

# Invest in Bournemouth, Christchurch and Poole

## Retail, Hospitality and Leisure



[bcpcouncil.gov.uk](http://bcpcouncil.gov.uk)







Place Mill, Christchurch ©BCPCouncil



Poole ©PooleBID

# Bournemouth, Christchurch and Poole

**The towns of Bournemouth, Christchurch and Poole (BCP) and its 16 thriving districts with over 400,000 residents, sit in south-east Dorset and make up one of the leading growth areas on the South Coast. They are vibrant places where people, nature and businesses flourish.**

BCP Council is the tenth largest urban local authority in England and our communities are vibrant and diverse, with an outstanding quality of life, where everyone plays an active role – a globally-recognised coastline of opportunity, a place where people love to live, learn, work, explore, invest, relax and play.

There is a unique blend of experienced professionals and exceptional new talent, a robust and efficient high-speed infrastructure and an exceptional location which combines outstanding natural beauty with a cosmopolitan, cultured lifestyle, making Bournemouth, Christchurch, and Poole a great place to visit and do business.

The ecosystem within Bournemouth, Christchurch and Poole offers an open interactive business environment with engaging networking opportunities, including an extensive and varied festival season and free events.

Along with the proximity to leading organisations from all sectors offering an abundance of opportunities within retail, hospitality and leisure business activities.

In the Summer of 2020, BCP Council created the R3 Taskforce to identify and act on the issues that businesses, employees, and jobseekers faced in the midst of COVID-19. The collaborative work between the council and stakeholders was vital to overcoming obstacles of the pandemic. Collaborative working continues, to deliver successful positive outcomes for the high street and district centres including the formation of the Bournemouth Town Centre Partnership Action Group, following a Town Centre summit held in November 2023.

In 2021 Bournemouth, Christchurch and Poole Council (BCP Council) adopted a Strategy to ensure the high streets and district centres across the conurbation

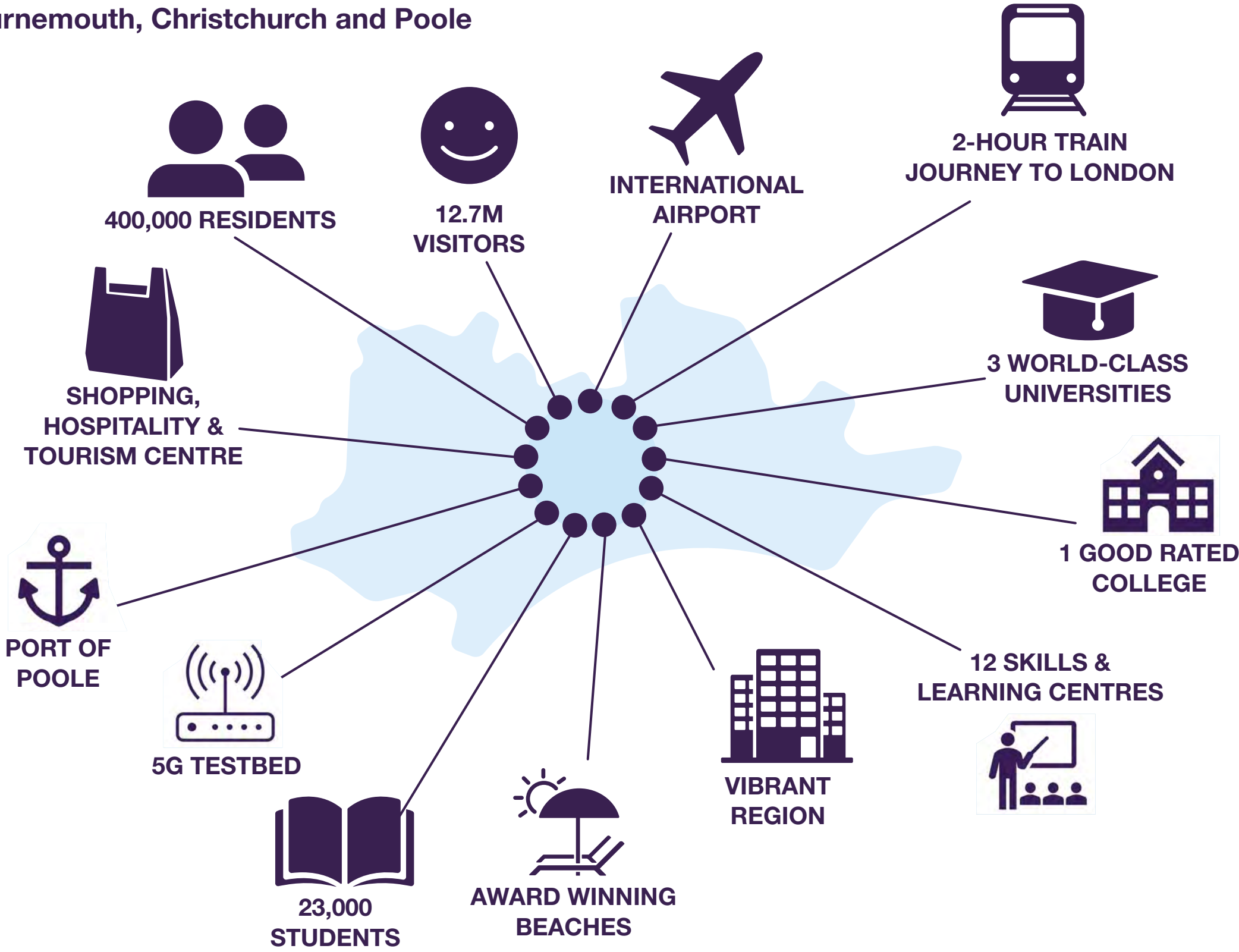
are fit for the future, becoming vibrant, thriving and enjoyable locations for everyone. At the heart of the Strategy is the intent to positively and proactively intervene where and if appropriate.

Exploiting the full potential of digital technology to make BCP a genuinely smart city region, using digital data to plan, manage and deliver better services for residents and businesses, BCP Smart Places has completed a pilot project in the Lansdowne area and Boscombe providing 5G and free WiFi to enable new visitor experiences.



# Key features

Bournemouth, Christchurch and Poole



THAT Group has invested over £100 million into Bournemouth, Christchurch and Poole over the last decade across multiple sectors (hospitality, F&B, workspace, and events), and we continue to seek new and interesting investment opportunities to enhance our growing portfolio of businesses. It's a fantastic place to do business, and we warmly welcome and encourage others to join us in investing and enhancing local provisions in this wonderful conurbation.

Peter Tisdale (CEO)

[thatgroup.co.uk](https://thatgroup.co.uk)







# Why Bournemouth?



Bournemouth arts by the sea



Bournemouth town and sea





**The town centre is nestled between the East Cliff and West Cliff both of which are both well known for the large number of independent and internationally branded hotels including Nici, Best Western, Accor, Premier Inn, Oceana Hotels and IHG.**

Like so many towns Bournemouth has experienced a shift in the type of businesses locating themselves within a central setting. Accelerated by Covid, more people work from home, larger retailers have seen a shift to online shopping and the trend for socialising and dining out continues to grow.

There are large employers in offices within the town centre – Nationwide, Vitality, Barclays, 4Com, Ceuta Group, OnBuy.com, BCP Council and Outpost VFX, all with staff embracing the freedom of hybrid working and enjoying heading back into the office.

Within the town centre, the changing face of the market resulted in the loss of three department stores have given the opportunity to reimagine their use, with the former Debenhams building prominently located in the square reopened in 2021 as Bobby's a multi-functional destination, centred around beauty, health, food, drink, art, culture and community.

The former House of Fraser building now Brights House is being converted into 129 student accommodations rooms with a significant number of commercial units between 625 sqft and 30,000 sqft to follow. Whilst the former Beales building has planning

permission for a mixed used scheme with commercial floor space and 130 flats.

The Square and shopping precincts have historically been a focal point for retail and hospitality, mixed with offices and some residential premises. But as the mix of businesses within the town centre changes some upmarket brands have taken the opportunity to capitalise on the emerging leisure demographic. The Botanist restaurant will be opening on the top floor of Bobby's in mid to late 2024 and The Ivy Collection has also taken up central space on the other side of the Square, which provides a focal point for events and a hub central to the main shopping quarters and the lower and upper garden and is set to open Autumn 2024.

The Square provides a focal point for events and a hub central to the main shopping quarters and the lower and upper gardens.

A desire to collaborate with key town centre stakeholders to create an enabling environment will see a collective push in 2024 with several town centre improvement projects. Continuing the intention to take residents and visitors on the positive journey of the changing face of Bournemouth.

Bournemouth is on the mainline with trains direct to London, Birmingham and the north. Then Bournemouth Airport, now offers flights to 37 locations within Europe and beyond. Getting around within the area is easy on public transport with [morebus](#) which operates an extensive network connecting all our towns and districts as well as extending into the Purbecks and New Forest. There is also the bike share scheme [Beryl](#) which provides a range of bikes, e-bikes, e-scooters making use of the cycle lanes and network across the conurbation. Car parking is available across the town, found more out [here](#).

Bournemouth is an eventful town, known for its busy calendar of monthly events encouraging visitors and residents into the centre all year round. These include Christmas Tree Wonderland, Bournemouth Air Festival, BSO Proms in the Park, Arts by the Sea, Bourne Free and Friday fireworks throughout the summer months, as well as Bournemouth Marathon Festival weekend and Bournemouth Bay Run.



2023 | 39,643,366





[southcoastmakersmarket.co.uk](https://southcoastmakersmarket.co.uk)

South Coast Makers is an independent, curated store, makers market and online community which champions hand-crafted, sustainable, UK made businesses with a strong focus on local makers.

Having started life as a one-off market in a church hall 6 years ago we now run The Makers Store in the heart of Bournemouth alongside running markets at festivals and an online makers directory and e-courses. As makers ourselves we started in Bournemouth because it's our hometown and after decades working away from Bournemouth we wanted to create a market like the ones we were used to trading in in London.

As we have grown our monthly markets have turned into popup shops, night markets and festival areas

and we are committed to contributing to the creative scene in Bournemouth with a particular emphasis on combining sustainable retail alongside workshops, events and community led projects which bring people together on the Highstreet.

Working with locally focused landlords means that within a few weeks we can create vibrant pop ups in closed down shops which offer affordable retail/ studio spaces for creatives.

Our value-led business has a strong focus on sustainability whilst having low start up and environmental costs. This means we breathe new life into town centre spaces whilst re-using what is available on a shoestring budget. It also means we

can offer free spaces to local good causes to raise awareness of their charities at our pop ups.

The South Coast Makers Store is relocating to the lower ground of Bobby's Bournemouth. We are open 7 days a week and our innovative makers work includes local artisan food and drink suppliers alongside jewellery, glass, ceramics, printmaking, textiles and much more.

Within our store we serve our own blend of locally roasted coffee by Bad Hand Coffee who are also based in the town centre alongside running creative workshops, regular maker markets which lead from Bobbys into Bournemouth Gardens.

Our store is family and dog friendly.



James Bridle Photo



# PATCH

patch.work

Our aim is to create the best place for startups and small businesses to thrive on the South Coast. As a local landmark, Patch at Bobby's will serve as an iconic hub for entrepreneurs, creatives, and community builders, offering fantastic workspaces and a dynamic environment for work, collaboration and connection.

As a B Corp, Patch is committed to being a force for local good and we're excited for people to come together in our space to support business growth, town centre revitalisation, and community empowerment." Job creation and access to opportunity are central to Patch's mission. Its workspaces offer increased

flexibility, especially beneficial for remote workers, working parents and individuals with caregiving responsibilities. Currently, 60% of Patch's members are parents, with 4 in 5 falling under the age of 44. Coworking membership starts at £24 a month (excluding VAT).

Additionally, Patch plans to establish partnerships with Bournemouth's universities and offer scholarships to local students, providing them with access to these spaces. As a creative hub, Patch will support a network of makers, creatives, and community groups. A 3,800 sq ft public space will

feature multi-purpose event spaces, meeting rooms, a podcast studio, and a wellness studio. From producing a podcast to recharging in the wellness studio, organising a workshop series, or hosting a pop-up market, the spaces are designed to foster connection, celebrate the South Coast's creative character, and help people promote their expertise and ideas.

Access to the studios and meeting rooms will be bookable by the hour, accommodating individuals and groups organising events ranging from creative writing classes and cinema clubs to sewing workshops and startup summits.







James Bridle Photo



James Bridle Photo



# BOBBY & CO

## BOURNEMOUTH • EST 1915 •

[bobbysbournemouth.com](http://bobbysbournemouth.com)

The Bobby's project is a partnership between Verve Properties and their Shareholder. Verve have experience over several decades of repurposing existing buildings with a particular emphasis on placemaking and community. The ownership structure of the property, alongside the nearby Avenue Shopping Centre, is in a Legacy fund whereby patient capital is employed in projects in excess of 5 years and where there is opportunity for social impact.

In 2018, Verve and their Shareholder concluded retail was the sector in the property market which most needed a change in approach. Verve's view was that Town centres would not die, they just needed an offering that was different and provided something the internet couldn't, namely experience. The thought in 2018 was that change would happen over a 5–10-year period, where town centres would shrink to a smaller, more defined core. The space lost would be infilled by residential, creating a more continental model in line with a more sustainable way of life where people worked, lived and socialised without the need to get in a car.

What was thought to be a 5–10-year change, happened in 12 months. With the advent of the internet. Shopping has become a choice not a necessity. Consumers have access to products globally and can buy an infinite range of goods online anytime anywhere. To attract people back into town centres and shops there has to be a reason to do so. Bobby's seeks to curate and assemble a diverse collection of products, activities and experiences that can't be obtained on the internet. In so doing, focus on what is local, what is sustainable and putting the community at the heart of it. Taken to an extreme, Bobby's becomes a focal point for the community. As others have recently said community is the new anchor. It offers itself as a hub for the whole family, pets included. Resurrecting the Bobby's name was essential. Following the collapse of Debenhams, it was vital what came next was everything Debenhams was not. Over the years Bobby's has been woven into the fabric of the town. Responses received on social media contain many memories and tales of tea dances, silver service afternoon teas, uniformed lift attendants and

Santa's grottos highlighting so much local warmth and nostalgia. By bringing Bobby's name back we were able to harness that history, identity, and attachment from day one. This is additionally important as local support and patience is needed whilst refurbishment and repair work continue around a working retail environment. Many will assume the transformation will be overnight, so expectations must be managed and engaging with the public in the process is the best way to achieve this.

There is no silver bullet solution to the structural changes underway in our high streets. Bobby's through it's curation of a diverse collection of uses, activities and experiences is providing a raft of different reasons to come to the town centre.

By placing itself at the heart of the community it hopes to become a lighthouse of hope that can start building a more positive direction of travel for the centre of Bournemouth and perhaps provide a model which other towns can adopt.





[afcb.co.uk](http://afcb.co.uk)

AFC Bournemouth has been at the heart of Bournemouth for 125 years, contributing to much-needed tourism/revenue to the town. Originally known as Boscombe FC and nicknamed The Cherries, the Club has risen from the originally-known Third Division South to the Premier League, where they have spent seven of the last nine years.

The stadium has a capacity of 11,307 which is sold out for the majority of matches, including at least 500 guests dining.

More than 750 people are employed at the club on a match day, each individual hired to deliver a best-in-class service to all attending supporters.

Located just 4.8 miles from Bournemouth Airport and within walking distance of Bournemouth Train Station, direct access from the A338 Spur Road and extensive

parking, Vitality Stadium is one of the most versatile and unique venues in Dorset.

With a diverse range of suites and executive boxes available, the venue is ideal for all occasions from 1:1 meetings, training sessions, conferences, exhibitions, private parties, dinners and so much more.

With a team of highly experienced chefs using only the finest local produce, followed up by a team driven on service and hospitality, it's no wonder our clients return again and again.

Exciting plans are currently being discussed regarding a new stadium being constructed near the current site. Among the main benefits of having more supporters attending each match, the development would also allow the club to provide an increased offering for match day hospitality and non-match day events.

## AFC Bournemouth Community Sports Trust

The Community Sports Trust is the charitable arm of AFC Bournemouth, actively working in the local community across Bournemouth, Poole and surrounding areas. The team of 36 full time staff deliver over 150 sessions a week, working in partnership with schools, organisations and businesses, coaching, teaching, and engaging with 4,000 people throughout the week with ages 1 to 101.

The Trust's vision is to provide opportunities for all, through project delivery, meeting the needs of the local Community and delivering a mixture of active sessions along with education and support groups.





# Trove

[troveuk.com](https://troveuk.com)

Trove is a collective mall on a mission to empower local talent. With two thriving stores, market stalls, and a bustling online marketplace, they offer a vibrant array of handcrafted treasures for the discerning shopper. Originally started as Fantastic Things we have now changed our name to Trove to encompass more of their sellers.

We decided to open our second store in Bournemouth as we could see the potential in the town centre which is frequented by residents, visitors, and a large student population.

The Bournemouth store opened in the Arcade, within walking distance of popular local attractions such as

Bournemouth Pier and the BH2 Leisure Complex, in August 2022, with a collection of local sellers. Since then, it's grown to become a bustling spot to find unique items in Bournemouth, with the shop space now almost full of talented local sellers selling a myriad of products across its two floors. In November we expanded outside the retail shop with the market stalls. These are available to rent daily or long-term, the Arcade stalls have seen a footfall of between 5-10,000 people a day!

With over 150 remarkable crafters, artists, collectors, and a myriad of other talents, Trove is a treasure chest for those seeking unique, handcrafted items. "We're not just a store; we're a hub for creatives from

the local community, giving local talent a place to sell with the public year-round, rather than having to rely on short-term markets".

Founded in March 2021, Trove was born from a desire to provide local artisans an affordable and accessible place on the high street to showcase and sell their creations. Trove won this years Bournemouth Biz Awards for Best new Business and was also one of the top 100 small businesses in 2023 through the "Small Business Saturday" campaign which has a long history of championing the high street.



Trove is a short walk from Bournemouth Gardens ©BCP Tourism





# Why Christchurch?



Place Mill, Christchurch ©BCPCouncil



Christchurch arts by the sea © James Bridle



Christchurch arts by the sea © James Bridle





© BCP Tourism


Christchurch River Avon  
© BCP Tourism


**Christchurch is in a prime location providing a vibrant mosaic of independent boutiques, artisanal shops, and modern establishments with a steady flow of local customers and attracting visitors from near and far, establishing a robust and diverse customer base.**

The town has its own train station which on the mainline to London and easy connections to Birmingham and Manchester via Bournemouth. Bournemouth Airport, located on the outskirts of the town offers connectivity flying to 37 locations. Getting around within the area is easy on public transport with [morebus](#) which operates an extensive network connecting all our towns and districts as well as extending into the Purbecks and New Forest. There is also the bike share scheme [Beryl](#) which provides a range of bikes, e-bikes, e-scooters making use of the cycle lanes and network across the conurbation. Car parking is available across the town, found more out [here](#).

Beyond the High Street, Christchurch offers a quality of life that attracts residents and visitors alike including Christchurch Quay, Red House Museum and Gardens, and the Christchurch Castle ruins and Place Mill.

Surrounded by natural beauty, the River Avon and River Stour, walking trails lead visitors through the town and nearby coastal wanders at Mudeford and Hengistbury Head, all providing a picturesque setting for work and leisure.

Christchurch is not just a destination; it's an opportunity. The town has a supportive business ecosystem including large employers such as BAE Systems, REIDSteel, Beagle Technology, SNG and Harbour Hotels working from sites and offices within walking distance or a short drive from the town centre, creates an environment ripe for investment.

Mondays on the traffic-free High Street and Saxon Square for the bustling Christchurch Market offers a wide range of market stalls selling a variety of produce including fresh fruit and vegetables, books and household wares, gift ideas, jewellery, clothes, flowers and plants. Open 52 weeks of the year it is a destination venue for locals from Christchurch and the surrounding towns and villages and a popular day out for the many tourists to the area.

Whether you are looking for a unique storefront, seeking a prosperous venture, or an entrepreneur eager to contribute to a community with a vision for the future, Christchurch beckons with open arms.

During the year the town and its surrounding area hosts events and festivals attracting both local and visitors to enjoy. Christchurch Food Festival, Stompin on the Quomps, Christchurch Carnival, Highcliffe Food and Arts Festival, Bournemouth 7's, Cheese & Chilli Festival



2023 | 15,221,769





My business background in Christchurch goes back thirty years. Along with my partner we came to Christchurch to re-open Splinters Restaurant which at the time was in Church Street. This 40-cover restaurant was to be a stepping stone and a two-year project – ten years later we left to build and open the hotel. During our time at Splinters (Now home to the Priory restaurant and a residential premises) we also converted the bookshop next door into Pommery's Delicatessen and Bistro and later sold this to the Fish Works group (It is now the Snug) which all shows the strength and variety of hospitality businesses Christchurch.

It was a brave move to build the hotel, which was to be the first of now three four-star hotels you will find in Christchurch. Although known as a historic town we decided to turn the accommodation offering on its head and we replaced the former Pontin's holiday camp with a three-storey riverside hotel with 44 units

of accommodation (Across 29 rooms and suites), an open plan bar, lounge, and restaurant – that has achieved an award of 2 rosettes for food each year since we opened the doors in November 2007. The hotel also boasts a bijou CC Spa with hydro-therapy pool, sauna and four treatment rooms in association with the produce house, ESPA.

**We employ ninety-five crew members across all departments and have contributed more than £68,000,000 to the local economy in the time we have been operational.**

Since the success of Captain's Club Hotel, the Harbour group have launched the Christchurch Harbour Hotel in Mudeford and the Kings Arms Hotel in the town centre. In addition, there has been an influx of developments for both the Travelodge and Premier Inn groups. This shows that from a traditional old school style resort Christchurch now attracts both the national and international visitor.

Christchurch benefits from its location, with Bournemouth to the West and the New Forest to the East it has an amazing array of blue flag beaches and is home to the famous Mudeford spit beach

huts and Highcliffe Castle.

It is a wonderful place to work, all supported by the Christchurch Town Centre BID and a thriving Chamber of Trade as well as industry bodies across hospitality.

We never consider competition to be a threat, it is healthy, and we would welcome other business into our beautiful town with open arms. Each business receives a lot of local support and there are many visitors who visit the BCP region with a trip to Christchurch at the top of their list. Christchurch has given me the best opportunity in business that I could have wished for, and I am delighted to still be here after thirty years and still moving forward.

On a side note, we also live in the town centre of Christchurch, it is a great community in which to reside, for what more could you wish? Why not come and join us.

[captainsclubhotel.com](http://captainsclubhotel.com)



FLAMINGO  
Café Bar



We've lived in the area for 20+ years and have noted Bournemouth, Christchurch and Poole's meteoric rise as a destination, both for tourists and also for the relocation of talent. When it came to investing in the creation of Aviary Hospitality Group, which currently employs over 150 staff across 6 locations and 2 brands, award winning Chicken & Blues and Flamingo, we believed, and continue to believe, in its future. With a continued focus on quality product and experiences, there's no reason why the region can't become a genuine force to be reckoned with – we look forward to expanding Chicken & Blues and Flamingo Café Bars as the opportunities arise.

[aviaryhospitality.com](http://aviaryhospitality.com)





# Kimmeridge

We're a Danish clothing specialist. This is something that happened very organically. We opened in 2009 and since then we have featured brands from Ireland, Spain, France and the UK but our family of brands from Denmark has just grown and grown. In the end we decided to not fight it.

For us it was a no-brainer to set up a business in Christchurch. Outside of the great transport links and the desirable area, Christchurch has always maintained a really high level of independent businesses. This was crucial to us, not only for the like minded business network of owner operators but also because independents create a more engaging high street. They offer something completely unique to anywhere else because those businesses simply don't exist elsewhere. However the inclusion of high street staples like Boots, M&S, Waitrose etc ensure customers and visitors to Christchurch can make those essential

purchases without having to travel out of town.

It also helped that Christchurch is the place we knew best. We already understood that the market here was more stable than other nearby seaside locations and that has remained true over the last 15 years. Christchurch has a high level of holiday home owners which helps massively to even out the seasonal swing that seaside, tourist destination towns typically have. We find that our second homers will visit regularly outside of the school holidays giving us a much steadier trade.

We benefit hugely from major events that are located in the town, one of which is 'Food Fest' which happens over the last bank holiday in May. The town takes on a party atmosphere and it allows us to potentially reach thousands of new customers, we have a great time.



I studied Hospitality at Bournemouth University and have been in the industry ever since. In 2022 I left for the area for 2 years to work for an Italian Sushi company in Italy and decided to come home and open my own Italian wine bar.

I love Christchurch for its riverside small-town feel, it fits my business which is also quite niche and focuses on quality of living. With so many local independents here, I feel I add variety to the town.

Bacello is on a mission to bring a complete Italian wine experience to our customers. Aside from the obvious wine and cicchetti sharing boards and tasting sessions, Bacello also imports wines directly from wineries in Italy including 2 of Bacello's own wine labels. You couldn't quite call it a complete Italian wine experience if you didn't organise wine tours to visit Italy... so recently

we took some Italian wine lovers to the vineyard that produced our own wines.

With an Italian only wine portfolio, we rotate our wines by the glass offering, Bacello has become very popular to those who are curious about wine and are wanting to try different wines, with a focus on quality rather than quantity.

I really believe in working together to provide variety to Christchurch town, for that reason we actively engage with local business through collaborative projects. Bacello also hosts events for community groups and participates and sponsors charity events.

[bacello.co.uk](https://bacello.co.uk)





# urban

*staying fit together*

[urbanhealthfitness.com](http://urbanhealthfitness.com)

When we set up Urban 10 years ago, very few independent gyms or health clubs existed in Bournemouth or Christchurch. We realised this area of Dorset has a high density of population relative to its size with a diverse range of people, not just young families, but people who were retired and semi-retired. With the growing trend of health, fitness, wellbeing and longevity we could see the opportunity of Urban being at the heart of helping people to live healthy and happier lives.

Urban is an independent health, fitness and rehab facility. Since starting we have grown to become an essential part of the local community where people feel supported to improve their health and

wellbeing. Our services range from fitness, dance and wellbeing classes to personal training, gymnasium, physiotherapy, rehabilitation, GP exercise referral and nutrition. We are however, much more than a gym. We run workshops, corporate wellness programmes, a dog walking group and local community events such as beach fitness days. We employ 10 staff and have 20 self-employed therapists, trainers and exercise class teachers every month.

Health and wellbeing is extremely popular now for all ages. People are recognising that their physical health impacts so many elements of their lives from work, social activities and even mental wellbeing. With 80% of the population still remaining relatively inactive, the burden of poor physical health is evident by the

demand on local services such as hospitals and GP surgeries. Based on our holistic and multi service approach we feel we are an essential business and in a prime position to help manage peoples' long-term health and reduce the burden on other community services.

Being in the centre of the high street, we have always managed to get involved in as many local events and activities. We are regular supporters to the annual charity RNLI Mudeford raft race, town centre Christmas parade and Christchurch food festival. We have also worked for many years with local businesses, charities, GP surgeries, and the local hospital. We have run initiatives and programs such as back rehab classes, phase IV cardiac rehab and cancer rehab programs.





# Why Poole?📍







**Poole is a well-connected town, including mainline train links to London and easy connections to Birmingham and Manchester via Bournemouth. Poole Port welcomes visitors from the Channel Islands and France to visit Poole and beyond with Condor Ferries and Brittany Ferries. A daily service all year round runs between Poole and Cherbourg and from April and October between Poole and the Channel Islands. The crossing times allows for a day trip as well as those seeking a longer vacation time. Finally, Bournemouth Airport located to the west of Poole, connects the area to 37 locations.**

Getting around within the area is easy on public transport with [morebus](#) which operates an extensive network connecting all our towns and districts as well as extending into the Purbecks and New Forest. There is also the bike share scheme [Beryl](#) which provides a range of bikes, e-bikes, e-scooters making use of the cycle lanes and network across the conurbation. Car parking is available across the town, found more out [here](#).

Poole presents a compelling proposition for retailers and investors due to its diverse economy, tourism appeal, strategic location, ongoing development projects, and supportive business environment. Prospective businesses can leverage these factors to establish a strong presence and tap into the town's economic potential.

Large businesses choosing to HQ from Poole include Sunseeker, LUSH, Merlin Entertainments and RNLI all increasing footfall into the town centre. Bournemouth & Poole College North Road campus is located within a short walk of the Dolphin Centre and high street

with students heading out during their lunch breaks or after studying looking for ways to relax whether that be retail therapy or a bite to eat with friends.

Poole market in the pedestrianised part of Poole High Street is set amongst the high street's independent and high street stores. Poole Market offers a great shopping experience for all with a chance to get chatting to the friendly stall holders about their wares. The market offers something for everyone at great prices. From local produce, fruit and veg, books, clothing and children's toys to flowers and plants and takeaway food stalls.

The Dolphin Centre, at the top of the high street, is an indoor shopping centre with occupiers from fashion to food and everything in between, brands include Clarks, Boots, Primark, Next, and Beales and leads to the KINGLAND development, a new shopping district of 10 hand-picked independent retailers, which has brought together Dorset's most innovative young entrepreneurs to create an exciting, curated retail environment in Poole town centre.

Heading down to Poole Quay, passing through Poole Old Town and Lower High Street you discover the delights of one of the world's largest natural harbours and its shops, attractions and activities, boat cruises including over to Brownsea Island and not forgetting the abundance of cafes, bars, traditional inns and restaurants along the way.

The programme of events and festivals in Poole offers something for all the family and attracts visitors from far and wide; Sandpolo, Quay for My Car; Dream Machines, Mini Steam on the Quay, Poole Seafood and Sounds Festival, Poole Harbour Festival and Summer Fireworks.



2023 | 31,365,984



# BRAKEBURN

Brakeburn captures the essence of a laid-back lifestyle enjoyed by our founder Nick Jackson during his many years travelling and background in board sports. From our humble beginnings in surf and outdoors, we have since evolved, transcending labels rather than confining ourselves to them.

With a nod to our roots and a vision for the future, we offer collections that mirror our commitment to designing garments that stand the test of time, using only the finest materials, to create a wardrobe that resonates with our customers for years to come. From captivating prints to flattering cuts, each piece is thoughtfully designed, offering versatile pieces that fit into your everyday without compromising on style.

Whether you’re strolling along the shore or living in the bustling urban landscape, Brakeburn empowers you to find your own rhythm, to savour life’s moments, and to embrace laid-back living.

From captivating prints to flattering cuts, each piece is thoughtfully designed to fit into your everyday without compromising on style.

Brakeburn empowers you to find your own rhythm, to savour life’s moments, and to embrace laid-back living.

[brakeburn.com](https://brakeburn.com)



# HOWDEN

Howden has been an insurance broker on the Poole high street since 2012, and as such the team are embedded in the local Poole community, serving personal and business clients alike. Speaking to existing and prospective clients every day we live and breathe the local environment, and with three other Howden offices in the local area, we consider this one of the premier places in the UK to do business as an insurance broker.

Our comprehensive portfolio encompasses personal, business, corporate, rural, private client and niche insurance brokerage, supporting the traditional to the extraordinary. Known for exceptional customer service.

Integral to the new Howden brand and future expansion is how national initiatives are mirrored locally. An example is the recent announcement that Howden has become a Principal Partner of The British & Irish Lions rugby team for the next four years and the official front of jersey sponsor for the upcoming 2025 Men Lions Tour to Australia and the inaugural 2027 Women’s Tour to New Zealand.

As a result the Howden Poole team will be engaging and forming partnerships with local rugby clubs and using that as a platform to help bring local communities together.

Here at Howden we see a tangible benefit of having teams embedded in the local community and developing local expertise. As such, the team at Poole are born and bred in the local area, and are able to build valuable relationships and networks by living and breathing the local environment.

Alec Alexander, Howden Poole branch manager explains more: *“With four branches locally, our success in this sector is how we operate in the local community. At a local level, a high street broking business is more than just an insurance broker who happens to operate in that area; our people, particularly those who are client-facing, are embedded within their local community and make a meaningful contribution to it. This includes understanding the people and businesses that live and operate there, as well as being part of community events.”*

[howdeninsurance.co.uk/poole](https://howdeninsurance.co.uk/poole)



# THE DOLPHIN

The Dolphin Poole has embarked on a unique journey to reimagine and revitalise its space. The centre has introduced several new initiatives, including the NHS diagnostic health village, Foundry, Access Wellbeing, Kingland, Gather, and a street market. These initiatives have transformed the shopping centre into a vibrant hub of activity and vitality.

## FOUNDRY

**Coworking Lounge:** FOUNDRY Poole’s Coworking Lounge is a versatile space designed for freelancers, entrepreneurs, and remote workers. It offers a mix of day desks, high tables, comfy sofas, and armchairs. Whether you need a place to work every day or just once a week, this lounge provides a welcoming environment.

**Podcast Studios and Content Creation:** FOUNDRY Poole goes beyond traditional coworking spaces by offering state-of-the-art podcast recording studios and content creation facilities. Whether you’re a podcaster, content creator, or vlogger, these studios provide the tools you need to produce high-quality content.

[foundryuk.com/poole](https://foundryuk.com/poole)



## NHS DIAGNOSTIC HEALTH VILLAGE

The Dolphin Poole has also introduced an NHS hub at the Beales department store. The hub provides outpatient diagnostic services to ease pressure on local waiting lists.

The Dolphin Poole innovative approach to reimagining its space has not only revitalised the centre but also positioned it as a vital part of the community. By introducing services like Access Wellbeing and the NHS Diagnostic Health Village, the centre has expanded its role beyond retail, becoming a hub for health and wellbeing in the community.

The Dolphin Poole transformation is a prime example of how shopping centres can adapt to changing consumer needs and expectations, providing more than just shopping and becoming a central part of the community’s social fabric.

## ACCESS WELLBEING

Access Wellbeing is a welcoming space located on the first floor of the shopping centre. It provides support for members of the local community on a wide range of topics, including mental health and emotional wellbeing, social connections and activities, bereavement and grief, advice on issues such as work, money and housing, and support for carers and family members. The hub is managed by PramaLife and Help & Care, working together with NHS Dorset, Dorset HealthCare, and Community Action Network, as well as other charities and community groups.

[dolphinshoppingcentre.co.uk/stores/access-wellbeing](https://dolphinshoppingcentre.co.uk/stores/access-wellbeing)

[uhd.nhs.uk/about-us/think-big](https://uhd.nhs.uk/about-us/think-big)





# Districts

There are 16 local areas within Bournemouth, Christchurch and Poole brimming with personality, passion and pride.

Little gems where residents and visitors can source locally roasted coffee, award winning distilleries, freshly baked artisan bread to independent artists.

From coastal villages to thriving suburbs, these bustling and flourishing hubs offer an eclectic mix of independent shops from fashion boutiques to antique shops, cosmopolitan restaurants, buzzing bars and cafes as well as community facilities serving the residents.

Boscombe art at night



Ashley Cross



Pokesdown, Boscombe



Westbourne



Broadstone



Highcliffe



# Business Improvement Districts

Bournemouth, Christchurch and Poole benefits from 4 Business Improvement Districts (BIDS) in a geographical area in which the local businesses (levy payers) have voted to invest together to improve their environment. This can include enhancements like safety and public realm initiatives through to marketing, events and business support.



Poole Quay



thedesigntsheppard.com - Bournemouth



[bpcouncil.gov.uk/campaigns-and-programmes/support-local](https://bpcouncil.gov.uk/campaigns-and-programmes/support-local)

BCP Council's Economic Development team launched 'Support Local', a follow up campaign to the previous Shop Local initiative, reminding residents and visitors across Bournemouth, Christchurch and Poole to support local business wherever they can. The campaign, funded externally by the UK Shared Prosperity Fund, includes new pink heart shaped stickers for shop windows, a downloadable digital version and posts on social media featuring messages on why it's important to keep it local for the benefit of the BCP economy.






## BOURNEMOUTH TOWN CENTRE BID

[towncentrebid.co.uk](http://towncentrebid.co.uk)

The Bournemouth Town Centre BID represents and supports more than 700 levy paying businesses and promotes, markets, and helps fund Bournemouth as a vibrant, safe, clean, attractive and experiential place to be.

The BID was first established in 2012 and received further five-year mandates from its business community in 2017 and 2022.

It invests millions of pounds into the Bournemouth town centre economy, lobbies at a local and national level and acts as the key voice for the town centre and business community.

Bournemouth town centre offers exciting opportunities for investment.

It benefits from a superb location and environment, next to the renowned beaches and with the town's famous gardens at its heart.

These natural features make the town centre an attractive place to live, work, visit and invest.

Bournemouth BID has two highly regarded universities in its area, all with global reputations and 10,000 - 15,000 students.

The strong education sector also includes Bournemouth and Poole College and the new pioneering Livingstone Academy.

This sector is just one part of a hugely dynamic creative and cultural offering with an important and significant international dimension.

In addition, the long-established international language school sector alone contributes £350m to the Bournemouth economy.

Meanwhile Bournemouth's annual visitor economy remains buoyant.

Staying visitor trips total 886,000 with staying visitor spend at £252,192,000.

Bournemouth has one of the most vibrant nighttime economies in the south of England as well as a strong financial district.

There is a healthy national and local retail sector with a proven independent retail model and a hugely popular and diverse hospitality offering.

Town centre living is an increasing focus and fast becoming one of the key drivers for the town's future success.

For businesses thinking of relocating or starting up in Bournemouth, there is an extensive support infrastructure including the Town Centre BID, the council's Economic Development team and existing businesses who see their role as helping the town grow and prosper through collaboration.





[christchurchbid.co.uk](http://christchurchbid.co.uk)

Christchurch BID is a business-led company whose sole purpose is to improve the BID commercial area which covers Christchurch Town Centre. Funded by businesses, for the benefit of those businesses, the BID enables the area to coordinate investment and deliver projects and services which are in addition to those already provided by the local Council (BCP) alongside our Town Council. The Christchurch BID is a not-for-profit company, created for a five-year term which began in November 2021.

For those that don't know the area, there is a certain magic about Christchurch. Business owners and residents are proud of their vibrant, prosperous town which boasts excellent amenities, an enviable heritage, and an enduring community spirit.

The BIDS aim is to help Christchurch town centre to continue to thrive by encouraging footfall into the town and increasing dwell time of visitors who enjoy the plentiful offering found along Bargates, Saxon Square the High Street and beyond.

There is a wonderful sense of community in the town which enjoys a wide variety of independent and national retailers, coupled with a vibrant weekly market. An eclectic calendar of annual events held on the High Street and Christchurch Quay which include food and music festivals, a summer carnival, and Christmas light switch on all of which are attended by thousands of visitors to the town.

Christchurch is also a popular choice for food enthusiasts with a broad range of high-quality venues to eat and drink for even the most discerning Foodie.

There is plenty on offer for culture vultures and arts lovers with the historical Regent Centre theatre, coupled with rich ancient heritage sites and amazing scenery... the list can go on and on!

With so much to offer in Christchurch, it really is a fantastic place to live, work and do business!



Christchurch arts by the sea © James Bridle



© Danika Westwood





[discoverpoole.com](https://discoverpoole.com)

Poole BID Ltd levy generates £265,000pa with a further circa £300,000 having been sourced by the company in the past few years via grant funding and sponsorship. Collaboration with stakeholders is key to extend the finances to maximum effect.

A recent joint venture with Historic England's High Street Heritage Action Zone saw them co-funding and commissioning a mural installation in the guise of Henry Gosse, who was an English naturalist, populariser of natural science and an early improver of the seawater aquarium, who also lived in Poole.

Business safety is crucial and the rollout of 2-way radios has taken place across the town. Additionally, a Business Crime Reduction Partnership, to enable the reporting of crime via the convenience of a mobile app

will be extended across the entire BCP conurbation business community, to ease the reporting and receiving of business crime to and from one platform.

Bunting, hanging baskets, street music and main sponsors of Poole Christmas Maritime Light Trail supports animation across the town and Jacqui Rock, Poole BID Lead believes that the team's commitment of increasing visitor footfall and dwell time and positively impacting their levy payer's bottom line, whilst influencing bodies like BCP Council, the Universities, Dorset Police, Destination Management Board and local community groups to get this done, is paramount for the ongoing success of the town.





## Bournemouth COASTAL BID

Bournemouth Coastal BID is a not for profit, independent voice that represents a varied community of levy payers running along our beautiful coastline from Westbourne to Southbourne, taking in the West & East Cliff, Pier Approach and the seafront, Boscombe and Pokesdown along the way.

Leading the way in innovative and unusual projects, since its inception the Coastal BID has brought huge inflatable monsters to the roof of buildings and installed a permanent 3-D building mapping projector in the heart of one of our retail areas. We have created our own micro economy by collecting and recycling business food waste into compost which is used to grow food donated to those who need it. We have installed neon-coloured planters throughout our areas, and multicoloured bins to brighten up the districts. Through projects such as these we aim to raise the profile of the area as a year-round destination, highlighting the uniqueness and variety of the destination, our individual trading districts and

supporting businesses in doing their work.

In addition to the physical differences that we can make to our areas, our mission is to ensure that we remain an informed, representative and change-making voice and resource for our businesses. We are committed to more effectively managing and promoting the destination and its districts securing our position not only as one of the best BIDs but industry leading in our ambition and delivery.

Working alongside a range of other partners, our Board of Directors are all volunteers who represent their own local businesses and together we have striven over the last 11 years to deliver projects both on a local and national level.

Together we continuously improve our areas, ensuring they are recognised as welcoming, safe, and clean destinations. Why not come and check them out for yourselves?

[coastalbid.co.uk](https://coastalbid.co.uk)





# Extra support

Within the local area businesses can also access business support and networking opportunities including advice and events through local chambers of commerce;

- *Bournemouth Chamber of Trade & Commerce (BCTC)*
  - *Christchurch Chamber of Trade & Commerce*
  - *Dorset Chamber*
  - *BH7 Trading District*
  - *BH9 Business Community*
- *BH10 & 11 Business Association*
  - *Highcliffe Action Team*
  - *Ashley Road Traders Association*
  - *Broadstone Community*
  - *Poole Quays Forum*
  - *Ashley Cross Traders Association*

## But it doesn't just stop there!

- *Dorset Local Enterprise Partnership (Dorset LEP)*
  - *UK Shared Prosperity Fund through BCP Council*
  - *Dorset Growth Hub*
- *The Federation of Small Business (FSB)*
  - *High Streets and District Centre Strategy*
  - *BCP Council Local Plan*

All striving to enable businesses to thrive with Bournemouth, Christchurch and Poole.

Local Commercial Agents can help you explore the investment opportunities available within the area, here is just a few of those actively marketing properties.

- *Sibbett Gregory*
  - *Ellis & Partners*
- *Nettleship Sawyer*
  - *Primmer Olds B.A.S*
- *Vail Williams*
  - *Goadsby*

# Local Support Packages

Whether you are thinking about starting a new business, expanding your UK operations, relocating, or seeking a UK base for your operations, the economic development team at BCP Council can help you explore what the region has to offer and ensure you get all the support you need to be successful here.

- Location advice, property viewing and familiarisation visits
- Introductions to legal, financial, commercial property specialists and their services
- Employment support - including introductions to recruitment and training partners
- International trade advice
- Information regarding Trading Standards
- A tailored introduction service to Bournemouth, Christchurch and Poole is offered to help meet the requirements and relocation of staff and families
- Advice on funding and assistance available within Bournemouth, Christchurch and Poole including innovation, growth and exporting
- Business advice and networking

The team are dedicated to helping companies and will provide information tailored to your needs, make introductions, help find suitable premises and advise on financial assistance available.

Please contact [\*\*economicdevelopment@bcpcouncil.gov.uk\*\*](mailto:economicdevelopment@bcpcouncil.gov.uk)



