

AMBITIOUS PLANS TO REJUVENATE A SEASIDE TOWN



BOURNEMOUTH TOWN CENTRE LEISURE AND ENTERTAINMENT STUDY

BOURNEMOUTH, UK

Bournemouth, on England's southern coast, is experiencing significant population growth, particularly within the working age (16-64) population. As such, Bournemouth Council is keen to capitalise on and encourage the area's popularity, positioning leisure, culture and entertainment at the forefront of the town's brand.

BuroHappold Engineering was appointed to carry out an assessment of the local leisure market to inform the redevelopment of the Winter Gardens site in the town centre. Our expertise in economic analysis and tourism market assessment was complemented by Colliers' in-depth understanding of destination creation, management and development parameters.

Our team carried out a comprehensive socio-demographic analysis of population growth and spending habits in Bournemouth and the wider locale, to assess how demand for leisure was likely to develop in the future. We also identified gaps in the current leisure and entertainment offer for different

population groups. Together, our findings enabled us to identify the optimal mix of leisure uses for the Winter Gardens site, as well as how best to link it to the town's cultural quarters and waterfront and support the Council's vision of the 'Grand Garden Walk' integrating multiple sites across the town with Bournemouth's International Centre and Pavilion. As the town's population growth is being driven by an increase of young professionals and families, we recommended a mix of health and fitness facilities, children's play areas and restaurants.

Our findings also led to the identification of several potential operators who could provide a range of leisure facilities for the Winter Gardens site, which would provide weather-proof family-orientated opportunities throughout the year, but also drive greater economic activity in the area. The mix of uses that were identified targeted maximising visitor numbers and increasing spend, ensuring that Bournemouth continues to thrive as an attractive environment for investment, culture and leisure.

CLIENT

Bournemouth Development Company (joint venture between Bournemouth Council and Morgan Sindall)

COLLABORATOR

Colliers

PROJECT VALUE

Confidential

DATE

2017

SERVICES PROVIDED BY

BUROHAPPOLD

Economics, strategic planning