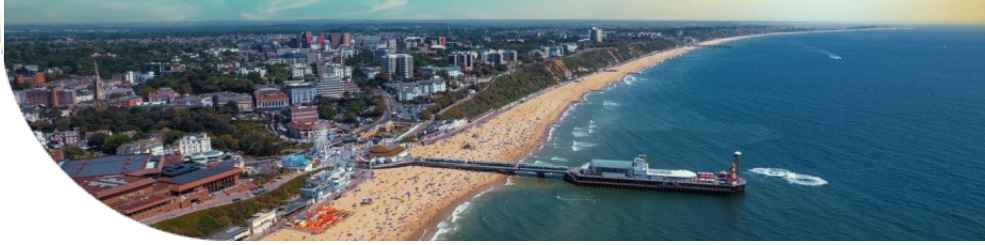

Believing in Bournemouth: Evidence of Renewed Confidence in the Town Centre

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The launch of *Believing in Bournemouth*, a new qualitative report from Bournemouth Town Centre BID, provides a timely and insightful companion to this year's Retail Market Fundamentals, quantitative research by Savills. Together, these reports offer a grounded and compelling assessment of the town's trajectory, revealing a growing sense of confidence underpinned by real investment, occupier activity and community commitment.

The research, presented at a recent event attended by local businesses, developers and civic leaders, brings together the data, voices and lived experiences that are shaping Bournemouth's future. While no town centre is without its challenges, the combined evidence clearly points to positive momentum.

Mark Benham, Partner and Head of Real Estate, commented:

"Having worked in Bournemouth for 25 years, I've seen first-hand the town's ability to adapt and renew. What stands out in these latest reports is the combination of hard data and real examples of businesses committing to the town centre. This is not about vision documents but about genuine investment, confidence, and on-the-ground activity. Bournemouth has challenges, as every town centre does, but the momentum we are seeing now is both credible and significant."

A resurgence supported by data

Savills' research highlighted strong fundamentals across the town centre, including consumer catchment opportunities, competitive occupational costs and encouraging demographic indicators. It also showcased Bournemouth's position as the number one place in the UK to start a small business. This quantitative evidence shows why many businesses are investing, expanding, or relocating to the town centre.

Real examples of investment and confidence

Believing in Bournemouth complements these findings with real stories from organisations that have made tangible commitments in recent months. National names such as The Ivy, The Botanist, Patch and Bobby & Co are joined by education providers, independent operators and community initiatives that are contributing to a

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more diverse and resilient town centre environment.

Beyond retail and leisure, continued investment from the banking and insurance sectors further reinforces confidence in the wider region. This includes the significant investment by JP Morgan announced last year, underlining Bournemouth's appeal as a long-term business destination.

Confidence in Bournemouth is also reflected beyond the commercial property market. As home to AFC Bournemouth, one of the region's most recognisable institutions, the town continues to benefit from the profile, employment and wider economic impact generated by elite sport and associated partnerships. The region is also expected to benefit economically from the fresh and significant investment in AFC Bournemouth's local infrastructure.

The report reflects a broad consensus: regeneration is happening, confidence is returning, and momentum is building.

Collaboration across sectors

A recurring theme across both reports is the strength of local collaboration. Stakeholders, including Bournemouth Town Centre BID, BCP Council, educational institutions, local businesses and national occupiers, are working with a shared sense of purpose. Their contributions reinforce the message that Bournemouth is not simply discussing its future but actively shaping it.

A balanced but optimistic outlook

Neither report glosses over the challenges faced by Bournemouth or any other town centre. Instead, they provide context for the positive outcomes already being seen and explain the underlying reasons for renewed interest from occupiers and investors. The research also reflects a wider cultural energy, fuelled by events, creative industries and the independent business community.

Conclusion

The Savills and *Believing in Bournemouth* reports together present a credible and evidence-led picture of a town centre in transition. Bournemouth is evolving through data-driven insight, meaningful investment and a growing belief in what the town centre can become. The message from businesses and institutions alike is clear: the foundations for long-term success are strengthening, and there is much to be optimistic about.

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