest in the proposal.

2. Why are you considering a hotel as Swanley is not an obvious tourist destination?

Independent research has indicated that Swanley is an excellent base for people who want to visit local tourist attractions, such as Brands Hatch, the London Golf Club, Lullingstone Castle & The World Garden, Lullingstone Roman Villa and Eagle Heights, as well as central London.

A new hotel would support local attractions and would encourage visitors to spend money in Swanley's local shops and restaurants, supporting the town's economy.

3. How many rooms will the hotel have?

Our consultants have suggested the hotel could have between 95 and 110 rooms. The final number will depend on the hotel operator, planning issues and viability.

4. What will the hotel offer local residents?

The new hotel would provide at least 21 full-time jobs. Local residents could apply for these new opportunities.

The hotel could also have a bar and a restaurant as well as a small fitness room and meeting and function areas that could be used by local residents

5. Where will hotel guests park?

The hotel would include dedicated parking spaces for guests. Some hotel guests would also arrive by rail.

6. What will happen to the Bevan Place car park?

The hotel will occupy the former Working Men's Club site as well as some land on the Bevan Place car park. However, the majority of the parking spaces would be retained. It is important to note this car park is under-used.

7. How will Swanley benefit from the hotel development?

The hotel would provide new employment opportunities from the construction phases through to completion and beyond.

Independent research suggests that for every £1 spent at a hotel, an additional 40p is spent in the local economy on items such as food, drink, entertainment and travel.

The new hotel would provide at least 21 full-time jobs. Local residents could apply for these new opportunities.

The proposed facilities (bar, restaurant, meeting and function areas and a fitness room) would be available to the local community.

Bringing this site back into use will also generate around £140,000 a year in Business Rates. This money would help pay towards important public services provided by central Government and Kent County Council.

8. Who will operate the hotel?

Subject to planning permission, we would carry out a tender exercise for the appointment of a hotel operator. The operator will enter into a management agreement and would pay rent or a lease for the hotel.

9. Why is an operator being procured before the hotel is built?

We want to appoint an operator before construction begins so we can build the hotel, as close as possible, to the operator's requirements.

10. What happens if planning consent is not granted?

If planning consent is not granted, we will not enter into the hotel management agreement with the preferred operator and we will consider alternative options.

11. Is the hotel for asylum seekers?

The hotel is being built to support the local economy and to regenerate this part of Swanley.

Based on the Government's timetable, the housing of asylum seekers in hotels will have ceased by the time this hotel is operational.

12. Does Swanley need another hotel?

Independent research has indicated there is the need for a new hotel to meet market demand from the corporate and leisure markets.

The hotel would complement the existing hotel offer and provide modern, high-quality accommodation in a prime location.

13. What alternative uses has the Council considered for this site?

Since we purchased the former Working Men's Club site in 2015, the economic landscape, planning and legislative environment has changed. Construction costs have also increased.

Numerous options have been considered for the site, including several different housing designs, but none were financially viable.

We also had aspirations for a mixed-use scheme that could incorporate leisure and a health centre, but this was not considered feasible, and a health centre was not supported by the NHS.

Different housing types were considered ranging from market sales housing, private rented properties, senior living housing. All proved financially challenging.

A scheme for private rented accommodation was also considered and proved to be viable, and a planning application was submitted. Unfortunately planning permission was refused. Modifications to the scheme were considered but these changes would have meant the scheme was no longer financially viable.

We have received requests from various developers (especially senior living organisations and housing associations) to purchase the land, but their proposals were not considered to be the best use for the site.

There is a current request for an open storage yard, but again, we do not believe this is a good use for this central location and it would not promote the regeneration of Swanley.

14. Why is the site not being considered for housing?

We did progress a housing scheme, which was financially viable, but the planning application was refused. Alternative housing options were considered, but these were not financially viable.

15. Does the Council have the skills and capacity to deliver such a development?

Hotels are a specialist area of development and operation. For this reason, we are working with specialist consultants to manage the delivery of this project under our supervision.

This is not the first time we have built a hotel. We constructed one on a former Council car park close to Sevenoaks Rail Station. The hotel opened in July 2018. We own the hotel, which is leased to Premier Inn.

16. Are you building the hotel in preparation for the development at Pedham Place?

The land at Pedham Place was put forward by the landowner and is being considered for inclusion in the new Local Plan.

We have not received a planning application for this site, and it is not related to our proposals for a new hotel at Bevan Place.

17. What are the timelines for the project?

Subject to obtaining all the necessary approvals, we envisage appointing a preferred hotel operator in summer 2026, followed by a public consultation soon thereafter. We are proposing to submit a planning application in early 2027 with construction starting on site later that year. The hotel could open by December 2028.

18. Will there be any public consultation for this scheme?

Yes, we are proposing to seek residents' views about the proposal and emerging designs next year as part of the design process.

The public will have a further opportunity to have their say as part of the planning process once a planning application has been submitted in early 2027.