



Milligan



# POWERING COASTAL REGENERATION

**Hosts of:**  
"Why Do We Love to Be Beside the Seaside? Coastal  
Regeneration Roundtable"

**Sponsors of:**  
The South Coast Investors and Developers Lunch

# A STRATEGIC PARTNERSHIP TRANSFORMING BRITAIN'S COASTAL TOWNS

The UK's coastal towns are entering a new era. Once defined by seasonal tourism and ageing infrastructure, these communities are now emerging as focal points for economic growth, sustainable living, and cultural revival.

Willmott Dixon and Milligan are at the forefront of this transformation - bringing together cutting-edge development delivery with strategic placemaking insight.



**WILLMOTT DIXON**

SINCE 1852

Key areas of expertise:

- Funding solutions
- Development management
- Repurposing and retrofit
- Construction expertise and buildability
- Decarbonisation services
- Asset management
- Land sourcing
- Social value legacy
- Fast, prequalified contracting mechanism

**Milligan**

Key areas of expertise:

- Visioning and strategy
- Repurposing and regeneration
- Development management
- Strategic asset management
- Operational real estate
- Experiential destinations

With these areas of expertise brought together, our partnership is already delivering regeneration with real momentum in places like **Torbay** and **Dover**. In both regions, we are unlocking investment, aligning with local ambitions, and co-creating mixed-use developments that deliver long-term value.

## OTHER COASTAL TOWN REGENERATION EXPERIENCE

Swansea  
Great Yarmouth  
Barcelona

Sunderland  
Whitby Maritime Hub  
Bilbao

## STRATEGIC PARTNERS

**leonard**  
design architects

**CACI**

# CASE IN POINT: STRATEGIC IMPACT IN ACTION

## TORBAY COUNCIL

In partnership with Torbay Council, we're delivering a vision rooted in inclusive economic growth focused on town centre vitality, providing new homes and tackling deprivation. With a rapidly changing local demographic and a seasonal visitor economy, we've set out a 10–15-year regeneration partnership that adapts with the region's evolving needs.



Here, our work is set to breathe new life into one of Britain's most iconic gateway towns. Our strategy will build on Dover's heritage, while introducing forward-looking development that supports both local resilience and tourism growth. We're reassessing the physical environment across key town centre locations to unlock underused assets and attract inward investment.

## COASTAL TOWNS: EVOLVING CHALLENGES, EMERGING OPPORTUNITIES

Our on-the-ground experience, collaboration with local authorities, and data-led decision making, gives us unique insights into the dynamics shaping coastal regeneration, some of which includes:

### CHANGING DEMOGRAPHICS

- A growing younger population (25–44) moving in post-COVID, reversing the prior outflow.
- Increases in working-age households and remote workers seeking lifestyle-led locations.

### CHANGING PHYSICAL MAKEUP

- Decline in traditional retail and rise in demand for hybrid space — co-located residential, flexible workspaces, and leisure.
- Net increase in short-stay accommodation and hospitality offers, catering to the surge in UK-based tourism.

### MOBILITY AND SEASONAL BEHAVIOUR

- Seasonality remains strong: summer months see footfall increase with a shift toward Acorn groups prioritising experiential leisure and mid-market spend.
- We're seeing a blurring of visitor/resident lines, with more people visiting on hybrid stay-work breaks or scoping relocation opportunities.

### POST-COVID RELOCATION TRENDS

- After a spike in relocations to coastal towns post-pandemic, interest remains elevated above 2019 levels — driven by lifestyle, affordability, and hybrid work flexibility.
- Domestic tourism is normalising at higher-than-pre-COVID baselines, giving coastal towns a reliable, year-round footfall opportunity.



## WHAT SETS US APART?

We're not just transforming places – we're empowering people, businesses, and councils to shape vibrant, resilient futures for Britain's coastal towns and cities.

### COLLABORATIVE REGENERATION MODEL

Willmott Dixon and Milligan combine national strength with deep local insight to deliver impactful regeneration through genuine partnership.

### BEST-IN-CLASS EXPERTISE

We bring together top-tier specialists with proven experience in co-creating with councils, investors, communities, and local authorities.

### ENGAGEMENT WITH STRATEGIC PARTNERS

Our approach extends beyond local collaboration to include central government, funders, asset managers, the Crown Estate, and Homes England - ensuring alignment of vision, policy, and capital.

### COASTAL EXPERTISE AND SHARED LEARNING

We leverage knowledge and experience from one coastal town to support regeneration in others, sharing insight and best practices.

### ACCELERATED DELIVERY THROUGH FRAMEWORKS

By utilising procurement frameworks such as Pagabo, we streamline procurement, create rapid routes to market to expedite progress and delivery.

## OUR TEAM



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**Jon Munce**

Head of Developments

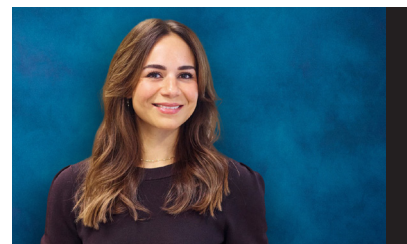
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For more information on our team and their experience please visit our websites.

**INTERESTED IN HOW WE CAN SUPPORT YOUR COASTAL REGENERATION AMBITIONS? LET'S TALK.**

Contact David Atkinson, Stuart Harris or one of the team to explore partnership opportunities.

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