

The Strand, Torquay

A hotel-led scheme on Torquay's prominent harbourside, redeveloping a vacant department store



Client

Torbay Regeneration Partnership - Willmott Dixon, Milligan, Torbay Council

LPA

Torbay Council

Status

Planning application submitted

Services

Planning, Strategic Communications

Our role

- We provided Planning and Strategic Communications services to support the proposed redevelopment of the iconic site directly opposite Torquay Harbour, within the core of the town centre.
- This transformational scheme forms part of one of several major redevelopment projects where we are supporting the Torbay Regeneration Partnership, comprising Torbay Council, Willmott Dixon and Milligan, to revitalise town centres across Torbay.
- The Strand site includes a number of buildings that have been vacant or underperforming, including the former Debenhams store. We provided Planning Services, leading on pre-application engagement with Torbay Council, Historic England and statutory consultees. The submitted application demonstrates how the hotel-led redevelopment will activate this prominent harbourside frontage, reconnect it with surrounding streets and strengthen Torquay's year-round economy.
- Our Strategic Communications service helped articulate the project's contribution to town centre renewal, investment and long-term economic growth through a bespoke engagement strategy.

Results

- The proposals include a 4 to 6-storey hotel with around 144-150 rooms, active ground floor commercial and food and beverage uses, and public realm improvements to strengthen links between the town centre and harbour. They also include a new pedestrian route between The Strand and The Terrace, alongside the retention and refurbishment of No. 7 The Strand and the grade II listed former bank at No. 8.
- We delivered a communications and community consultation for the proposed redevelopment of the sensitive and iconic site, delivering a targeted programme that achieved strong participation and high levels of public feedback. Feedback received demonstrated local support for the proposals.
- We led the co-ordination and submission of planning and listed building consent applications in April 2026, collaborating closely with Regeneration Partnership, Torbay Council Planning Officers and appointed design team.
- As the application progresses, it will continue to be shaped by dialogue with stakeholders and the local community, reinforcing the vision-led approach that has underpinned Torquay's regeneration journey to date.