



Bournemouth | Christchurch | Poole

Tourism Strategy: 2023 - 2027

Bournemouth, Christchurch and Poole: Working together to deliver a great destination.



DESTINATION
MANAGEMENT BOARD
BOURNEMOUTH | CHRISTCHURCH | POOLE

Contents

Introductions	02
The Vision	03
Our Visitor Economy in Numbers	04
Road to Resilience, Recovery and Growth	05
Core and Development Goals	06
Key Influencers and Their Roles	07 – 09
Tourism Priorities: Short Term 2023 – 2024	10 – 15
Tourism Priorities: Medium Term 2024 – 2026	16 – 19
Tourism Priorities: Short Term 2025 – 2027 and Beyond	20 – 22
The Evidence Base	23



Introductions

"We have an incredible destination with a thriving arts and festival scene, stunning hotels and restaurants, exciting attractions and beautiful scenery along our award-winning coastline. Aligned to our unique proposition for international and domestic students, business events and conferences, our beautiful area has untold potential for visitors, residents and businesses alike.

The last few years have been challenging for the local tourism industry, but our strategy sets out a clear and compelling vision for our destination and I am confident it will boost our vital visitor economy and secure our place as one of the best coastal places in the world to live in and visit.

I look forward to working with our partners to help deliver a strong and vibrant sector and welcoming new visitors to our iconic, historical and attractive three towns."



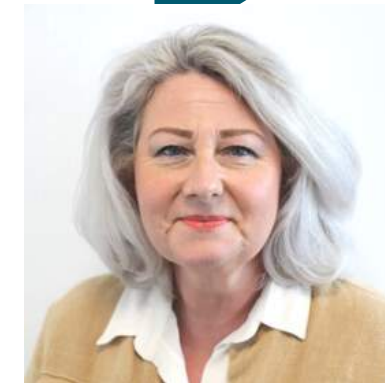
Craig Mathie

Chair of Bournemouth Christchurch and Poole's Destination Management Board

"Tourism, is a key sector for our region, its success can be seen in the benefit it provides to our residents, generating over £1.3bn to our economy each year and supporting thousands of jobs.

Recognised as one of the premier coastal visitor destinations in the UK, local government has played a pivotal role in developing tourism. We are an aspiring council, supporting our visitor economy to grow and develop as a world class leisure destination, providing a world class welcome; enabling the connection between visitor experience and resident well-being, that enriches the quality of life for our visitors and in our communities.

This first 'whole place' tourism strategy for Bournemouth, Christchurch and Poole, which has been co-produced with the Destination Management Board, sets out key ambitions for the next 5 years. The Council will continue to be a partner by providing an enabling role in this shared vision for tourism as it takes on a new life through the Destination Management Board."



Councillor Beverley Dunlop

Cabinet Member for Tourism, Culture and Vibrant Places



The vision for Bournemouth, Christchurch and Poole's Tourism Economy is to establish one of the best coastal places in the world to visit, work and invest in.

This will be achieved by harnessing the vibrancy of our community, the strength of our economy, the skills of our people, the wealth of our culture and the quality of our infrastructure, environment and quality of life.

A strong place brand is being developed to draw together the identity of our region as a leading centre for wellbeing that will underpin all that we do to contribute to the improvement of our area including the visitor economy.

This Tourism Strategy sets out the key Goals and Priorities that the Destination Management Board and its partners including BCP Council will develop an action plan to deliver over the next 5 years, in order to support and sustainably grow our year-round visitor economy in ways that are beneficial to the local economy and community.





12,141 tourism jobs (2021)
 -29% on 2019,
 +55% on 2020
6% of total BCP area workforce



£417,936,000 GVA

Contribution to local economy in 2021

-52% on 2019
 +30% on 2020



£573,971,000
leisure visitor spend in 2021

-30% on 2019
 +51% on 2020



£1,353,116,532

business turnover (direct, indirect & induced) 2021

-30% on 2019
 +51% on 2020



7.8/10

Visitor satisfaction, consistent across all 3 centres.
Return visit likelihood 7.8/10



8,830,000 day visitors (2021)

-23% on 2019, +48% on 2020

1,053,500 stay visitors 2021

-41% on 2019 +42% on 2020

Our Visitor Economy in Numbers



£63m a year:
 wellbeing value of
 our coastal open
 spaces (2022)



15,627

SERVICED BEDSPACES



Over 1000 annual events & festivals



LARGEST REGIONAL CENTRE FOR EFL IN UK

15 miles of seafront plus 26 miles of harbour landscape

Featuring 12 Blue Flags (more than any other UK destination)



£MULTI-MILLION HOTEL INVESTMENTS

Including: The Nici, Marsham Court, Mercure Queens, Premier Inn (West & East Cliff) No5 Durley Rd, Norfolk Royale and more...

Road to resilience, recovery & growth



Our World-Class Environment

The Bournemouth, Christchurch and Poole region core tourism offer lies principally in its world-class natural coastal environment. Coastal living and recreation offers clear mental and physical health and wellbeing benefits. Average annual levels of personal anxiety over the last 10 years have been consistently twice as high for England as a whole, compared to the region.

A rapidly changing industry

Unprecedented consumer shifts and economic and societal pressures require a bold and imaginative response to support tourism sector resilience and take advantage of opportunities for recovery, improved productivity and growth. Efforts to minimise environmental and community impacts from unsustainable forms of tourism will focus on rebalancing the visitor economy in favour of higher quality, year-round, staying visitor and business tourism markets, broadening out our 'beyond the beach' appeal to encompass culture, active sports, wellbeing, food and drink, heritage and exploration of the wider landscape.



A climate emergency

Growth has to be clean and sustainable as BCP Council works toward carbon neutrality by 2030 and the wider local economy aims to beat the UK's target of 2050.

The visitor economy must also be sensitive to the needs of its residents particularly at a time when our local communities are under significant pressure.

This Tourism Strategy recognises the need for a new partnership approach between the Local Authority and the Tourism Sector, with the Council taking on more of a facilitating role, unblocking barriers and enabling the tourism sector to deliver innovation.

Central to achieving this will be supporting the development of the Destination Management Board to re-orientate toward a more active and engaged role in driving delivery and shaping tourism outcomes

Core & Development Goals

C1: Council to transition to enabling and facilitating partner, working with the Destination Management Board to solve problems and identify a new model of Destination Management for Bournemouth, Christchurch and Poole

C2: Maintain and enhance our world-class natural coastal assets and high-quality visitor services

C3: Celebrate and develop the vibrancy offered by the area by building a year-round destination and supporting, developing and enabling local businesses

- D1: Develop and integrate the cultural offer through festivals enhancing place identity, local vibrancy and visitor audience development
- D2: Develop a strategy to enhance local year-round business operators

C4: Grow the relative contribution of higher spending stay visitors focused on key consumer growth markets and business events and reduce the dependency on the summer day visit market.

- D3: Develop authentic experiential products aligned to the growth consumer segments "active and wellbeing" and "nature and culture". Broadening our year-round offer 'beyond the beach' and exploiting as a base to explore the surrounding regions of Dorset, the New Forest and Wiltshire
- D4: Develop the year-round business events market across Bournemouth, Christchurch and Poole aligned to the core economic strengths of the region.
- D5: Support recovery and development international education and visitor markets
- D6: Reduce dependency on summer day visitor market and the impact of day visitors on residents, infrastructure and the environment.

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

Cross-cutting Goals:

CC1: Sustainable visitor economy – economic sustainability (year-round), social (resident friendly approach), environmental (towards net-zero)

CC2: Improved productivity and skills [leading to Brighter Futures]

CC3: Improved accessibility and inclusivity

CC4: Better research and data to inform decisions, co-created solutions and engagement with business and consumers

CC5: Improved transport and digital connectivity

Key Influencers and their roles

Destination Management Board (DMB)

The current aim of the Destination Management Board (DMB) is to represent the interests of all businesses, groups and individuals that support the local economy and contribute towards the development of the destination as a place to visit, work and live.

This aim will be achieved through high level representation of all Tourism sectors, BCP Council and other tourism experts, through decisive and wise actions and through clear accountability.

Acting as a voice for tourism the DMB will benefit the industry and tourism sectors by providing a strong, unified voice for local, regional and national tourism issues that impact business efficiency.

In addition, the Board will ensure that the Destination's tourism management, marketing and development activity is both competitive and effective. Managing this performance gives the sector representatives both an active role and responsibility in influencing the business planning, resource allocation and performance monitoring of tourism across the destination of Bournemouth, Poole and Christchurch.

The DMB will move towards being the key driver of destination marketing and management and act as the conduit between business and the council. DMB will work with regional partners to support the creation of a Local Visitor Economy Partnership (LVEP).

BCP Council

Major tourism partner, responsible for direct management of key sites and attractions such as the seafront, parks, countryside and public spaces and highways network. It currently provides destination marketing and comms, manages the websites for the three destinations of Bournemouth, Christchurch and Poole and manages the delivery of major events and oversees the safe operating and compliance of over 1,000 community and commercial events per year. Provides leadership in place making; advocacy - linking tourism and culture with health, education and wider economic sectors; planning and licencing roles and supporting inward investment among others. This Tourism Strategy starts to articulate how that role, particularly around marketing and delivery of destination activities will evolve to one of enabler over the medium term.



Key Influencers and their roles

Bournemouth Town Centre Business Improvement District (BID)

Here to make Bournemouth Town Centre your town, with every penny raised invested in creating a strong trading environment that visitors want to return to again and again.

Poole Town Centre Business Improvement District (BID)

A business-led, not for profit organisation promoting Poole town centre businesses to enhance the visitor experience. We are an established town partner working as the voice of our levy payers.

Bournemouth Coastal Business Improvement District (BID)

Bournemouth Coastal BID is your independent voice, set up to encourage visitors and local people to explore more of our unique areas; whilst providing the best possible trading and working environments for businesses.

Christchurch Business Improvement District (BID)

Supporting businesses in Christchurch, Dorset. Christchurch BID helps raise the profile of the Christchurch area, and support the local businesses.

Future Places

Working as a bridge between BCP Council and the property investment and development markets, FuturePlaces bring expertise in best practice sustainable placemaking, enabling delivery and stewardship to secure the best regenerative development outcomes for our communities.



Key Influencers and their roles

BH Area Hospitality Association (BAHA)

BH Area Hospitality Association is proud to represent some of the finest hotels and accommodation providers in our country. The Bournemouth, Christchurch and Poole areas are famed for their fantastic hospitality and ever-growing tourism industry and we have played our part in improving the services that are offered across the BH area. We continue to develop the hospitality and tourism industries within our great towns. We also offer patronage to select suppliers that have a big impact on hotels and accommodation providers across the BH area.

The Wonky Table (TWT)

Representing Hospitality as a whole (excluding Hotels) across the BCP and Dorset areas at a local and national level through its affiliation with UK Hospitality.

International Education Association (IEA)

Established to promote the area of Bournemouth, Poole & Christchurch as a world-class centre for excellence in international education. The IEA is a unique partnership between the public and private sectors. It is made up of local education providers with strong and proven track records in their individual fields. The Boroughs of Bournemouth, Poole & Christchurch are also actively involved through their Tourism Offices.

At a local level, the IEA has taken up the challenge of the Prime Minister's initiative to promote UK education to a world-wide audience.

Cultural Compact

Represents and gives voice to the cultural and creative sector across the BCP region. It was set up in 2020 and funded by BCP Council and Arts Council England. It provides a number of functions: Broker – we will build connections and partnerships, leveraging the power of culture for improved wellbeing and quality of life; Enabler – we will help facilitate new and greater investment in creative activities, organisations and practitioners, and the development of the infrastructure needed for the BCP region's creative ecosystem to flourish; Champion – we will advocate for our creative communities and partners, seeking to build trust through a genuine commitment to inclusivity, equality, diversity, and transparency; Connector – we will strengthen the connective tissue between talent, investment, and audience; Incubator – we will work together with our cultural and creative industries to nurture a sense of belonging with shared commitment and spirit of generosity to build a better sector for us all; Interpreter – we will unlock resources to enable the full diversity of our creative communities to make, shape and create great cultural experiences.



Tourism Priorities: Short Term 2023 - 2024



Action

Lead

Goal

Hospitality recruitment & retention: Build on ARG programme of recruitment advertising, level 2 & 3 training and skills tailored to the hospitality sector, targeting support from UK Shared Prosperity Fund. Working in conjunction with local colleges and employers, promoting apprenticeships, targeting school-leavers, students and older groups looking to return to the workplace in 2023/24/25

Council enabling.
Reconstituted DMB
delivering

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

CC2: Improved productivity and skills [leading to Brighter Futures]

Tourism industry awards: Continue to attract commercial sponsorship of annual event showcasing industry achievements and rewarding innovation. Annual and ongoing.

DMB delivery

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

Bid to become a pilot Local Visitor Economic Partnership (LVEP): Ongoing engagement with DCMS and regional partners to identify and agree boundaries and delivery mechanism and timescale for new LVEP in 2023.

Reconstituted DMB
delivering with Council
support

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

Destination Management Board to reconstitute remit as place-based delivery organisation in 2023 to further support promotion, advocacy and co-ordination activity across the destination. Key actions include

- identification of seed funding from the Council and tourism trade
- Working with the Council to ensure procurement activities prioritise supporting local business and community benefits

DMB with Council as a
key partner along with
BIDs and key trade
groups

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.



Action

Lead

Goal

Continue to work in partnership with National Coastal Tourism Academy to enhance local industry advocacy at regional and national level – ongoing

DMB / NCTA

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

Support development, adoption and embedding of wellbeing-based place branding to inform tourism product development, positioning and future promotion decisions from 2023

DMB/BIDs/ Council (joint)

C3: Celebrate and develop the vibrancy offered by the area by building a year-round destination and supporting, developing and enabling local businesses

Tourism website refresh and branding, positioning content toward emerging growth markets, working with 'Coast with the Most' brand, developing clearer, user-friendly access to information & events across the three towns. Medium term seek partnership investment to consolidate and develop functionalities of back of house web platform for 2024

Council / DMB

CC4: Better research and data to inform decisions, co-created solutions and engagement with business and consumers

Prioritise continued investment across the 18 zonal character areas of award-winning seafront and harbourside, as set out in the adopted Seafront Strategy opening further opportunities private and third sector led investment in addition to Council led commercial activity supporting investment in essential services and infrastructure.

Council enabling private sector / community investment and undertaking direct commercial investment

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

C2: Maintain and enhance our world-class natural coastal assets and high-quality visitor services

[BCP Seafront Strategy](#)

Priority long term investment sites include (but not limited to): Hamworthy; Harbourside Park; Sandbanks; Branksome Chine; Alum Chine; Joseph Steps; seasonal beach sites between West Cliff and Boscombe; Happyland; East Beach Village; East Cliff; Toft; Boscombe Pier; Fisherman's Walk; Southbourne; Mudeford Sandspit; Avon Beach; coastal defence works. Ongoing / as market conditions allow



Action

Lead

Goal

Destination Marketing: Identify new commercial partnership models by 2024 to drive investment in data intelligence, promotion and marketing activity for the destination, evolving toward strategic whole-place branding. Improve seafront to town marketing encouraging people to explore the town, quaysides and surround arteries

Working toward delivery by DMB and enabled by BCP Council by 2024

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

CC4: Better research and data to inform decisions, co-created solutions and engagement with business and consumers

Consult and adopt relaxation of tourism accommodation retention policy, summer 2023, to allow a more market led approach to accelerate redevelopment, balancing the need to protect core tourism function whilst acknowledging the demand for other forms of accommodation including residential. With particular focus on West Cliff and parts of the East Cliff in Bournemouth.

Council enabled

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

C5: Working in partnership to deliver a more productive and resilient visitor economy and destination management eco-system.

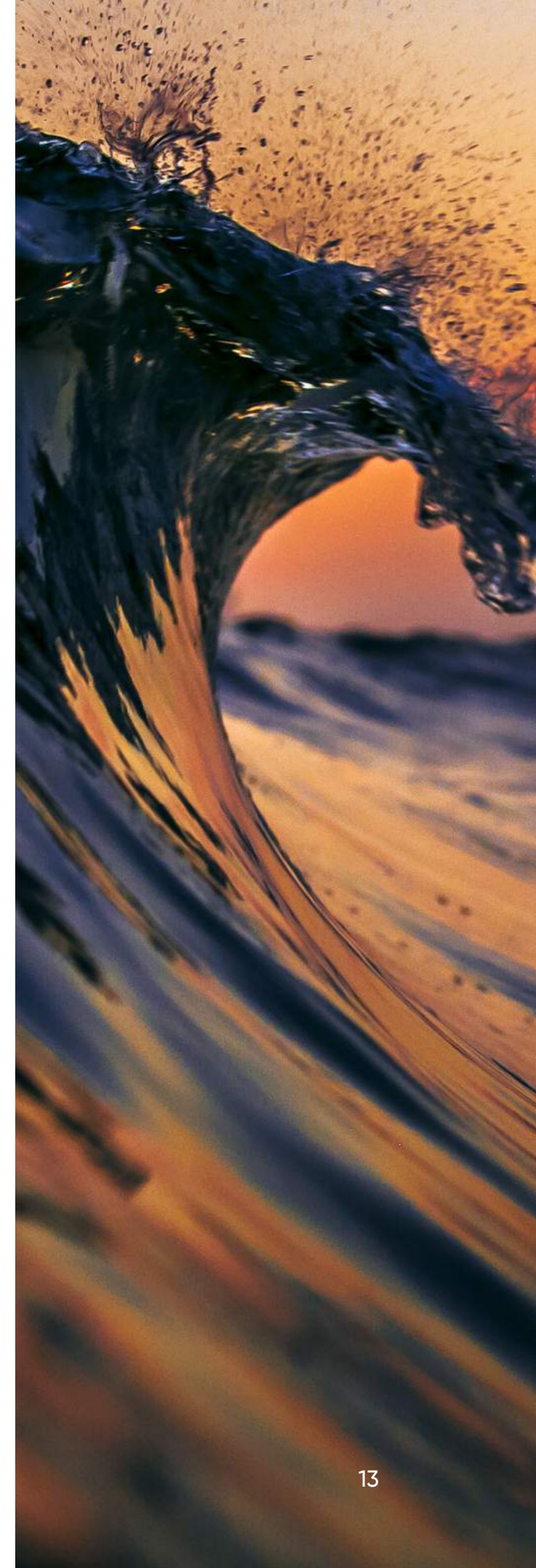
Explore options in conjunction with the Council, landowners and operators to secure long-term reinvestment in the accommodation stock.

Work with the Council and other agencies to support long term rehousing and resettlement plans for vulnerable groups that minimise the impacts on the visitor economy.

Enabled by Council in partnership with commercial sector

C1: Council to transition to enabling partner, working with the Destination Management Board to identify a new model of Destination Management for Bournemouth, Christchurch and Poole

D1: Develop and integrate the cultural offer through festivals enhancing place identity, local vibrancy and visitor audience development



Action

Lead

Goal

International leisure: work with key tourism, commercial and retail brands and operators with strong local presence to showcase our high-quality coastal environment, welcoming community and skilled workforce to attract new visitors and investment in hospitality. Through 23/24

Delivered by reconstituted DMB /BIDs and enabled by Council

D5: Support recovery and development international education and visitor markets

International Education: Work closely with the international language schools to support recovery and with the wider international educational community to develop growth, connecting with hospitality and developing specialist education services with key local employers. 23/24. Longer term aspiration to attract new language school to Christchurch.

Delivered by IEA/ reconstituted DMB

D5: Support recovery and development international education and visitor markets

Identify new approaches and funding models to enhance investment in visitor safety and provision of essential visitor amenities such as public toilets and litter management across the seafront and town centres: 23/24

Council collaboration with BIDs / Chambers of Commerce

C2: Maintain and enhance our world-class natural coastal assets and high-quality visitor services

Conference and business tourism: support the ongoing recovery and development of the conferencing, exhibition and CSR market through improved networking and collaboration across the three towns with key local industry sectors.

BH Live / DMB / BAHA

D4: Develop the year-round business events market across Bournemouth, Christchurch and Poole aligned to the core economic strengths of the region.

Engage with Bournemouth Airport to leverage value and links to attract inbound and improve 'last mile' transit into and across the destination. 23/24

[BCP Futures, Economic Development Strategy](#)



Action

Lead

Goal

Updated Events Plan spring 2023, to focus resources on events and festivals across the three towns and district centres designed to attract high spend stay visitor and select day and resident markets across “nature & culture” and “active & mindful” and “luxury & learning” whilst minimising environmental pressures from day visitors. Work with commercial partners to secure new funding and sponsorship opportunities to sustain and expand programme. 2023.

Enabled by Council.
Delivered by DMB with support from BIDs and Chambers of Commerce

D6: Reduce dependency on summer day visitor market and the impact of day visitors on residents, infrastructure and the environment.

& Culture Strategy

Review Tourist Information Centre provision in 2023 working toward reorientating to meet changing market need e.g.: streamlined physical presence offering more flexible digital access to services 24/7

Council supported by DMB

C2: Maintain and enhance our world-class natural coastal assets and high-quality visitor services

Seek investment in town centre public realm to enhance the visitor experience.

DMB/BID

D2: Develop a strategy to enhance local year-round business operators



Tourism Priorities: Medium Term 2024 - 2026



Action

Lead

Goal

Encouraging more residential attracting high skilled workers to relocate to Bournemouth, Poole and Christchurch town centres: driving new year-round footfall supporting hospitality e.g.: former cinema and department store sites, Bournemouth; high street and waterfront sites in Poole;

Prioritising meanwhile and experiential development of our high streets and growth of independent retail offer

Supporting delivery of Boscombe Towns Fund Investment Plan and Poole Heritage Action Zone: – high street renewal, arts, culture, tourism & heritage

Council / private sector partnership

C3: Celebrate and develop the vibrancy offered by the area by building a year-round destination and supporting, developing and enabling local businesses

Drive investment in key town centre regeneration sites supporting experiential tourism e.g.: Winter Gardens/BIC, Westover Road & wider Bournemouth Arc; Poole Quay/between the bridges; Bournemouth town centre retail high street former department stores; Triangle & Poole Hill , Boscombe district centre; Saxon Square & former Civic Centre, Christchurch

Commission new research identifying opportunities and approaches to attract high quality retail brands to our town centres to evolve and re-establish a strong, contemporary retail destination offer.

Feasibility: Future Places
Delivery: Council & private sector

C3: Celebrate and develop the vibrancy offered by the area by building a year-round destination and supporting, developing and enabling local businesses

D1: Develop and integrate the cultural offer through festivals enhancing place identity, local vibrancy and visitor audience development

D2: Develop a strategy to enhance local year-round business operators

[BCP Future Stories](#)
Culture Strategy

DMB

Support continued development and roll out of 5G network and work with the digital sector to drive innovation around augmented reality, visitor engagement and data driven digital services, delivering best in class visitor experiences. Ambition to attract investment to extend to key tourism/town centre and seafront areas in the longer term

Council/ Towns Fund

CC5: Improved transport and digital connectivity



Action

Lead

Goal

Support continued development and roll out of 5G network and work with the digital sector to drive innovation around augmented reality, visitor engagement and data driven digital services, delivering best in class visitor experiences. Ambition to attract investment to extend to key tourism/town centre and seafront areas in the longer term

Council/ Towns Fund

CC5: Improved transport and digital connectivity

Partnership work encouraging innovation around new tourism product and experiences to attract "Nature & Culture" audiences to explore more of our town centres, quays, rural coastal and countryside sites outside of town centres and mass tourism beaches, e.g.:

- Coastal Nature Park
- Culture led meanwhile use maker spaces and festivals
- Development of new Stour Valley Park & Harbourside Park
- Creating an inviting public realm for all...liveable city
- Westover Road – independent retail and cultural quarter inc. Pavilion and Palace Court Theatre
- Christchurch & Mudeford Quays
- Poole old town & quay
- District centres
- Christchurch priory & high st

Council working in partnership with DMB / BIDs / Chambers of Commerce/ Commercial & third sectors

D1: Develop and integrate the cultural offer through festivals enhancing place identity, local vibrancy and visitor audience development

D3: Develop authentic experiential products aligned to the growth consumer segments "active and wellbeing" and "nature and culture". Broadening our year-round offer 'beyond the beach' and exploiting as a base to explore the surrounding regions of Dorset, the New Forest and Wiltshire

Partnership working to encourage new product to attract "Active & Mindful" audiences seeking physical, mental and social stimulation across our coastal and countryside sites e.g.:

Seafront beach & water sports development sites inc: Toft Beach Box Park; Sandbanks Pavilion; East Beach Village; Hengistbury Outdoor Centre; Mudeford Quay

Council enabling commercial delivery

C1: Council to transition to enabling and facilitating partner, working with the Destination Management Board to solve problems and identify a new model of Destination Management for Bournemouth, Christchurch and Poole

D3: Develop authentic experiential products aligned to the growth consumer segments "active and wellbeing" and "nature and culture". Broadening our year-round offer 'beyond the beach' and exploiting as a base to explore the surrounding regions of Dorset, the New Forest and Wiltshire



Action

Lead

Goal

Accessible destination: Attract investment in accessible infrastructure and visitor services (physical and digital) to meet growing accessible market opportunity

DMB Sectors / Council

CC3: Improved accessibility and inclusivity

Deliver co-ordinated investment in cycle/walking/heritage/culture wayfinding infrastructure (physical and digital) connecting attractions including seafront, harbour, town and district centres and countryside sites from Upton Country Park to Highcliffe, targeting visitor growth markets "Active & Mindful" and "Nature & Culture" as well as residents

Council / BIDs (various proposals)

D3: Develop authentic experiential products aligned to the growth consumer segments "active and wellbeing" and "nature and culture". Broadening our year-round offer 'beyond the beach' and exploiting as a base to explore the surrounding regions of Dorset, the New Forest and Wiltshire

& Culture Strategy



Tourism Priorities: Long Term 2025 – 2027 and beyond



Action

Lead

Goal

Support investment in new / upgraded all weather visitor attractions, including:

- Major Visual Arts Gallery, Poole power station site
- Replacement Dolphin Leisure Centre
- BIC/ Winter Gardens regeneration of regional scale conference and event facilities to be fully integrated into town centre and beach front in line with identified market opportunity studies: incorporating flexible conferencing auditorium; entertainments arena; flexible breakout spaces and hospitality; new multi-storey car park with green transport hub; upper scale 200 bed branded hotel & enabling residential.
- Explore opportunities surrounding the former Christchurch Electricity Museum
- Long term upgrade of Bournemouth Pier

Feasibility: Council / Future Places
Feasibility: Council/ Future Places

Feasibility: Future Places
Delivery: Council / Private JV or CIC

SSE / Christchurch BID
Feasibility: Council / tbc

D1: Develop and integrate the cultural offer through festivals enhancing place identity, local vibrancy and visitor audience development

Pro-active market engagement to secure new high quality branded visitor accommodation whilst encouraging existing operators to reinvest to attract key stay visitor growth markets: "Active & Mindful", "Nature & Culture" and, longer term, "Luxury & Learning" and business conferencing. Identification of core areas and sites for tourism retention and redevelopment together with planning guidance via an Hotel Investment Pack, supported by the BCP Local Plan.

New hotel development sites include:
Sandbanks peninsular, Poole Quay, Salterns, BIC/Winter Gardens redevelopment, Christchurch Civic Centre (feasibility)

Action linked to relaxation of tourism accommodation retention policy

Council supported by Future Places / BAHA & BIDs

C4: Grow the relative contribution of higher spending stay visitors focused on key consumer growth markets and business events and reduce the dependency on the summer day visit market.



Action

Lead

Goal

Work with transport sector to support development of convenient, integrated and sustainable and environmentally friendly transport meeting the needs of visitors to and across major visitor hubs within the conurbation and wider Dorset/New Forest/Wiltshire region. Key initiatives include:

- Explore options for long term sustainable seasonal park & ride with welcome centre
- Further investment in gateway transport hubs at Bournemouth Interchange and Poole Bus Station
- Town centre parking strategy
- Integrated transport app across public transport networks and continued roll-out of Beryl scheme including introduction of e-bikes across the three towns and coastal areas
- Roll out of EV charging network across car parks and public spaces
- Development of coach-friendly infrastructure e.g. coach drop for Christchurch

Council & transport sector partners

CC5: Improved transport and digital connectivity

Wellness product development, building on the DNA of the visitor destination to attract "Active & Mindful", "Luxury & Learning" and business tourism visitor growth markets. E.g.:

- Improved access to green and blue space and development of experiential product
- Develop geothermal spa sustainable business model ready for commercial investment

Council enabling commercial delivery

C1: Council to transition to enabling and facilitating partner, working with the Destination Management Board to solve problems and identify a new model of Destination Management for Bournemouth, Christchurch and Poole

D3: Develop authentic experiential products aligned to the growth consumer segments "active and wellbeing" and "nature and culture". Broadening our year-round offer 'beyond the beach' and exploiting as a base to explore the surrounding regions of Dorset, the New Forest and Wiltshire

Unlock barriers to development and investment in urban town centre renewable energy infrastructure integrated within public car park sites, providing new networks of solar and/or geothermal energy for commercial businesses including hospitality, via development of strategic investment case

Council / Commercial partnership

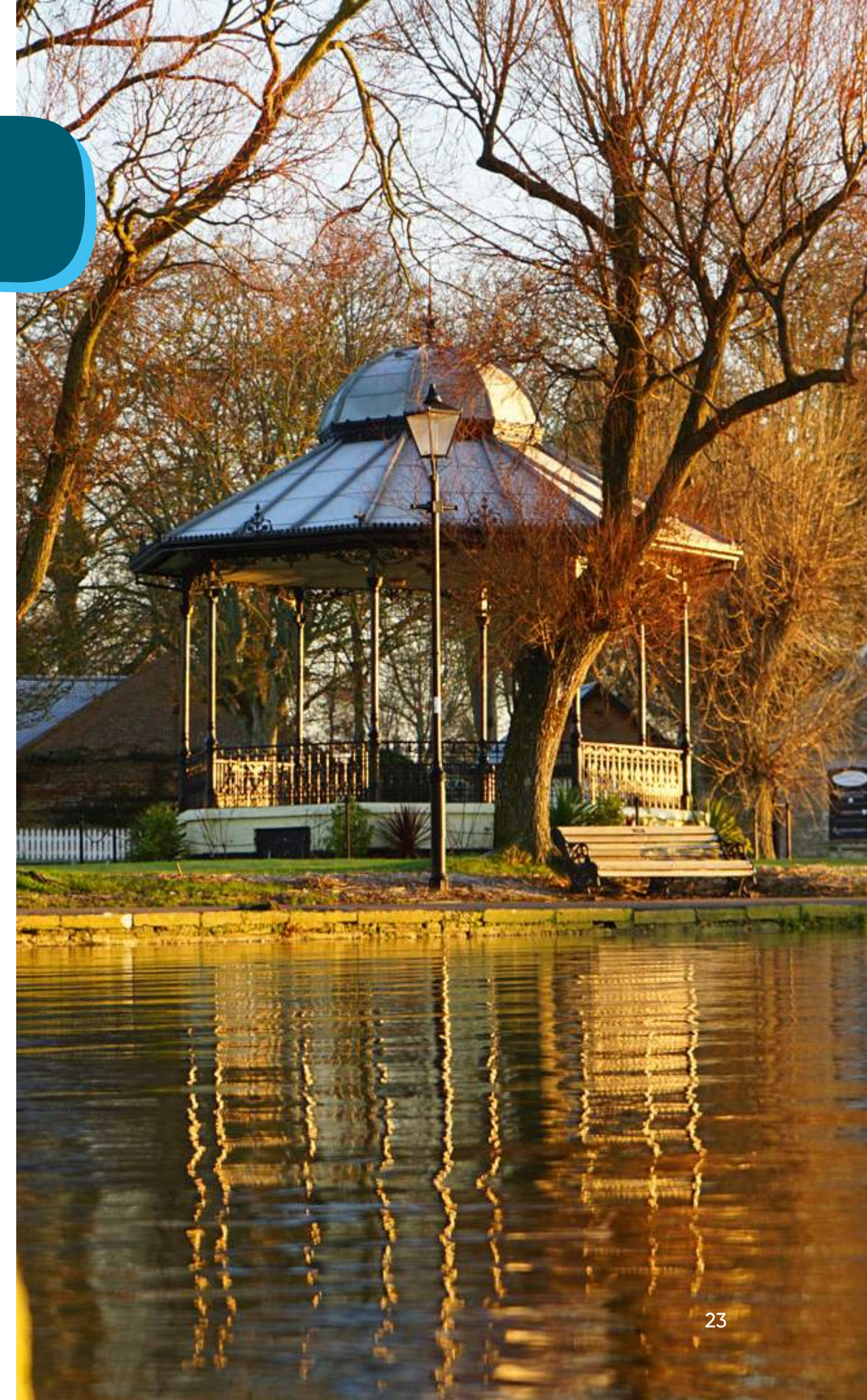
CC1: Sustainable visitor economy – economic sustainability (year-round), social (resident friendly approach), environmental (towards net-zero)

D2: Develop a strategy to enhance local year-round business operators



The Evidence Base

- [DRAFT Culture Strategy \(BCP Cultural Compact\)](#)
- [Draft BCP Local Plan Issues & Options Consultatio](#)
- [BCP Corporate Strategy](#)
- [Draft Community and Voluntary Sector and Volunteering Strategy 2021-2024](#)
- [BCP Seafront Strategy](#)
- [Climate and Ecological Emergency Action Plan BCP Council](#)
- [BCP High Streets and District Centres Strategy](#)
- [BCP Cycling and Walking Infrastructure Plan](#)
- [BCP Big Plan](#)
- BAHA Corporate Events, Business Research: BVA/BDRC March 2022
- BAHA Leisure Visitor Segmentation Analysis: BVA/BDRC April 2022
- Visitor Volume & Value data: South West Research Company 2022
- DRAFT: Developing a Place Brand: Future Places July 2022
- [BCP Futures, Economic Development Strategy](#)
- [BCP Council Health & Wellbeing Strategy 2020 – 2023](#)
- [Bournemouth, Poole & Dorset Local Transport Plan 2011 – 26](#)
- The Dorset Local Industrial Strategy, Dorset LEP
- [Dorset Living Better Prospectus, Invest in Dorset](#)
- [BCP Smart Place Programme](#)
- Dorset Local Skills Report 2022, Dorset LEP
- (Draft) IHQ Big Conversation Summary Report Sept 2022
- (Draft) Movement, Sport, Health & Wellbeing preliminary report: Future Places Nov. 2022
- BCP Future Stories report March 2022
- BCP Eventful City report
- [BCP Bus Improvement Plan](#)
- [BCP Reimagining Your High Streets Consultation 2021](#)





Bournemouth | Christchurch | Poole

Enquiries:

bcptourism@bcpcouncil.gov.uk

BCP Tourism Partner Hub:

business.coastwiththemost.com

Bournemouth

bournemouth.co.uk



Christchurch

visit-christchurch.co.uk



Poole

pooletourism.com

