

**£220
MILLION**

OF VISION-RELATED
REGENERATION
ACTIVITY ALREADY
FINISHED OR
UNDER WAY

NIGHT TIME
ECONOMY SUPPORTS

271

BUSINESSES,
5,300
FULL-TIME
EQUIVALENT JOBS AND

**£279.5
MILLION**

ANNUAL REVENUE

24 ACCREDITED
ENGLISH LANGUAGE
SCHOOLS TOGETHER
GENERATE

**£207
MILLION**

A YEAR

LOOK INSIDE TO
DISCOVER MORE!

Gathering PACE

The Citrus Building.

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**“CONSIDER THIS DOCUMENT AS A PROSPECTUS.
IF YOU WANT TO HELP SHAPE OUR TOWN’S FUTURE,
WE INVITE YOU TO COME AND TALK TO US.”**

REJUVENATION IS HERE



John Beesley

Councillor John Beesley
LEADER OF BOURNEMOUTH
BOROUGH COUNCIL

“We have taken a once-in-a-generation opportunity to co-ordinate and shape the development of Bournemouth town centre. Brimming with natural assets and world famous as a coastal resort, our town has begun an exciting journey of rejuvenation and growth. This latest review of our long-term Town Centre Vision charts progress so far and sets out what is still to come. **Partnership is key.** This update is for residents, businesses, investors, developers, elected representatives and others who want to join us as we continue to turn ideas into reality:

- leisure, cultural and entertainment facilities focused around a Grand Garden Walk
- between 1,500 and 2,000 new homes to add to the mix of housing stock

- at least 23,410 sq m of new retail floor space
- at least 36,000 sq m of office and employment floor space
- employment opportunities including 3,000 office jobs
- a new multiplex cinema
- more quality hotel accommodation to support the tourist and conference industries
- an enhanced Lansdowne centred on employment and education

Activity and investment are gathering pace all the time. A wave of public and private sector investment is underpinning Bournemouth’s rejuvenation, with much more in the pipeline. Consider this document as a prospectus. If you want to be part of shaping Bournemouth’s future, we invite you to come and talk to us.”



View towards town centre and balloon from completed Madeira Road residences.

DEFINING THE TOWN CENTRE

The town centre is defined under our main planning framework document, the Area Action Plan (AAP), as extending from the seafront north to the Wessex Way and from Lansdowne and the railway station in the east to Durley Chine in the west. It incorporates Central ward and parts of Westbourne & Westcliff and East Cliff & Springbourne.

Across Bournemouth there is a very wide range of economic activity. While tourism generates around £470 million to the local economy each year, the banking, finance and insurance sectors are together worth more than twice as much. Also making vital contributions are our universities, language schools, retailers, creative industries and public sector employers. Many different organisations have premises in the town centre.

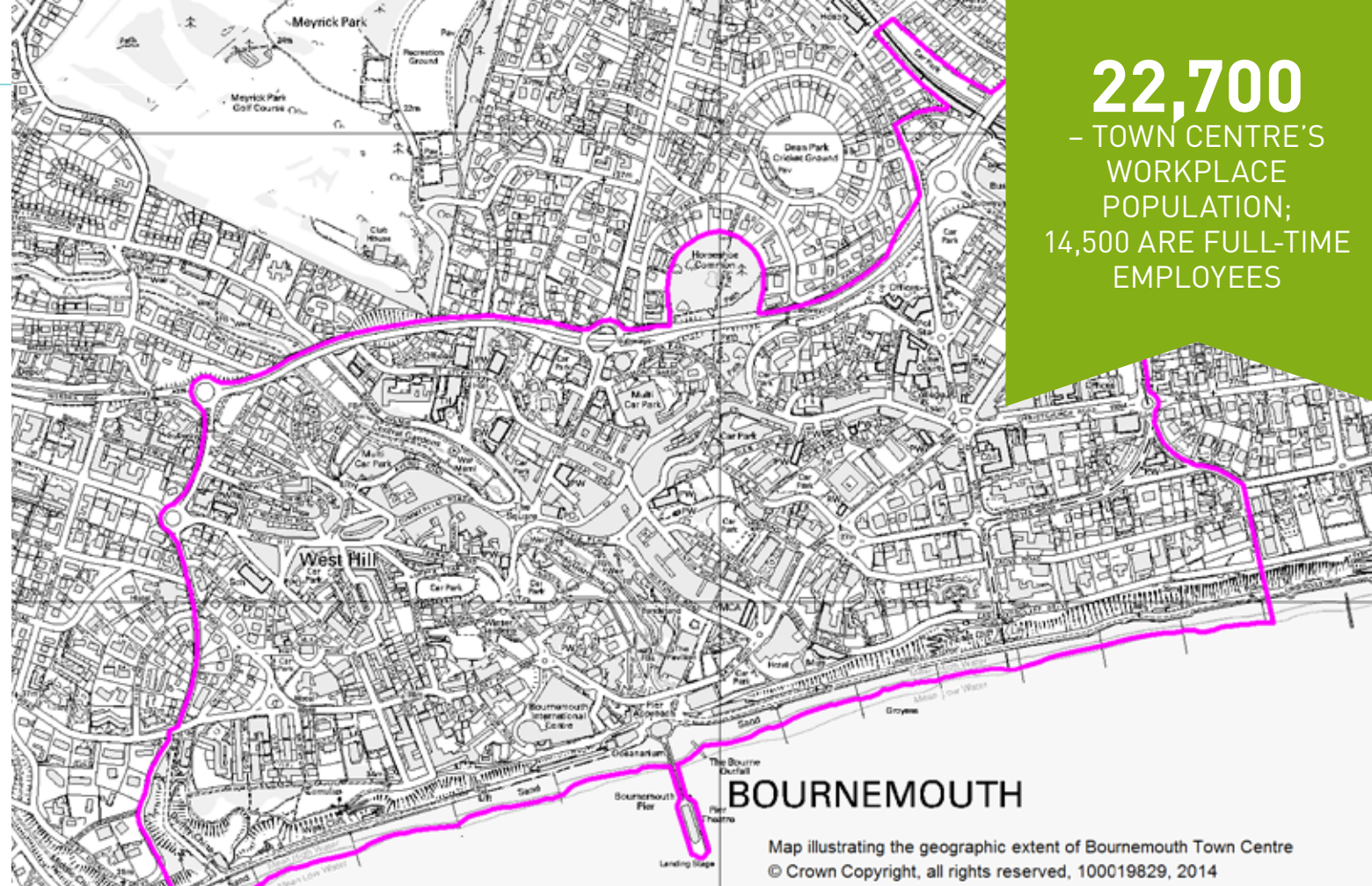
The Vision is about creating and nurturing a culture for growth. It is more than just bricks and mortar. It champions investment in jobs, transport links, a sustainable environment, a thriving economy and a safe, strong and healthy community.

To achieve a critical mass of activity, we need to co-ordinate and emphasise certain types of uses in specific areas. For example, as the Lansdowne is already a distinct business district and part of a thriving university sector, it is a natural focus for generating employment and expanding office provision and education facilities. At the same time, the well-known leisure and cultural strengths of the seafront and Gardens should be retained and expanded.

We champion the concept of a Grand Garden Walk to create a more sustainable and coherent town centre. The Walk will make it easier and more pleasant to move around the heart of the town on foot. As well as benefiting pedestrians, it will improve the public realm and better integrate our high-quality leisure and shopping areas. The Walk will reconnect Exeter Road, Bath Road and Westover Road with the Gardens, seafront and square.



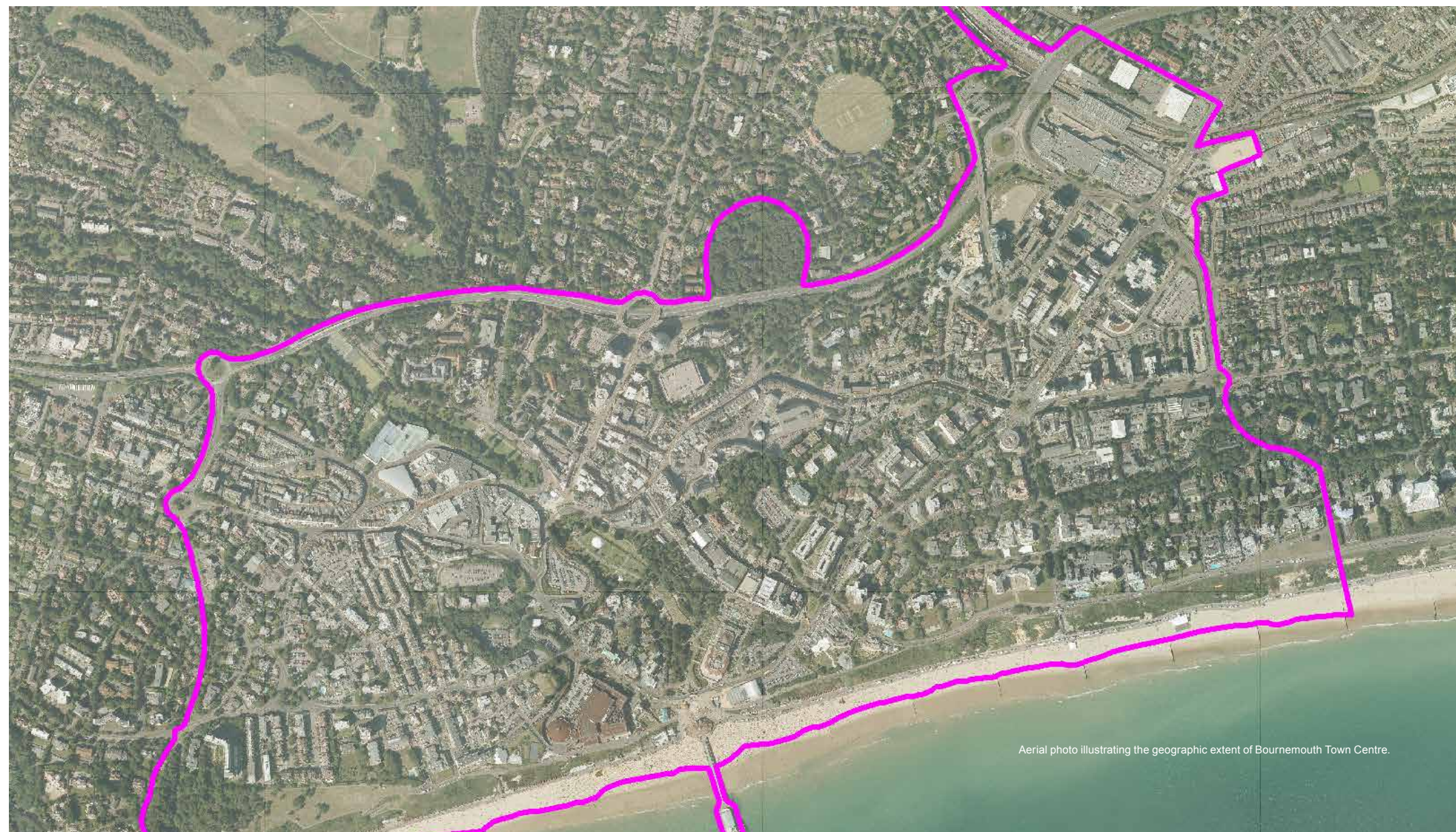
The geographic extent of the central area and Grand Garden Walk.



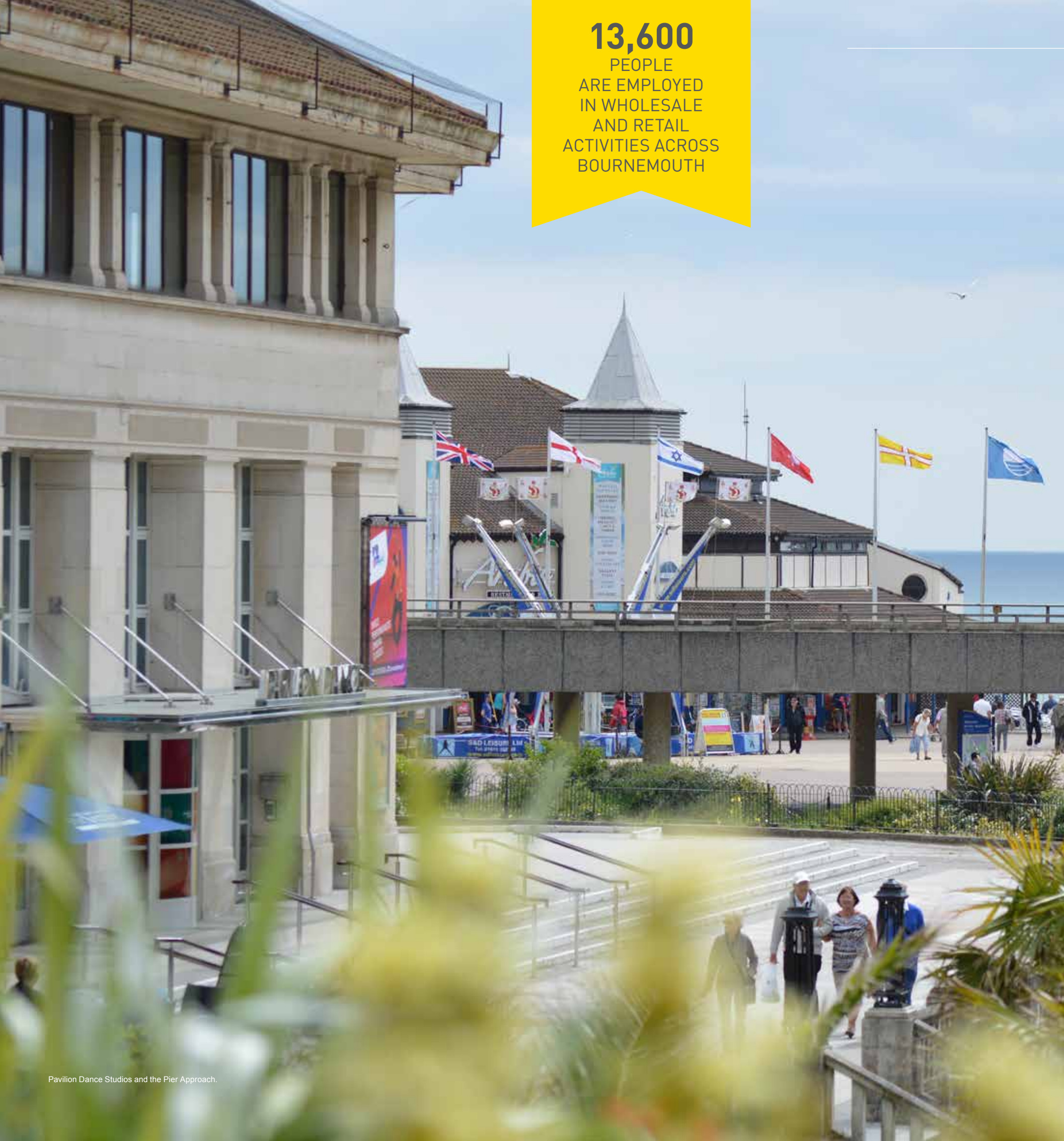
Gervis Place in Bournemouth Town Centre.



A bustling Bournemouth seafront.



Aerial photo illustrating the geographic extent of Bournemouth Town Centre.



13,600
PEOPLE
ARE EMPLOYED
IN WHOLESALE
AND RETAIL
ACTIVITIES ACROSS
BOURNEMOUTH

BACKGROUND: THE CONTEXT FOR THE VISION

From an isolated heathland known only to a few fishermen and smugglers, Bournemouth became the quintessential Victorian coastal resort.

A thriving town even before the railway arrived in 1870, it went on to achieve fame for its fine architecture, pine-scented air and tree-lined walks to the beach.

This environment, coupled with outstanding attractions, shops and a cosmopolitan atmosphere, has helped make the town centre an important destination for tourism, business and education as well as a focal point for local residents.

However, no town can rest on its laurels for long. Despite long-standing success, it was becoming clear by 2007 that more needed to be done to ensure Bournemouth could compete with other popular leisure, shopping and business destinations and build on its strengths.

That was the prompt for Bournemouth Council to consult local residents on ideas for an overarching programme of town centre rejuvenation.

After a three-month consultation, the Vision was launched in 2008 to co-ordinate strategy, investment and action over the next 20 years. It is a bold step for Bournemouth involving a targeted approach to acquiring land and replacing 'tired' buildings. One of the most notable and popular moves so far has been the removal of the much-criticised IMAX on the seafront, although the scope is far wider than that.

The Vision has withstood the considerable challenges of the recession that began in 2007-08. We have continued to attract substantial inward investment, comparing very favourably with other regional centres, and have proved we can bring forward projects despite difficult market conditions.

Over the life of the Vision, we anticipate a number of economic cycles and we will continue to engage with a wide variety of stakeholders to move ahead whether the backdrop is boom or gloom.

The Vision involves short, medium and long-term goals and an innovative delivery mechanism: an asset-based regeneration partnership. The Bournemouth Development Company (BDC), a 50:50 partnership between Bournemouth Council and Morgan Sindall Investments, is working to redevelop council-owned land assets in the town. Despite challenging economic times, BDC has already delivered £40 million of investment value on three initial developments at Madeira Road and Leyton Mount.

As well as sharing risk, leveraging investment and making development happen on the ground, BDC supports the Vision by encouraging creative and strategic thinking about regeneration opportunities, challenges and outcomes.

AFTER A THREE-MONTH CONSULTATION, THE VISION WAS LAUNCHED IN 2008 TO CO-ORDINATE STRATEGY, INVESTMENT AND ACTION OVER THE NEXT 20 YEARS.

Pavilion Dance Studios and the Pier Approach.



View of Madeira Road multi-storey car park from the Wessex Way.



Pavilion Dance Studios.



Boulevard palm trees on Holdenhurst Road.

VISION SUCCESSES SO FAR

- Integrated co-ordination through long-term development partnership
- Encouraging pride in our town
- Vibrant residential and visitor community
- High-quality public realm
- Attracting investment, improving Bournemouth's competitiveness
- Catalyst for rejuvenation
- Exemplar for sustainability
- Responsive to market demand
- Supporting retail offer, café culture and night-time economy

Quality housing. The £12 million Citrus Building, transforming the former Leyton Mount car park, has been delivered by BDC. So-called because of its bright, colourful exterior of yellows, greens and oranges, and its curvy shape, the building comprises 64 apartments and a café/restaurant space. The development provides high-quality apartments at affordable prices to attract more people to live in the area, providing greater footfall and activity. It is the impetus for further investment in the streetscape and park

at Horseshoe Common, so improving the environment of an area mainly associated with the night-time economy.

Culture. We invested £3.29 million to create a world-class regional dance centre for the South West, housed as part of a renovation of Bournemouth's historic Pavilion. The performance venue includes a 200-seat theatre space and two dance studios catering for dance students of all ages and abilities.

Environmental enhancements. Bournemouth seafront is the shop window of the town's tourism offer and the demolition of the Imax building has

restored sea views to make the most of the town's natural assets. The newly created Waterfront events space at Pier Approach is now the venue for a programme of free entertainment over the summer season, including arts and theatre performances and live concerts from the Bournemouth Symphony Orchestra.

Parking provision. The first Vision development to be completed by BDC was the £3.9 million Madeira Road multi-storey car park offering 382 public parking spaces over seven floors.

PAVILION DANCE HAS A THREE-YEAR INVESTMENT PROGRAMME OF £120,000 TO SUPPORT WORK WITH CHILDREN AND YOUNG PEOPLE. THE CENTRE IS SUPPORTED BY BOURNEMOUTH COUNCIL, THE LEISURE AND CULTURAL TRUST BH LIVE AND ARTS COUNCIL ENGLAND.

MADEIRA ROAD
PROJECTS DELIVER
**£17.5
MILLION**
OF CONSTRUCTION
AND FIT-OUT
WORK TO 42 LOCAL
CONTRACTING
COMPANIES



Café culture in the town centre.

Student accommodation. BDC has delivered three blocks of much-needed student accommodation for the Arts University Bournemouth (AUB). The Madeira Road halls of residence are valued at £23 million and can house 378 students. The development addresses AUB's key aim to provide more, high-quality residential options for students in the town centre. It also facilitates the release of existing houses in the Winton and Moordown areas that have been converted for students, allowing their re-use as family housing.

Retail boost. We have transformed Bournemouth Triangle with a new events space, pedestrian access and seating area. Warmly welcomed by traders as a boost to the retail offer at the 'top end of town', the space includes better lighting, new trees in attractive planters, wider pavements and a simplified one-way traffic system.

Children's playground. The Central Gardens play area is suitable for children of all abilities from toddlers to young teenagers. It includes wooden adventure-style equipment with interactive sculptures and planting to encourage more imaginative play.

Tree planting. A £100,000 environmental project has seen the St Paul's end of Holdenhurst Road transformed with a boulevard of palm trees. The work continues a tradition of tree-planting in Bournemouth's public spaces going back to the 19th century and the introduction of pine trees on land in the town centre and on East Cliff. Altogether, some 15,000 trees of many different species adorn Bournemouth's roads and residential streets.

Getting around. The Vision complements the town's largest transport initiative to give people better sustainable travel options across Bournemouth, Poole and Christchurch. After successfully securing £12 million of additional government funding, the Three Towns Travel programme is designed to make it easier, safer and more attractive for people to walk, cycle, or use public transport while reducing congestion and enhancing the local environment. As part of this scheme, a package of street improvements have been undertaken at Horseshoe Common which coincide with the ongoing regeneration in this area including the nearby Citrus Building. It includes a new street layout with a shared space, the extension of a 20 mph zone, high quality paving materials, new street furniture, trees and shrubs along with better facilities for pedestrians and cyclists. Such improvements serve to increase the vitality of key regeneration sites, helping to make them more pleasant places and so providing an onward stimulus for economic activity.



Bournemouth Train Station.



Bournemouth Gardens near Gervis Place.

TOURISM
SECTOR ACROSS
BOURNEMOUTH
EMPLOYS
11,600
PEOPLE



Bournemouth tourism staff.

OPPORTUNITIES ON THE WAY

Hotels. Work is well under way on a £60 million hotel and residential development on the former Council-owned Terrace Mount car park. It will house two Hilton Hotels with one of them a top-end, full-service hotel with sky bar, spa and restaurant. There will also be 15 luxury penthouses, 45 mid-market apartments and 170 public parking spaces. The site is a flagship project for developer THAT Group and will be a prominent feature in the town centre with spectacular sea views from its upper storeys.

Lansdowne masterplan. A key strategic element of the Vision is to enhance the Lansdowne business district. Forming the north east part of the town centre, the Lansdowne features a grid of tall office blocks and several Bournemouth University buildings including halls of residence. We are co-ordinating a masterplan for the Lansdowne that seeks to expand high-quality employment space and education facilities. The plan involves the refurbishment of existing offices and support for the retail and catering businesses that serve the local community.

A warmer welcome. The Lansdowne is also where many people first arrive in Bournemouth. It contains the rail and coach stations, together known as The Station. We want to create a better, more welcoming sense of arrival through an improved urban environment and public realm, and more attractive ground floor frontages along key routes in and out of the area. Highway improvements around Lansdowne roundabout and the roads that radiate out from it will include better east-west pedestrian and cycling connections. Under the Three Towns Travel initiative, we are making The Station more accessible and welcoming for the millions of visitors and commuters who use it every year. It will include better signage and changes to the layout, providing enhanced bus, taxi and cycling facilities. In addition to this, South West Trains will be funding further improvements to the train station's facilities and canopy.

Major cinema plans and better bus passenger facilities. We are working with the developer Licet and their funders Legal & General to bring forward a £50 million leisure scheme on the former NCP car park at Exeter Road. Due for completion in 2016, it will feature a 2,000-seat, 10-screen cinema along with shops and restaurants. We have insisted on design improvements and better landscaping to soften the impact on the nearby Lower Gardens, which is a listed site and one of the town centre's most precious green spaces. Under our West Central agreement, we have dropped plans for a new bus passenger hub on Exeter Road in return for a contribution from Licet toward the costs of improving existing transport facilities at Gervis Place. The agreement is a win-win solution to what has been a long planning process. The funding for Gervis Place will help improve what is considered a difficult area for pedestrians and bus passengers to share and navigate.

Seafront. Pier Approach, the main access to the seafront and the central point of seven miles of beaches, is the focus of a £4 million improvement scheme that includes better landscaping, low-energy lighting and a new water feature. The regeneration of Pier Approach is the flagship project in our Seafront Strategy which has evolved since the launch of the Vision. Improving the gateway to the beach from the Gardens is vital if we are to inspire a new generation to visit Bournemouth. As with other public realm improvements in the town centre, making the area more vibrant and engaging for visitors will create a more family-friendly atmosphere into the evening, encouraging visitors to stay longer. Landscaping and waterplay features will virtually reconnect the Lower Gardens with the sea for the first time in 100 years and create a more natural and pleasant walkway to the beach. While the popular carousel on Pier Approach will be kept, other structures will be removed to create a more open and inviting piazza. A landmark visitor information kiosk will be created close to

the beach. A further 90 potential projects along the seafront have been identified as part of the 20-year programme. Work has also started on the extension of the popular Oceanarium to provide an aquatic bird attraction in addition to its existing aquarium-based offer.

More schemes in the pipeline

Grand Garden Walk. Complementing the public realm work at Pier Approach is the concept of an attractive pedestrian-friendly route to bring together the town, gardens and seafront. The AAP lists the Grand Garden Walk as a key regeneration priority for the Central area. The aim is to reconnect Exeter Road, Bath Road and Westover Road with the Gardens, the seafront and Bournemouth Square. The proposed Walk is seen as a good way of reducing vehicle dominance while integrating leisure and cultural activities with an enhanced retail offer in Westover Road and other shopping streets.

Bournemouth's 'shop window' – Westover Road, the Winter Gardens and Bath Road. Following a public consultation, we have suggested a series of improvements to the public realm and trading environment in Westover Road. They include wider pavements and clearer pedestrian links to and from the Gardens, seafront and Lansdowne. We also wish to redevelop the car parks at Bath Road North and Bath Road South, both of which occupy important positions on the Grand Garden Walk. Public realm improvements will be part of any development plans for Bath Road. The AAP guidance on the Walk is also an important consideration for the future of the Winter Gardens site, on which one developer has secured outline permission for a mixed use leisure and residential scheme. Together with BDC, we are in the early stages of discussing how we can best use this high-profile site for the benefit of the town.

THE POTENTIAL FOR MORE GROWTH

A central plank of the Vision is to create and sustain jobs and prosperity through a more vibrant local economy. To achieve that, we need to attract investors, developers and entrepreneurs, diversify the mix of housing and visitor amenities, and generate quality modern office space to replace old stock. Our activity and plans reflect these priorities.

Bournemouth is of course famous for leisure and tourism. Every year, the town welcomes around seven million visitors who together contribute £472.8 million to the local economy. The Bournemouth Air Festival, Wheels Festival, Arts by the Sea Festival and the Bournemouth Food and Drink Festival are among the leisure initiatives that complement the Vision. We also have close links with the

National Coastal Tourism Academy, launched here in Bournemouth to promote excellence in coastal tourism and hospitality.

Yet, despite the growing importance of tourism, it is financial services that have the biggest impact on our local economy, more than £1 billion annually. Major employers in this sector include JP Morgan, Nationwide Building Society, RIAS and Teachers Assurance.

Alongside our traditional economic mainstays, there is a fast-growing market in creative industries. This is reflected in popular annual events such as BFX, a festival of visual effects and animation involving both universities, and the Silicon Beach conference,

aimed at the digital innovation sector. Digital services are also being enhanced through a free public WiFi network in the town centre.

Building quality town centre accommodation for sale or rent by people keen to develop their careers in Bournemouth will help to sustain and expand all our business sectors. That is why we and our delivery partner BDC have prioritised the Citrus Building for market sale with other substantial residential developments still to come. They include plans to build up to 100 new homes at Berry Court for the private rental market (PRM). The 2011 census showed that 51% of households in Bournemouth are privately rented. Across the whole borough, the figure

is 31%. The PRM model suits those who are not in a position to commit to buying a home. They may, for example, be younger professional people who, while happy to rent, still demand high-quality accommodation. Market rent is seen as a good catalyst for the regeneration of desirable town centre locations. Other sites earmarked for possible residential development include the Central, Durley Road, Glen Fern Road, Richmond Hill and St Stephens Road car parks.

To further support the local economy, BDC contributed financial support to help create Bournemouth's two BIDs (Business Improvement Districts), Coastal and Town Centre. Run as independent companies, the BIDs

have led a series of dedicated initiatives since their joint launch in 2012. These include seasonal marketing campaigns, event sponsorship, wayfinding and signage schemes, and research into retail activity and customer footfall.

The education sector is another vital component of the economic make-up of Bournemouth. There are around 1,800 full-time students living in the town centre and 4,800 across the whole borough. Encouraging more students to consider Bournemouth as a place in which to study will have a far wider benefit than just for the colleges and universities. Quality, contemporary accommodation such as the new Madeira Road residences for AUB will have a knock-on effect in

spending which directly stimulates the local economy. Recent research by Bournemouth University (BU) proves the point:

- In 2013, BU students and their visiting families and friends spent £114 million in the Bournemouth-Poole-Christchurch conurbation
- BU paid wages and salaries of £61 million of which 58% was in the conurbation
- The total effect of BU activities, including staff and students, on the levels of direct and secondary spending locally was £252 million
- Just under one full-time equivalent job is supported in the conurbation for every 7.4 BU students

FINANCIAL
SERVICES SECTOR
EMPLOYS
3,700
PEOPLE IN THE
TOWN CENTRE AND
9,300 ACROSS THE
WIDER BOROUGH

Bournemouth Town Centre.



Bournemouth Town Centre.



Nationwide building on Richmond Hill.



Bournemouth Town Centre.



Lansdowne area of Bournemouth.

CONTACT

Bournemouth Council invites you to join us as we progress the Town Centre Vision. We are committed to working with partners who want to support and invest in Bournemouth. Please contact Martin Tiffin, Town Centre Vision Programme Leader, on **01202 451138** or by email to martin.tiffin@bournemouth.gov.uk.

Where to find out more

The following links provide further information on Bournemouth town centre including economic, planning, demographic, transport and tourism data.

Town Centre Vision and Area Action Plan –
www.bournemouth.gov.uk/TownCentreVision

Creating a World Class Resort: Seafront Strategy –
www.bournemouth.gov.uk/SeafrontStrategy

Three Towns Travel –
www.bournemouth.gov.uk/ThreeTownsTravel

Night Time Economy –
www.bournemouth.co.uk/business/night-time-economy

Bournemouth Development Company: Creating a better place –
www.bournemouthdevelopmentcompany.com

National Coastal Tourism Academy –
www.coastaltourismacademy.co.uk

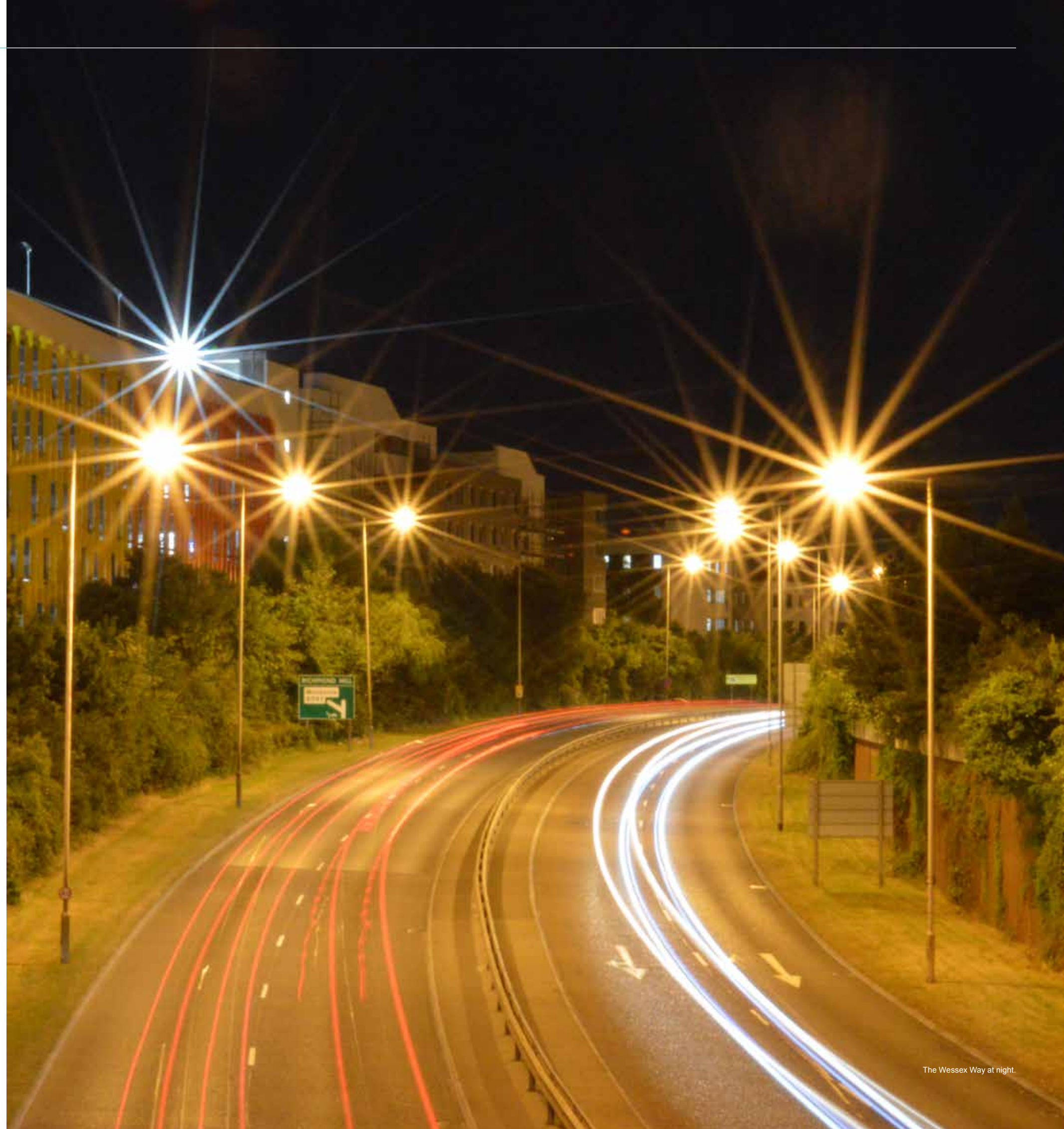
Bournemouth University Economic Impact Study –
www.bournemouth.ac.uk/about/economicimpact/



Construction in progress.



Bournemouth Beach.



The Wessex Way at night.

JOB NUMBER	TITLE	PG	VERSION	DATE	Size at 100%
DEEP101	Town Centre Vision Magazine	15	3	28/01/2015	A4P 16PP @ 100%
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