

Langland Bay Coastal Development Site

ALMA ROAD, LANGLAND, SWANSEA, SA3 4DG

Prime mixed-use development opportunity in stunning bay location with seascape views



Red Line Boundary for illustrative purposes only

KEY HIGHLIGHTS

- Prime coastal location overlooking the Blue Flag Langland Bay beach
- 0.9 acres/ 0.37 ha (with the potential to expand to 1.1 acres/ 0.45 ha)
- Located in the Gower Peninsula and adjacent to the Gower National Landscape
- Swansea, Mumbles, and Gower area attracted 4.7 million visitors, with a total spend of £609 million in 2023.
- Mixed-use development opportunity with scope for a range of uses
- Commercial opportunity to capitalise on tourism and visitor economy
- Offered on a long leasehold basis (term to be agreed) with vacant possession
- Expressions of Interest are invited by midday 12 September 2025



LOCATION

The property is located in the Gower Peninsula, adjacent to the Gower National Landscape (formerly known as an Area of Outstanding Natural Beauty), in a picturesque bay location featuring a stunning sandy beach. It forms part of the Heritage Coast and Wales Coastal Path. The property is approximately 1 mile south west of the A4067 which connects to Swansea city centre, located approximately 5.2 miles away. Junction 42 of the M4 motorway is approximately 10.2 miles east, providing access to Cardiff (c.50 miles) and Bristol (c.85 miles).

The nearest train station is Swansea railway station which is approximately 5.7 miles away and offers a regular direct service to Bridgend, Cardiff Central and onwards to London Paddington railway station in approximately 3hr 30min.

Local amenities are available in the nearby town of Mumbles, just 1 mile to the east. Mumbles is a vibrant and cosmopolitan coastal village, renowned for its mix of independent shops, boutique retailers, trendy cafés, and seafront restaurants, making it a popular destination for both locals and visitors.

In 2023, the Swansea, Mumbles, and Gower area welcomed over 4.7 million visitors, who contributed £609 million to the local economy. According to figures from Swansea Council, this thriving tourism industry also supported 5,470 jobs.



SITUATION

Langland Bay is a stunning seaside destination and a popular Blue Flag beach - an internationally recognised eco-label awarded for high quality amenities, water quality and cleanliness. For that reason it is incredibly popular with a mix of visitors, including surfers, who can enjoy some of the best waves in the region.

The bay is characterised by a charming row of traditional beach huts lining the majority of the promenade along the seafront with a number of tennis courts located just behind - some of which form part of the property available for sale.

The popular Langland Brasserie occupies a prominent position overlooking the channel. The prestigious Langland Bay Golf Club, an award-winning links course, lies at the edge of the bay, forming a natural boundary between Langland and neighbouring Caswell Bay.

To the rear of the property there is the 19th century Grade II listed Langland Bay Manor which has been converted into executive apartments.

Visitor access is supported by the Langland Bay Beach Car Park, located in the village, which provides approximately 270 spaces for tourists and beachgoers.

The property is immediately adjacent to Langland Bay Lifeguard Club to the north as well as two tennis courts to the west available for public use.

The beach huts, coastal path and heritage coast are located immediately to the south of the property.



THE OPPORTUNITY

The property available for sale comprises a broadly level parcel of land extending to approximately 0.9 acres (0.37 ha), as shown edged red on the site plan.

The property consists of embankment, three under-used tennis courts, an existing public toilets block (still operational) and a small detached building which is understood to be vacant.

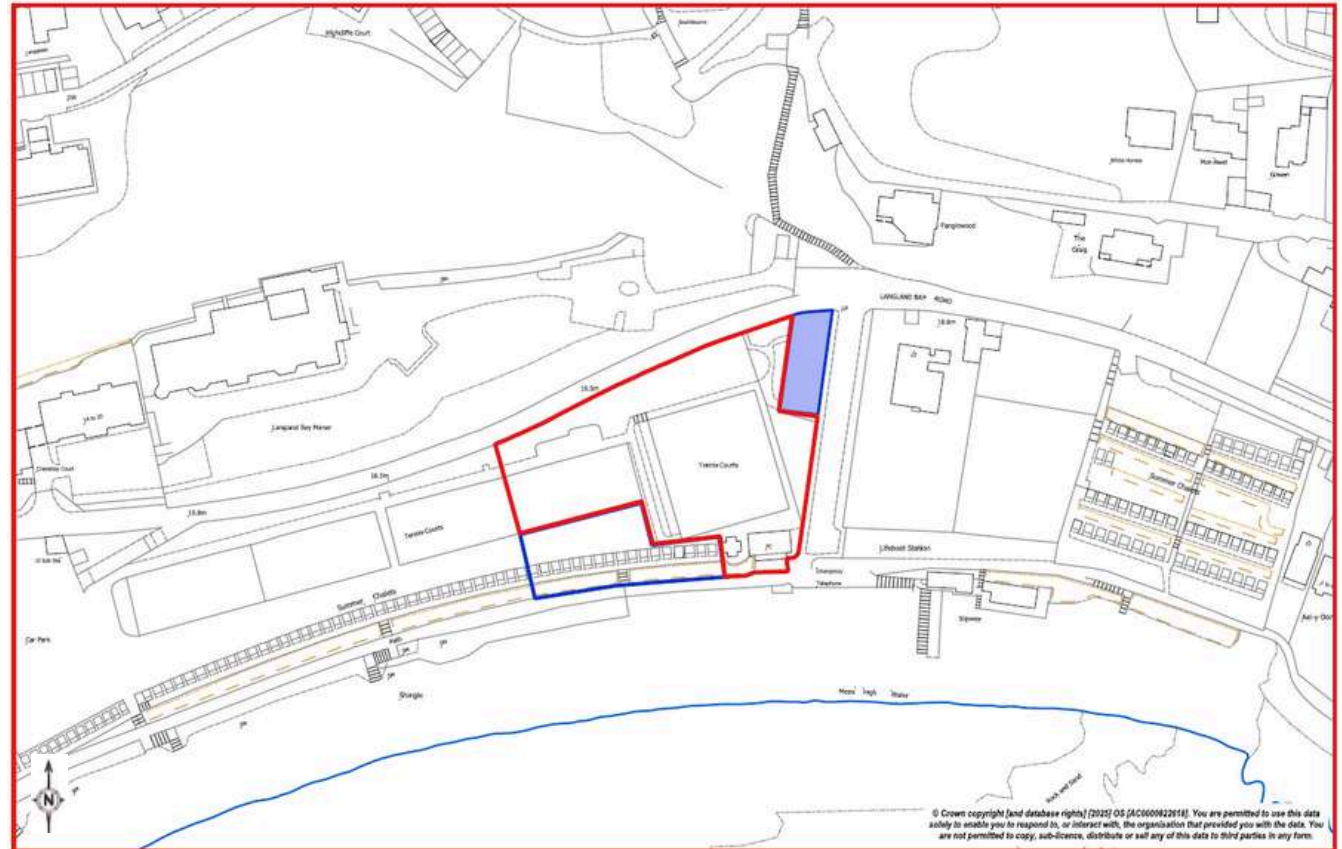
There may also be potential to include a further area outlined in blue, subject to agreement (0.2 acres / 0.08 ha). This comprises a tarmacadam roadway with associated small car parking area, as well as a small number of beach huts. The Council's preference is that the beach huts are retained but may be willing to explore potential re-purposing opportunities such as day rental, subject to consultation. Interested parties should clearly indicate their interest in this additional land within their proposals.

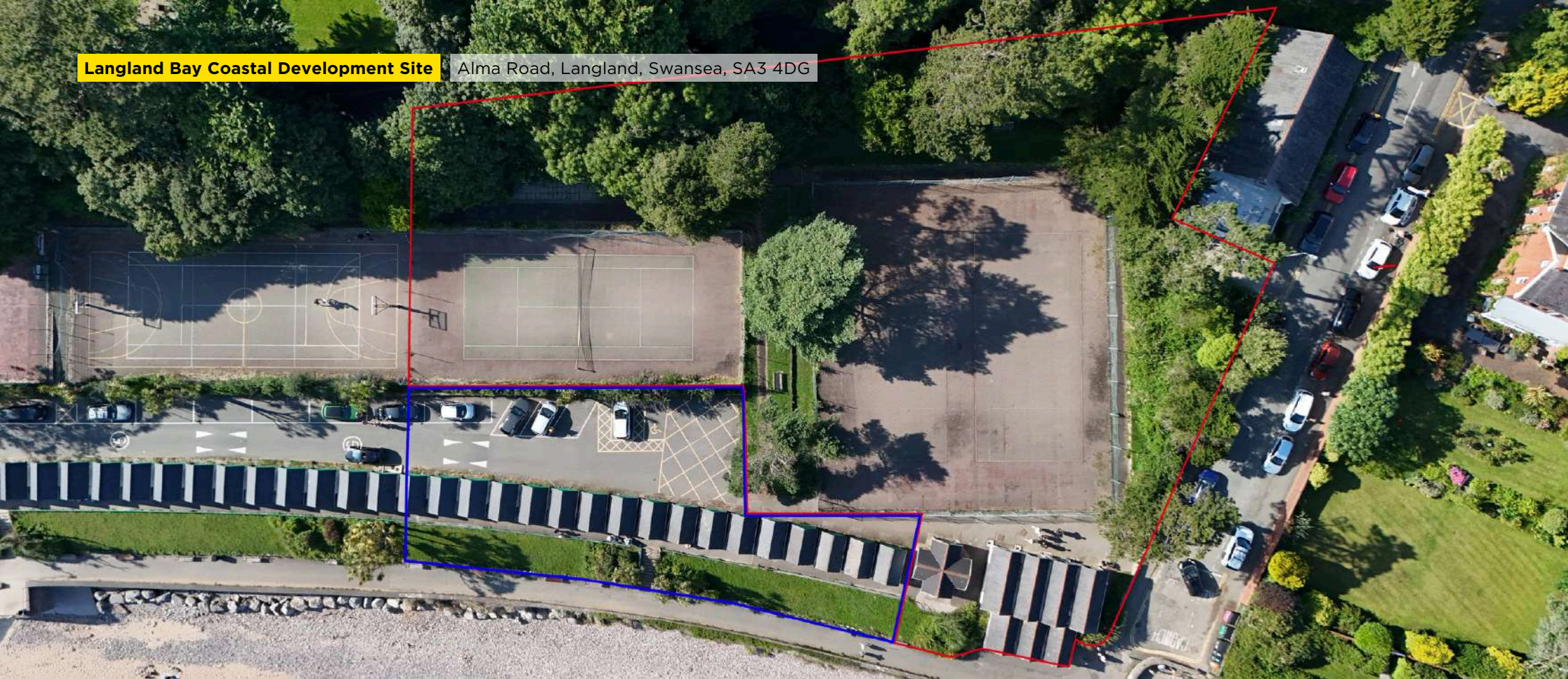
The area for sale does not include the Langland Bay Lifeguard Club shaded blue on the plan and owned by the Council. No direct approach should be made to the occupiers.

The public conveniences are to be retained or replaced as part of any redevelopment. Demolition is permitted, provided that new facilities are incorporated into the scheme in accordance with the Council's specification, available in the Information Pack.

Given its prime coastal location, the owners (Swansea Council) are encouraging mixed-use redevelopment which incorporates sporting, community, or leisure uses which enhances the visitor and residents experience.

The site represents a unique opportunity for a high-quality mixed-use development and potential uses could include a hotel or serviced apartments with associated leisure and hospitality elements, alongside retail, café or restaurant space, and community or recreational facilities. Subject to securing the necessary planning consents, there may also be scope to incorporate residential elements as part of a broader scheme, although permanent residential use is unlikely to be supported.





PLANNING

The property is situated within the Langland Bay Conservation Area and adjacent to the Gower National Landscape as defined within the Swansea Local Development Plan (LDP) adopted in 2019.

Positive pre-application advice was received in October 2024, confirming that a mixed-use development would be considered acceptable, subject to a high design standard that respects the coastal and heritage setting in line with planning policy and guidance.

Suitable uses included:

- Serviced apartments;
- Restaurant/ cafe
- Retail
- Community and leisure facilities.

Permanent residential use (C3 use class) is unlikely to be supported.

A key planning requirement is the retention or integration of public toilets and showers. There may also be the need for a Flood Consequences Assessment to be submitted as part of any proposals.

A copy of the pre-app response is provided within the Information Pack.

TENURE

The property is owned freehold by Swansea Council registered at HM Land Registry comprised within CYM210027 forming part of a wider seafront site area. A Report on Title has been prepared by the Council solicitor and a copy is included in the information pack.

The property available for sale will be on a long leasehold basis (term to be agreed) together with appropriate access rights over the Councils retained property.

Vacant Possession will be delivered on completion.

VAT

The property has not been elected for VAT purposes and as such, VAT will not be payable on the purchase price.

UTILITIES AND SERVICES

No enquiries have been made with regards to utilities and the supply or capacity of mains services.

Prospective purchasers should satisfy themselves by making enquiries to the relevant authorities.

METHOD OF DISPOSAL

Subject to planning offers are invited by way of informal tender for the long leasehold interest (term to be agreed) with vacant possession.

Initial Expressions of Interest are invited to be submitted by midday 12 September 2025.

Parties expressing an interest are requested to provide:

- Confirmation of the legal entity;
- Nature and type of proposal and community benefits offered;
- Experience of similar developments;
- Identification of the property area included within bid proposal.

Parties who have passed the Expressions of Interest stage will be invited to submit an informal tender. Further details in respect of the timescales and process will be provided at a later stage.

Proposals should align with the Council's aspirations for a high-quality, mixed-use development that delivers community benefits.



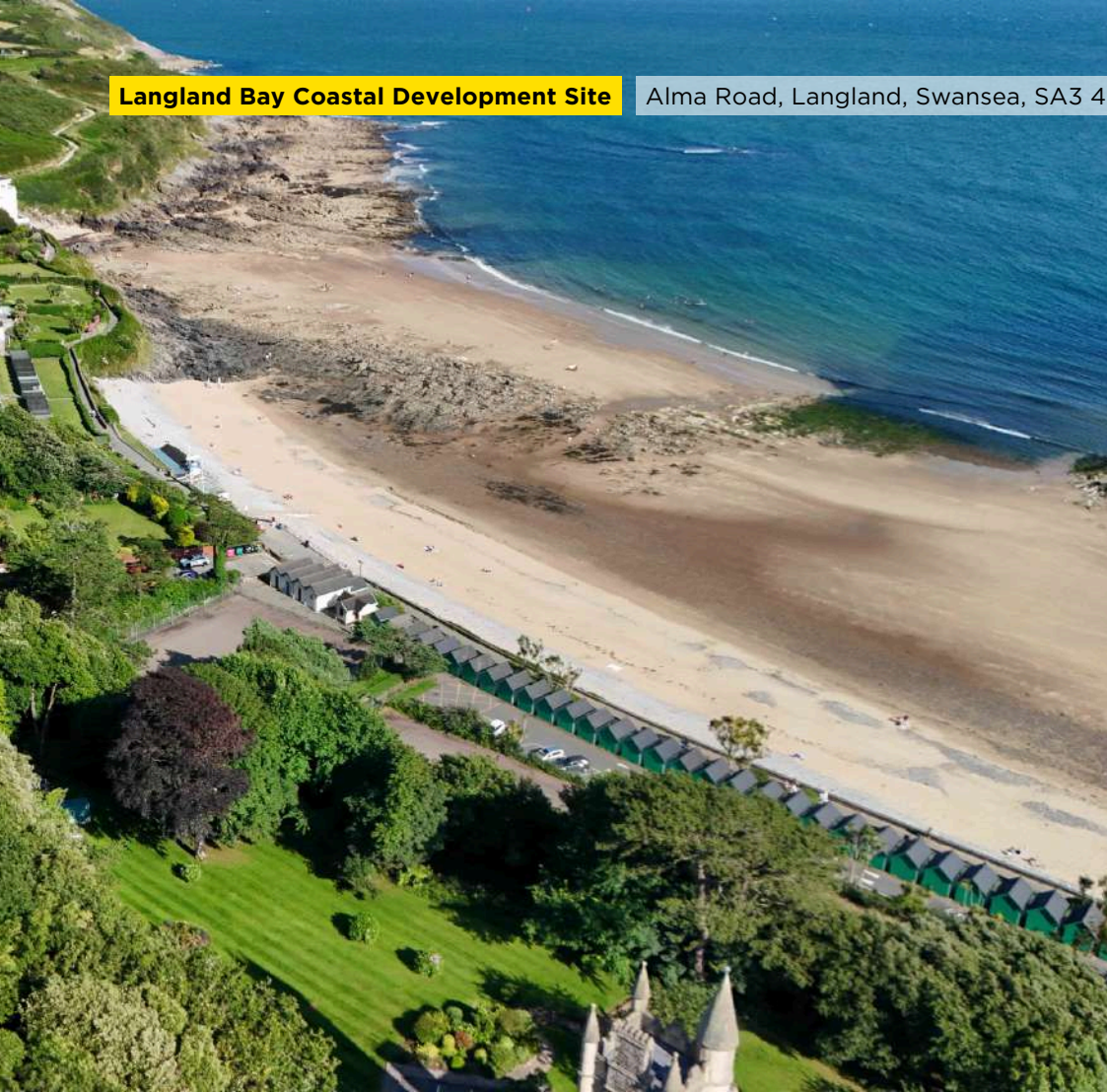
Langland Bay Golf Club



Mumbles



Langland Bay Beach



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VIEWINGS

Access to the property is unrestricted and can be viewed from the highway and public promenade. Whilst accompanied viewings are not required please notify Savills of the date that you intend on viewing.

FURTHER INFORMATION

An information pack is available electronically to interested parties on request.

The information available includes the following documents:

- Site plan
- Title Plan & Register
- Report on Title
- Pre-Application planning advice
- Planning appraisal
- Drone imagery
- Topographical survey
- Guidance on provision of public conveniences

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