

Investment in Bournemouth 2017

Bournemouth has seen significant investment in recent years with the opening of new hotels such as the Hilton and Hampton by Hilton in the centre of the resort. The trend is set to continue with more developments underway as Bournemouth's world class vision for the future becomes a reality. Here are some of the key projects being completed this winter and contributing to the destination's premier status.

Hotels

As a traditional seaside resort with a cosmopolitan twist, there has been a flurry of developments across Bournemouth hotels.

Hallmark Hotels invested £1m into the restoration of the exterior of the Hallmark Hotel Bournemouth Carlton restoring it back to its former glory. The Cliffside Hotel recently underwent a transformation costing over £1m to refurbish and rebrand as the Ocean Beach Hotel & Spa. Derby Manor also invested just under £1m in a revamp to restore the hotel's Edwardian charm, at the same time adding a contemporary feel. It has already attracted over 20,000 guests through the door since opening last February. The Lansdowne area of the town is set to benefit from a Premier Inn which is part of the new Lansdowne Plaza complex due for completion in late spring 2018.

New for this year, the Miramar has spent £200k on a new product management system, interior décor and a rebrand of the restaurant – now called No. 43 at the Miramar – with a new, modern classic look. On the horizon, the Belvedere Hotel has received planning permission for a significant new hotel development.

Seafront

Bournemouth is famed for its seafront and work on a world class vision for the resort kicked off in 2015 with a £4m project to improve the Pier Approach area. This included re-landscaping, the installation of water play features and the creation of a new, award winning tourist information centre. The second phase of these developments are now underway.

Work continues with 21 new super beach huts at Southbourne and a £1.3m scheme to provide overnight beach huts at Manor Steps has launched to rave reviews in national media. Work is also now completed on a treasure island themed playground and new super huts at Alum Chine.

A Beach Management Scheme is also underway with an investment of £20m in Bournemouth's sea defences between 2015 and 2020.

MEDIA INFORMATION

Attractions & Entertainment

In a significant and much anticipated development, Exeter Road is now home to a newly launched 10-screen 2,000-seat Odeon cinema together with 14 restaurants – a total investment of £45m. Several new dining venues have sprung up in Bournemouth in recent years including the £1m conversion of the old tourist information centre building into a restaurant and the expansion of Koh Thai tapas as it continues to invest in new properties. Vibrant Latin American restaurant, Las Iguanas, also opens in Bournemouth in June 2017, adding to the tropical and sun kissed colour of the resort.

Town centre

More than £210 million has been invested in Bournemouth town centre over the past three years, including increased student accommodation and multi-storey parking. Key central locations Richmond Hill and Horseshoe Common have undergone re-landscaping and improved street layout. Beale Place, in the heart of the shopping district, is also being pedestrianised. A busy construction schedule is set to continue over the next few years and schemes currently going through the planning process include increased residential flats, commercial units and car parking.

Transport

An established transport provider in the town, Yellow Buses committed to a core investment in its business of £1.5m in the first half of 2017. This investment will improve the quality of public bus services in Bournemouth.

Business

There is an estimated £27m vision for the Lansdowne area which includes £8.5m government funding awarded for the development of a world class business district. The delivery plan for this key location seeks to improve the streets and spaces, making the area an attractive centre for economy and education.

Education

Recent investment in Bournemouth schools exceeds £85m and three new primary schools have opened to accommodate extra pupils. Bournemouth University's Gateway development at Lansdowne is a new teaching building for the Faculty of Health and Social Sciences and, located near the travel interchange, is also intended to provide an eye-catching landmark building on arrival in the resort. The university is also building new halls of residence to support the town's growing student population.

Bournemouth is a popular choice for foreign language students and Anglo-Continental is working in partnership with AFC Bournemouth to offer new English + Football courses.

English language lessons will be delivered at Anglo-Continental and football training is provided by the AFC Bournemouth Community Sports Trust.

Leisure

Bournemouth is also increasing its leisure centre capacity with the commencement of a £1m extension to the gym at Stokewood Road Leisure Centre due for completion in the summer, which follows on from the recent £1.7m extension at the Littledown Centre.

At a national level, AFC Bournemouth continues to thrive as a Premiership football club and is viewed by over 650 million homes around the world through Sky Sports.

Digital

In 2015, Bournemouth was identified as the UK's fastest growing digital economy. It has two high performing, fast growing universities with specialisms that support Bournemouth's key sectors producing high quality talent.

At the end of 2016 it was announced that Bournemouth will be at the forefront of plans to introduce 5G mobile coverage. Ordnance Survey will develop a planning and mapping tool by creating a digital twin of the town to identify where best to place the antennae for a 5G network.

Mark Smith, Director of Tourism, said: "The resort has seen an unrivalled stream of development, particularly in the last few years, as part of our commitment to providing a world class welcome and added value to the visitor experience of Bournemouth. We're immensely proud of the scale of private and public sector investment. This enthusiasm for growth helps Bournemouth to retain its status as a top UK destination in a highly competitive market and doesn't show any sign of slowing down."

Find out more at bournemouth.co.uk.

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Please contact Bournemouth Tourism PR office for more information
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