

Waterfront Consultation Report

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1.0 EXECUTIVE SUMMARY

In total, 3509 responses to the consultation were received via online and paper questionnaires.

Many people see this as a great opportunity to do something good for Bournemouth and put right the perceived wrong of the Waterfront Building being built in the first place. There is a strong desire to reinstate the sea view from Bath Road either by demolishing the building altogether or significantly reducing the height of it.

Good design and architecture are seen as essential for any building put in this space. In fact, the opportunity to create a stand-out building is seen as too good to miss by many.

Only 3% of respondents didn't support any of the options put forward. 96% supported at least one of the options put forward.

We can deduce that of the options proposed, there are four which could be popular with the public i.e. more people are in favour of these options than against. These are, in rank of order of popularity:

1. Tropical Gardens
2. Water Park
3. Interactive Arts, Museum & Entertainment
4. Performing Arts Space/ Amphitheatre

There are three options which would be unpopular with the public (at least as stand-alone attractions) i.e. more people are against these options than for. These are, in rank order of unpopularity:

1. Boutiques & Bistros
2. Spa
3. Family Play Park

The main pros and cons raised to the options can be summarised as follows:

	Pros	Cons
Tropical Gardens	Blends well with the surrounding Gardens and seafront	Potential duplication of the existing Gardens
	Need not negatively impact on the sea views	Limited appeal for repeat visits
	A peaceful and relaxing attraction	
	Appeals to all	
	In keeping with Bournemouth's heritage	

	Pros	Cons
Water Park	All-weather attraction for families	Concerns about height of building and unsightly water slides visible from outside
	Would generate income	Possibility of such an attraction being 'tacky'
	Do not have a similar facility in Bournemouth	Not appealing for people without children
	Encourages healthier, active lifestyles	No residents visiting outside of school holidays
Interactive Arts, Museum & Entertainment	Need for more cultural attractions to Bournemouth	Limited appeal
	Could be fun and educational for all	Couldn't compete with larger attractions of this type provided in London and other big cities
		Already have Russell Cotes Museum nearby
Performing Arts Space/ Amphitheatre	Need for more cultural attractions to Bournemouth	Unnecessary with other venues nearby
	With a wide range of performances the attraction could have broad appeal.	May have limited appeal
	Could be like Covent Garden in London	
Family Play Park	Would appeal to visiting and resident families in all weathers.	Excludes those without children
		If not carefully designed, could bring down the tone of the area
Spa	Complement Bournemouth's history as a town for relaxing and recuperating	Mainly appeal to women and those with sufficient money to use it
	Good synergy with the seafront location	Unnecessary and would compete with Spa facilities offered in local hotels.
Boutiques & Bistros	Would be a complementary addition to one or more of the other suggestions	Duplication of town centre facilities
	Good option providing the outlets were independent retailers and of good quality	Competition with town centre shops & restaurants and the subsequent empty units
	Opportunity for a wider range of seafront bistros and cafes in particular.	If the 'wrong type' of drinking establishments were allowed on to the seafront this would not enhance Bournemouth's reputation.

Some marked differences can be seen between the preferences of Bournemouth residents and visitors from outside the Borough. The most popular attraction with Bournemouth residents is the Water Park. This is closely followed by the Tropical Gardens. Opinion on the Water Park amongst visitors is more evenly divided. Most popular with visitors are the Tropical Gardens, Interactive Arts, Museum & Entertainment and Performing Arts Space/ Amphitheatre.

The Water Park is the only option which has a balance of support from every age group without exception. It also has support from people both with and without children.

As you might expect, child-orientated attractions are most popular amongst those with children. The Water Park is especially popular with families with children of all ages, particularly those aged 5-12 years. The Family Play Park is also very popular with those who have children aged 12 and under.

People without children are noticeably unsupportive of a family play park. They are most positive about the Tropical Gardens.

The idea of combining attractions was popular with respondents. Given that no one single option has the support of the majority, combining options would be a good way to achieve an attraction that would appeal to a broad range of people. Of the options put forward to the public, a combination of Water Park and Tropical Gardens would likely be most popular.

WATERFRONT CONSULTATION FINDINGS

2.0 INTRODUCTION

2.1 Background

On 20th January 2010, Bournemouth Council announced that it is buying the head lease of the Waterfront building on Bournemouth's seafront.

The Council has two clear aims for this site:

1. To improve sea views; and
2. To bring about an all-weather attraction that is commercially viable, successful and can be enjoyed by people of all ages, in a building that residents can be proud of.

After considering various ideas put forward by the public, the Council arrived at a shortlist of 7 viable options. Other options such as an Olympic sized swimming pool and an ice rink were ruled out, either because it was known that they would not be viable or because they would be better located in another part of the town.

Over 3,500 people completed the online survey during March 2010, rating seven options for what could go on the site.

The short listed options were:

1. A Water Park
2. An Interactive Arts, Museum & Entertainment
3. Tropical gardens
4. A spa
5. Performing Arts Space/ Amphitheatre
6. A Family Play Park
7. Boutiques & Bistros

2.2 Methodology

The online questionnaire was sent to all members of the Bournemouth e-panel (406 members at the time) to invite them to take part in the Waterfront Consultation. It was also posted on the Bournemouth Borough Council website and promoted widely to encourage participation from residents and visitors.

A paper version of the questionnaire was available to be downloaded and printed from the website. A freepost address was provided for paper questionnaires to be returned. A copy of the questionnaire is available in Appendix C.

In addition, letters and emails were sent directly to the Council and the views put forwards in these were analysed alongside the comments from the questionnaire.

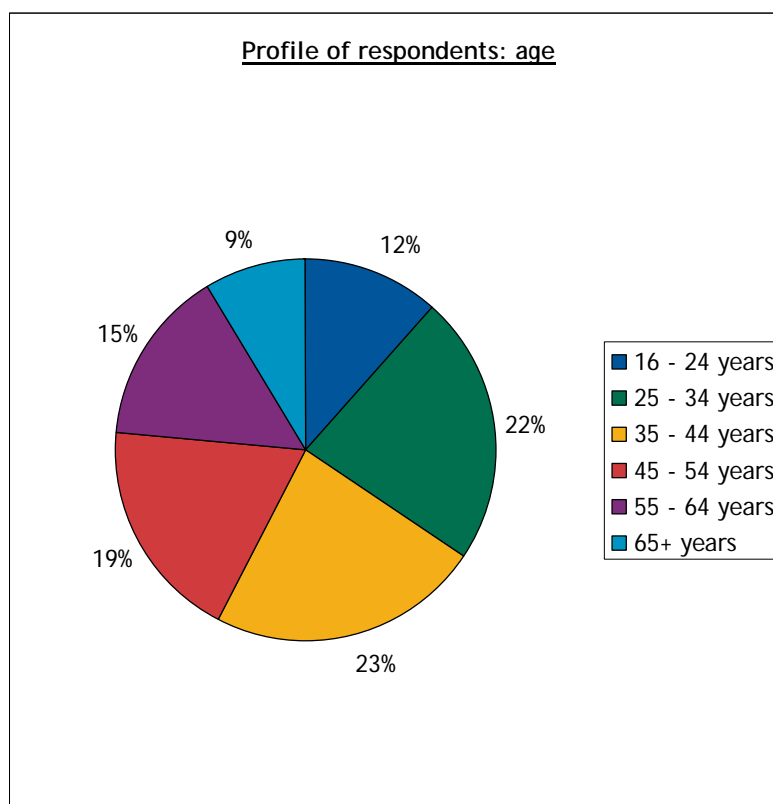
A Facebook page was set up called 'Bournemouth Waterfront - What next?' which currently has 381 fans. Comments posted on these pages have also been considered and summarised in the analysis.

The consultation took place between 5th March and 28th March 2010.

2.3 Profile of Respondents

In total, 3509 responses were received via the online and paper questionnaires. 296 responses were received from the Bournemouth e-panel, representing a 73% response rate from this group.

The age of respondents was fairly evenly spread, with a slight under-representation amongst the younger and older age groups. Male and female respondents were evenly represented.



Three quarters of respondents (2595) were residents of Bournemouth and the remaining quarter (855) were visitors. The majority of visitors who responded were from nearby areas. There were 59 respondents who didn't declare their residency.

There were 1,253 respondents who have children under the age of 17 living in their household and 2,105 who do not. The remaining 151 respondents did not declare whether or not they had children living in their household.

3.0 KEY FINDINGS

Only 3% of respondents didn't support any of the options put forward. 96% supported at least one of the options put forward.

The table below shows the percentage support and percentage opposition for each option. The net support is calculated by deducting % opposition from % support and illustrates where the balance of opinion lies.

	% Support	Neither support nor oppose	% Oppose	Net support
Tropical gardens	46%	21%	33%	13%
Water park	47%	14%	38%	9%
Interactive arts, museum and entertainment	41%	23%	36%	5%
Performing arts space / amphitheatre	41%	20%	39%	2%
Family play park	31%	22%	48%	-17%
Spa	23%	18%	58%	-35%
Boutiques and bistros	20%	16%	64%	-44%

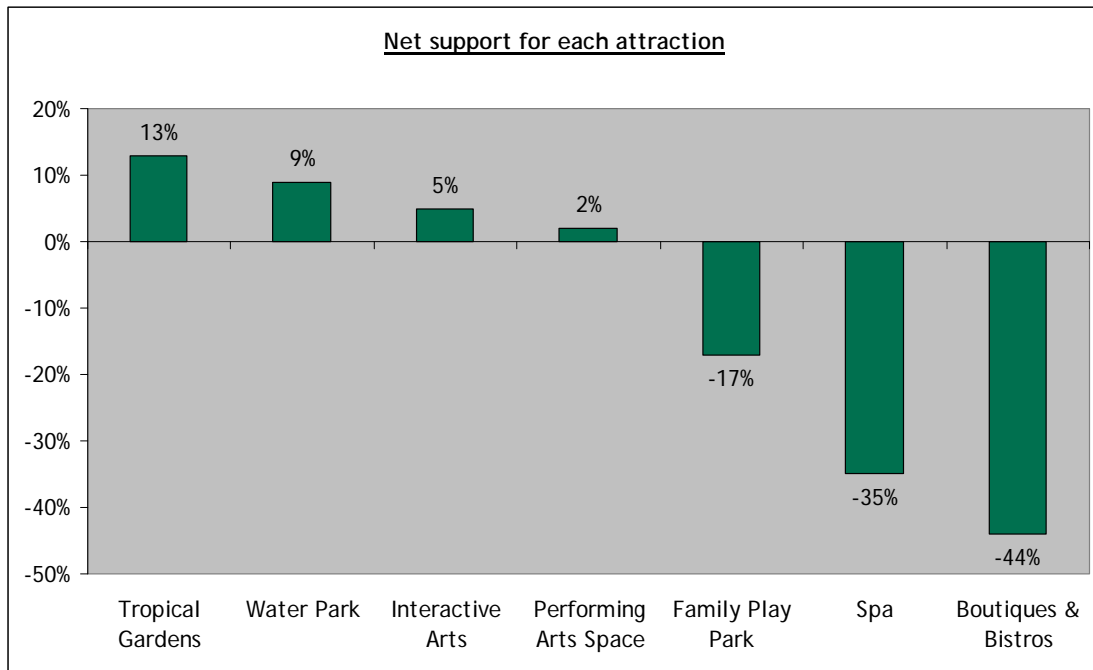
From this we can deduce that of the options proposed, there are four which could be popular with the public i.e. more people are in favour of these options than against. These are, in rank of order of popularity:

1. Tropical Gardens
2. Water Park
3. Interactive Arts, Museum & Entertainment
4. Performing Arts Space/ Amphitheatre

Note that whilst the Tropical Gardens has slightly fewer supporters than the Water Park, opinion on it is less polarised with fewer opponents. The Tropical Gardens therefore ranks higher in terms of overall popularity.

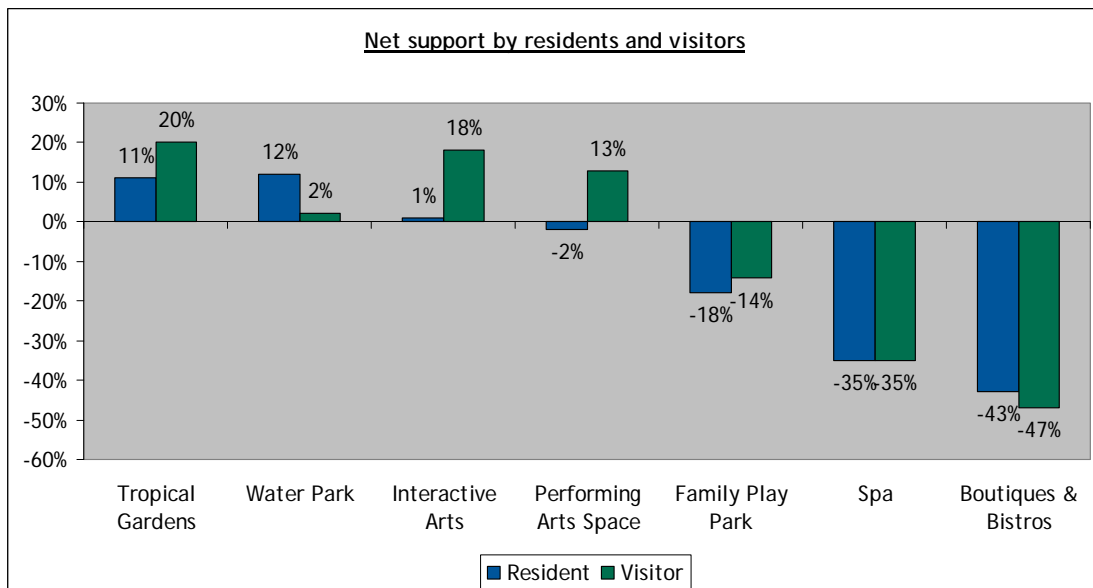
There are three options which would be unpopular with the public (at least as stand-alone attractions) i.e. more people are against these options than for. These are, in rank order of unpopularity:

4. Boutiques & Bistros
5. Spa
6. Family Play Park



3.1 Residents and visitors

Some marked differences can be seen between the preferences of Bournemouth residents and visitors from outside the Borough.

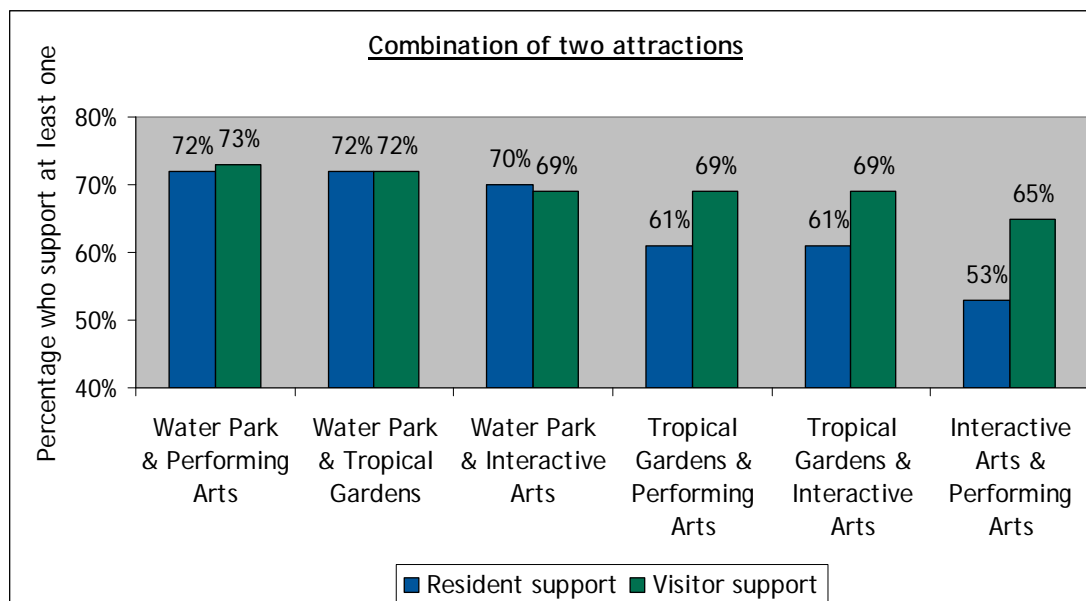


The most popular attraction with residents is the Water Park, with positive net support of 12%. This is closely followed by the Tropical Gardens with positive net support of 11%.

Opinion on the Water Park amongst visitors is more divided with positive net support of just 2%. Most popular with visitors are the Tropical Gardens (positive net support of 20%), Interactive Arts, Museum & Entertainment (positive net support of 18%) and Performing Arts Space/ Amphitheatre (positive net support of 13%).

3.2 Combining attractions

The idea of combining attractions was popular with respondents and would be a good way to achieve an attraction that would appeal to a broad range of people.



The survey indicates that a combined offering of a Water Park with either Tropical Gardens, Performing Arts Space/ Amphitheatre or Interactive Arts, Museum & Entertainment would appeal to people in the greatest numbers.

Bearing in mind however that the Tropical Gardens has the highest overall 'net support' i.e. fewer opponents, a combination of Water Park and Tropical Gardens would likely be most popular overall.

From the additional comments provided via the questionnaire, letters, emails and other messages many respondents felt that a combination of attractions would be the best option for the site, thereby, widening the appeal of whatever is chosen.

"We agree that a combination is essential to widen appeal and increase income."

"A water park or tropical gardens and water park combined would appeal to a wide range of visitors and residents, and compliment the existing gardens and beach."

The Tropical Gardens, Water Park and Spa were also frequently cited as a good combination of facilities.

"For me it's the tropical garden or the water park, which could actually include a spa area. Combining all three could be nice like a hot steamy jungle experience!"

Although there was a lack of support for Boutiques & Bistros as a solo attraction, they were seen as complementary to most of the other suggestions as an additional option.

“The idea of an amphitheatre would benefit from the construction of boutiques and bistros offering a continental feel and one-stop shop for dinner and a show.”

“Boutiques and bistros should only be considered as an addition to another main attraction.”

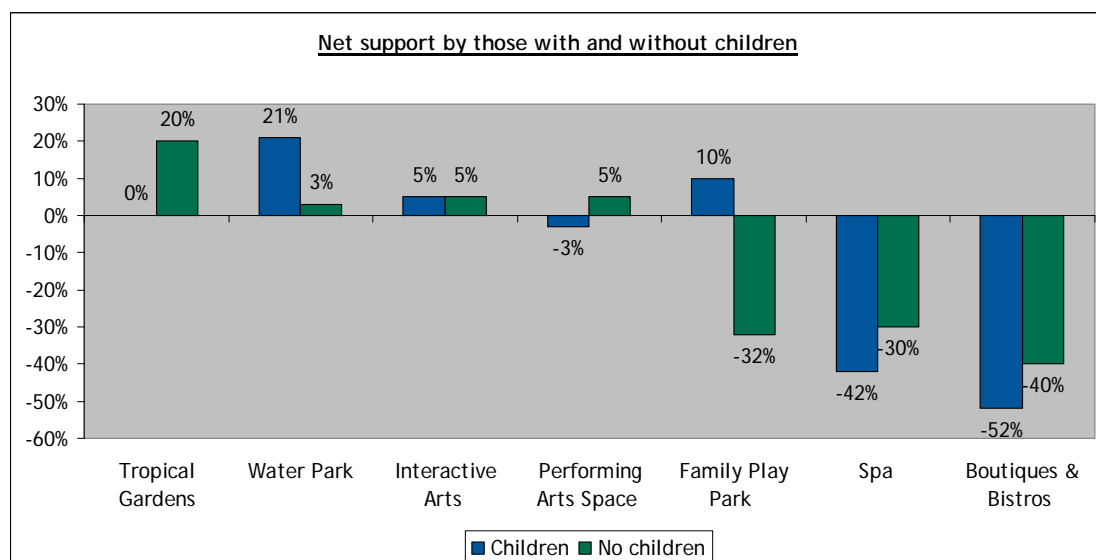
3.3 Respondents with and without children

The Water Park and the Interactive Arts, Museum & Entertainment attractions have positive net support from people both with and without children.

As you might expect, child-orientated attractions are most popular amongst those with children. The Water Park is especially popular with families with children of all ages, particularly those aged 5-12 years. The Family Play Park is also very popular with those who have children aged 12 and under.

People without children are most positive about the Tropical Gardens (positive net support of 20%). They are also noticeably unsupportive of a Family Play Park. Comments gathered showed that besides feeling that a Family Play Park has nothing to offer them, people without children are concerned about the potential for this kind of attraction, if not carefully designed, to bring down the tone of the area.

The Spa and Boutiques & Bistros lack support in general.



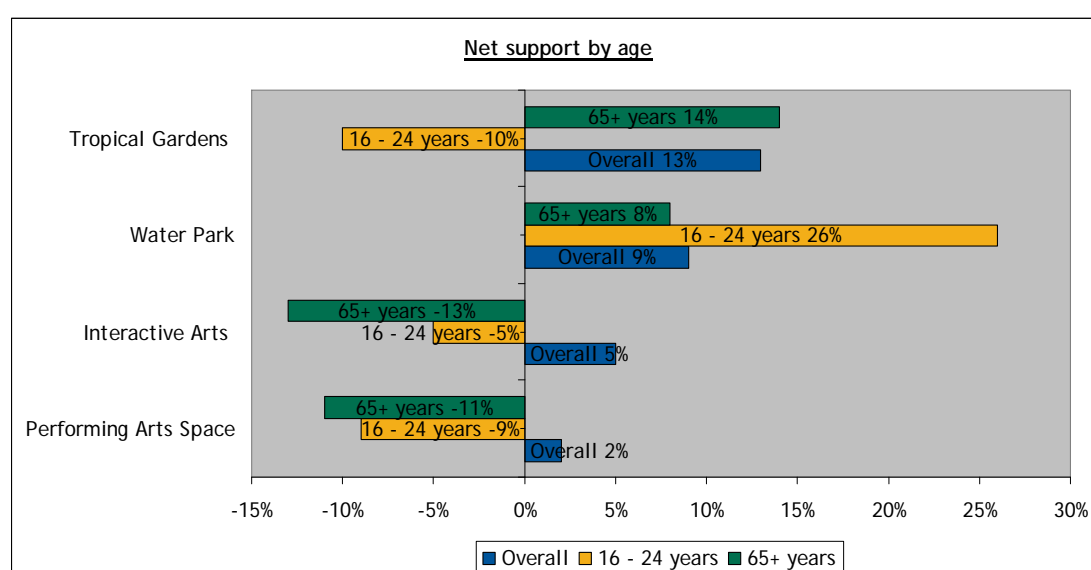
3.4 Different age groups

All age groups show negative net opposition to the three least favoured options overall (i.e. Boutiques & Bistros, Spa and Family Play Park).

The Water Park is the only option which has positive net support amongst the 16-24 year old age group. This age group has net opposition to all other options.

Those aged 65 and over are negative about all options except the Tropical Gardens and Water Park.

Thus the only option that appeals on balance to every age group without exception is the Water Park.



3.5 Male and female respondents

In general, there was little difference of opinion between males and females on the seven shortlisted options. The only exception is that females showed more support for the Interactive Arts, Museum & Entertainment with positive net support of 8%, compared to positive net support of 2% from males.

4.0 REASONS FOR SUPPORT / OPPOSITION TO OPTIONS

A large number of additional comments were received regarding the options for the Waterfront Building. These were received via the consultation itself, letters, email and comments on Facebook.

Nearly 2000 comments were received via the online and paper questionnaires.

Overall there was a feeling of optimism in the feedback received. Many people see this as a great opportunity to do something good for Bournemouth and put right the perceived wrong of the Waterfront Building being built in the first place. There is a strong desire to create something that will be valued now and in the future. Many congratulated the Council on the move to make changes to this site and appealed to the Council not to let the people of Bournemouth down.

"Well done for taking this initiative - makes me proud of our council!"

A number of individuals explained that they had deliberately boycotted the Waterfront Building in protest at the obscured sea views.

"Whatever the final result is I hope that the view is not compromised in anyway as my feeling is don't get rid of the monstrosity to replace it with another, if it is I think you'll find the residents of Bournemouth will boycott the replacement as we did with the Imax."

In contrast a small number of responses felt that public money shouldn't have been spent on purchasing the building and that no changes are needed.

"Keep it as it is but enhance it and promote IMAX / 3D films nationwide in co-operation with hotels, travel and holiday companies to enhance the income for the town without spending huge amounts of council money on this project after the council is supposed to save money."

4.1 Tropical Gardens

Positive comments about the Tropical Gardens focused on the fact that this facility would blend well with the surrounding Gardens and seafront. Another huge advantage for many was that this need not negatively impact on the sea views and would provide a peaceful and relaxing attraction that would appeal to all and be in keeping with Bournemouth's heritage. A few respondents also pointed out that this may help to raise awareness around 'green' issues.

"Gardens will be nice and won't obscure the view of the beach/ seafront."

"Tropical Gardens by the sea will attract visitors of all ages and increase the attractiveness of Bournemouth as a desirable and popular holiday destination in keeping with its history."

"Something with a natural or environmental theme would be most suitable, reflecting a growing and resurging interest in nature, agriculture and the need for conservation."

Negative comments about the Tropical Gardens focused on the potential duplication of the existing Gardens and a limited appeal. There was also some concern that after the first visit, people wouldn't be motivated to return to an attraction of this type again and again over the course of a year.

"Tropical Gardens seem unnecessary given that the pleasure gardens are a short walk away."

"Tropical Gardens - I'm not really sure about, it would have to be amazingly unique in some way to make it work... i.e. once you've been, there would have to be something pretty remarkable to make you return for another visit."

4.2 Water Park

Positive comments about the Water Park focused on the fact that this would be a suitable all-weather attraction for families and would generate income. A number of respondents commented that we do not have a similar facility in Bournemouth. It was also seen as an appropriate facility to encourage healthier, active lifestyles.

"We need an all weather / season facility in order to attract people to Bournemouth. A well designed and operated Water Park would fit this need fully. It would be a revenue raiser and a wonderful attraction for a large catchment area."

"A water park is a good idea as there is nothing like this in the local area apart from Tower Park which is a fair way out of the town centre."

If a Water Park is selected a few respondents specifically requested that a FlowRider facility be incorporated.

Negative comments about the Water Park focused on the size and look of the building required (there was some concern about the height of the building and unsightly water slides being visible from the outside). A number were also concerned about the possibility of such an attraction being 'tacky'.

"A waterpark would surely require height and therefore would continue to block sea views."

"...It would also look rather tacky with tubes coming out of it all over the place."

"I have seen an artists impression of the water park showing ugly slides visible from the promenade - it is important to be a good looking building"

from the outside and though I am most in favour of the water park I would like the public to have a say in the look of it."

Other negative comments were received around the lack of appeal a Water Park would have to those without children and the lack of return visits this would generate from residents out of the holiday season.

"I worry that a water park and family play park limit the appeal to very specific sections of the community."

4.3 Interactive Arts, Museum & Entertainment

Positive comments about the Interactive Arts, Museum & Entertainment focused on the need to bring more cultural attractions to Bournemouth. With only one museum currently in Bournemouth (The Russell Cotes), a real need was identified by some respondents. Providing this was designed in the correct way it was thought that this could be a fun and educational attraction for all.

"Apart from the Russell Cotes, Bournemouth really does lack in cultural attractions."

"If the right balance between education and fun can be struck, such as that achieved by the Science Museum in London, it could prove to be an innovative and enduring success with little local competition."

Negative comments about the Interactive Arts, Museum & Entertainment focused on its potentially limited appeal and the view that it couldn't compete with larger attractions of this type provided in London and other big cities. Some pointed out that the Russell Cotes Museum is nearby.

"Interactive arts may compete too much with the already successful 'free' Russell Cotes."

"Interactive arts are a fad. Museum would be useful but Bournemouth will struggle to compete with London."

"Unless it is spectacular I fear it won't be very popular."

4.4 Performing Arts Space/ Amphitheatre

Positive comments about the Performing Arts Space/ Amphitheatre focused on the need to bring more cultural attractions to Bournemouth. It was considered that with a wide range of performances the attraction could have broad appeal. Combined with Boutiques & Bistros this was seen as a facility that could be used by all, whether a performance was on or not. A few people likened this to Covent Garden in London.

"The performing arts space could be ... attractive if designed for all ranges of entertainment: Shakespeare, orchestral concerts, pop concerts and entertainers."

"If one wants to see the Bournemouth Symphony Orchestra, it seems as if you have to go anywhere except Bournemouth!"

"A performing arts space could be nice... if you have boutiques and bistros maybe set in courtyard style like you see all over the continent."

"A performing arts space would be fantastic for our area, Bournemouth needs more spaces for performing arts especially as Bournemouth University runs performing arts foundation degrees."

Negative comments about the Performing Arts Space/ Amphitheatre focused on it being unnecessary with other venues such as the BIC, the Pavilion and the Pier nearby and the possibility that it may have limited appeal.

"Performing arts space/ amphitheatre is unlikely to have sufficient mass market appeal to the visitors and residents of Bournemouth in order to make it commercially viable."

"Performing Arts: ... why when there is the BIC, pavilion and pier theatre within a few minutes walk away - upgrade these places first."

4.5 Spa

Positive comments about the Spa focused on the synergy such a facility would have with the seafront location. Positive comparisons were made to Bath Spa and other similar facilities. Again this was seen to complement Bournemouth's history as a town for relaxing and recuperating.

"I personally think a spa would be a good idea, what better location to relax than beside the sea?"

"You should model an outdoor spa on the thermal spa in Bath - it's truly superb."

"A spa that harks back to the recuperative reasons that put Bournemouth initially on the map would be sensible but must offer something unique and the beauty of a spa is that it can be underground too."

Negative comments about the Spa focused on this being an elitist attraction that would mainly appeal to women and those with sufficient money to use it. Others thought that this option was unnecessary and would compete with Spa facilities offered in local hotels.

"However cheap you try to make the spa it will be expensive for many and is more likely to appeal to women than men."

"All the hotels have spas - there must be hundreds in the town."

4.6 Family Play Park

Positive comments about the Family Play Park focused on this being an attraction that would appeal to visiting and resident families in all weathers.

"A family play park is a great idea where people from the local area can meet and also a good attraction for the visitors to our town."

Negative comments about the Family Play Park focused on this excluding those without children and the potential for this kind of attraction, if not carefully designed, to bring down the tone of the area. It was also felt that the beach itself provides family play opportunities.

"A family play park doesn't appeal to a large enough proportion of the population."

"My experience of anything labelled 'Family Play Park' is a dumbing down (gaudy colours and plastic animals... only fit for under 3s) and therefore would alienate a good proportion of visitors."

"A family play park is nice but there are already a lot of activities for children, including the beach itself."

4.7 Boutiques & Bistros

Positive comments about the Boutiques & Bistros focused on them being a complementary addition to one or more of the other suggestions. These were seen as a good option by many providing the outlets were independent retailers and of good quality as opposed to chain stores and restaurants. Many welcomed the opportunity for a wider range of seafront bistros and cafes in particular.

"If there are to be restaurants, please could they not be another series of clones that one can find in any town... please can there be space for local independent entrepreneurs who offer something different and unique with better service that will in the long term attract more custom."

"I think it would need to be combined with the boutiques / bistros idea to offer a full experience as I do think that Bournemouth waterfront is lacking decent family restaurants. As a family we love Urban Reef so something along these lines would be appreciated."

Negative comments about the Boutiques & Bistros focused on the duplication of town centre facilities this would represent. Concern was raised around competition with town centre shops & restaurants and the subsequent empty units that this could cause. Many were also concerned that if the 'wrong type' of drinking establishments were allowed on to the seafront this would not enhance Bournemouth's reputation.

"Please avoid building boutiques and bistros - these are posh names for shops and bars. They would quickly become tacky, selling gallons of lager and cheap seaside tat."

"We have enough boutiques and bistros."

"A large number of shops in Bournemouth are now empty. They should be occupied and thriving before you start building more."

5.0 OTHER ISSUES ARISING FROM COMMENTS AND FEEDBACK

5.1 The sea view / look of the building

As you might expect, a large number of comments related to the sea view which, it was felt by many, had been obscured by the Waterfront Building for too long. There was a strong desire to reinstate the sea view from Bath Road either by demolishing the building altogether or significantly reducing the height of it.

"Knock it down and let us see the lovely view that it hides."

"Whatever the use please keep it low to the ground."

"The panorama from Old Harry to the Needles is simply too wonderful to be hidden by over-commercialisation."

The Tropical Gardens was a popular option amongst those concerned about reinstating the view.

"The glass structure would not restrict the sea views and it would generally enhance the other garden areas nearby."

In contrast, a small number of respondents felt that too much emphasis was being placed on restoring the view and that the building need not be altered.

"Leave as it is, the view if you are driving can only be glimpsed for a few seconds (you shouldn't be looking if you are driving anyway!) as you come off the brow of Bath Hill."

In a similar vein, many respondents expressed concern about the building itself. Of key importance for many was that the height of the building be reduced to restore the view.

"Whatever is built it should go no higher than the old swimming baths."

"I don't have any strong views on how the space is used, just as long as any building is kept at a low level so we can have our sea view."

Many comments referred to the fact that the existing building is very obtrusive, unattractive and not in keeping with the area. Good design and architecture were seen as essential for any building put in this space. In fact, the opportunity to create a stand-out building was seen as too good to miss by many.

"Whatever is chosen, please engage the services of an internationally known architect, so that the resulting project is worth seeing as an iconic building in its own right."

"Whatever is built, do employ a good architect... The present Imax building is awful, take the curved entrance façade - that should have used curved glass, but the present effect makes it look cheap."

"The building itself is an eyesore when approached from the Royal Bath side. This is often ones first view of the seafront, it is ugly and resembles the side of a storage depot."

In contrast, a handful of comments praised the current look of the building and put forward a case for leaving the building as it is now.

"Why do you have to pull such a modern nice looking building down?... Leave the building as it is but maybe add things to the interior."

5.2 Year-round family attraction

What was important to a large number of respondents was that the attraction could be used all year round and in all weathers. To this end, indoor or partially covered facilities were favoured by many. There was a general feeling that there is a lack of all weather facilities in Bournemouth town centre.

Many respondents also felt that this should be an attraction aimed at families.

"I think the first thing we should consider, is our summer visitors as our weather is so unpredictable, so when the weather is bad and they cannot use our lovely beaches there is somewhere for them to go and something to do."

"The area should be part covered / part open (covered walkways / open air seating), so it is a useable facility in both good and bad weather and of course ultimately facing the sea."

"There aren't many indoor attractions for families in the town centre."

5.3 Appealing / accessible to all

A strong emphasis was placed on creating a facility that is attractive to all, including residents, visitors and all age ranges. There was a strong desire for the facility to be affordable so as not to exclude certain groups and to be accessible to those with disabilities.

"Would also like some disabled facilities, easy access etc."

"As well as being available to all it must be affordable and offer good value for money."

Some expressed concern that the proposed options were too family-orientated thereby excluding singles, older people and those without children. This was a particular concern in relation to the Family Play Park.

"While families are important, it's essential to remember that not every tourist or Bournemouth resident is part of a family with children. This attraction should be something that single people, couples old and young, and people with children can enjoy."

In addition, it was seen as important not to forget that the site needs to appeal to residents as well as tourists if it is to be a year-round success. Some of the options were considered to be 'one visit only' experiences that wouldn't see residents returning again and again.

"This needs to appeal not only to the tourists that visit Bournemouth but also the residents, some of these options may have a wide draw but some are the type of thing you would only visit once."

5.4 A tasteful attraction

Many respondents were concerned about any attraction going on the site that they considered would lower the tone of the seafront. It was considered that Bournemouth is somewhat lacking in exciting cultural and educational facilities. There was a strong desire for the proposed facility to be tasteful rather than 'tacky' and to avoid catering to the stag and hen do culture. This was seen as an opportunity to improve Bournemouth's cultural offerings and attract a new clientele to the area.

"I think Bournemouth is a bit bereft of culture."

"Unfortunately, Bournemouth has built up a bit of a stag and hen reputation over the years."

"Let's keep away from tacky amusement parks... this is already catered for... Try and raise the bar and lift Bournemouth out from being tacky."

"Bournemouth is in danger of becoming a down market kiss me quick type seaside town if you go ahead with water parks and family play parks."

"Give Bournemouth something to be proud of, somewhere all members of the family can go together. Put us on the map, we are so far behind other towns and cities culturally, it is heartbreaking."

5.5 Avoiding duplication

A large number of respondents were concerned that some of the short-listed options represented a duplication of facilities already available in the town centre or nearby. This was seen as a problem due to under-use but also due to the possible negative impact this could have on other similar business that already cater to these markets. This was seen to be a potential problem for all of the suggested attractions but in particular for Boutiques & Bistros.

"A water park or more boutiques and bistros (are) not really exciting and different as these attractions exist elsewhere across the Bournemouth, Christchurch, Poole area."

"Don't replicate what is already available in the town."

"Don't take business from existing traders and amenities."

5.6 Think creatively

Some respondents expressed disappointment at the shortlist of options, feeling that they were unimaginative. A number of people thought that this should be seen as an opportunity to create something unique that would 'put Bournemouth on the map'.

"What is wrong with using a little imagination? These options are lacklustre and uninspired."

"We should have something unique in such a location."

"Now is the time to think big."

5.7 Swimming pool or Ice rink

A large number of respondents expressed a strong desire to have either a swimming pool or ice rink created on the Waterfront site. It was considered that these facilities were needed in the town centre to attract tourists and provide easy access to residents.

There was a great deal of disappointment that these options had been ruled out prior to the consultation. A number appealed for more information to be made public regarding the plans for an ice rink at Kings Park.

Some also suggested a lido as an alternative to a swimming pool.

"The best idea isn't even on the list to vote for and that would have been an ice rink."

"You have limited the choice which, surprisingly, doesn't include an indoor swimming pool / skating rink."

"A Lido would be wonderful, with a roof that could go on in the winter or bad weather."

5.8 Car parking

Concern was expressed by a number of respondents at the possibility of building on the existing car park. It was felt that car parking was limited in Bournemouth town centre already and that with a new attraction on the seafront, car parking would be at even more of a premium. Appeals were made that if the car park adjacent to the site was incorporated in to the development that alternative nearby parking be provided to replace it.

"I dislike the idea that the Bath Road car park may be used to accommodate the new attraction, where parking is often limited in the town centre anyway."

"Care needs to be taken with regard to loss of car parking spaces unless these are going to be replaced close by."

5.9 Non-commercial / low cost facility

It was felt by many that making money should not be the foremost concern of the attraction. A non-commercial enterprise (either alone or combined with another option that would generate income) was favoured by some. Failing that, a low-cost option was seen as important so that the attraction is accessible to all.

"Please don't just choose something that will make money for the Council...! Town spirit and atmosphere are priceless!!"

"This must be a non-commercial space for the enjoyment of everyone, not just paying customers."

5.10 Sports / ten pin bowling

A small number of respondents suggested either a ten-pin bowling alley or other sports complex to encourage active lifestyles. This was seen by those who proposed it as an all-weather attraction that would appeal to a wide cross-section of the community and visitors.

"I think a large sand area, that could be used for volleyball, football, sand castle competitions and any other beach activity you care to mention, would be the perfect facility. Surely, if you want an indoor wet weather attraction, then this must be the answer."

"I suggest a high quality ten pin bowling venue, with café facilities and indoor activity centres for the young."

5.11 Facebook

The Council's Facebook page, 'Bournemouth Waterfront - What Next?' has gained 381 fans to date.

The comments posted on these pages focus on:

- Knocking the building down / restoring the view
- The desire for an ice rink or swimming pool
- The desire for a nicer, lower building
- Creating a combination of attractions
- Cynicism regarding the consultation and decision-making process

"Why not lower the building & return the view? Don't demolish the whole thing just give the town back a decent swimming pool in the centre plus

good size ice rink. It would be cheaper on the rate payers too. The pool in the BIC was removed why? Holidaymakers want access in the centre on the town not on the outskirts."

"What I would most like is the view back. The view of the Pier and the sea across to Old Harry as you came past the Royal Bath used to be a real delight."

"It's ugly, of course it is. If you look up ugly in a dictionary there's a picture of the Bournemouth IMAX. But the very worse thing about it is that it makes the view from anywhere near it ugly. So cut it down to half the height, at least, and turn it into a swimming pool with views of the sea, and throw in a spa. Believe me, (almost) everyone will be happy!"

"Spa surrounded by Tropical gardens with a Bistro with seating overlooking the sea front with a family play park, something like Giggles where Children can be in a secure environment whilst having fun and it will generate income."

"face it, bournemouth borough council will do whatever the hell they want, same as when they allowed that monstrosity to be erected, ure opinion will not be taken into account, same as last time, so y waste ure time!"

APPENDICES

Appendix A: Tables

Residents and visitors

		% support	% oppose	Neither support nor oppose	Net support
Tropical gardens	Resident	44%	33%	22%	11%
	Visitor	51%	31%	18%	20%
Water park	Resident	49%	37%	14%	12%
	Visitor	43%	41%	16%	2%
Interactive arts	Resident	39%	38%	23%	1%
	Visitor	48%	30%	22%	18%
Performing arts	Resident	39%	41%	20%	-2%
	Visitor	46%	33%	21%	13%
Family play park	Resident	31%	49%	20%	-18%
	Visitor	30%	44%	26%	-14%
Spa	Resident	23%	58%	18%	-35%
	Visitor	23%	58%	19%	-35%
Boutiques & bistros	Resident	21%	64%	16%	-43%
	Visitor	18%	65%	17%	-47%

Respondents with and without children

		% support	% oppose	Neither support nor oppose	Net support
Tropical gardens	Children	38%	38%	23%	0%
	No children	50%	30%	20%	20%
Water park	Children	54%	33%	13%	21%
	No children	44%	41%	15%	3%
Interactive arts	Children	41%	36%	23%	5%
	No children	41%	36%	23%	5%
Performing arts	Children	38%	41%	20%	-3%
	No children	42%	37%	21%	5%
Family play park	Children	44%	34%	22%	10%
	No children	23%	55%	22%	-32%
Spa	Children	21%	63%	17%	-42%
	No children	25%	55%	19%	-30%
Boutiques & bistros	Children	17%	69%	14%	-52%
	No children	21%	61%	18%	-40%

Different age groups

		16 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65+ years
Tropical Gardens	% support	33%	41%	44%	51%	56%	48%
	% oppose	43%	38%	35%	26%	26%	34%
	Neither support not oppose	24%	21%	20%	23%	18%	18%
	Net support	-10%	3%	9%	25%	30%	14%
Water Park	% support	58%	46%	47%	46%	44%	46%
	% oppose	32%	40%	39%	38%	44%	38%
	Neither support not oppose	10%	14%	14%	16%	13%	16%
	Net support	26%	6%	8%	8%	0%	8%
Interactive Arts	% support	38%	44%	40%	43%	38%	32%
	% oppose	43%	35%	37%	33%	37%	45%
	Neither support not oppose	19%	21%	22%	24%	25%	23%
	Net support	-5%	9%	3%	10%	1%	-13%
Performing Arts Space	% support	34%	43%	42%	46%	38%	33%
	% oppose	43%	38%	37%	35%	40%	44%
	Neither support not oppose	23%	19%	20%	19%	21%	23%
	Net support	-9%	5%	5%	11%	-2%	-11%
Family Play Park	% support	25%	33%	35%	26%	24%	35%
	% oppose	54%	46%	42%	52%	55%	47%
	Neither support not oppose	20%	21%	23%	22%	21%	18%
	Net support	-29%	-13%	-7%	-26%	-31%	-12%
Spa	% support	34%	26%	22%	23%	18%	17%
	% oppose	51%	56%	59%	61%	67%	63%
	Neither support not oppose	16%	19%	19%	17%	15%	20%
	Net support	-17%	-30%	-37%	-38%	-49%	-46%
Boutiques & Bistros	% support	23%	25%	21%	12%	19%	16%
	% oppose	56%	57%	64%	74%	64%	73%
	Neither support not oppose	21%	17%	15%	13%	18%	11%
	Net support	-33%	-32%	-43%	-62%	-45%	-57%

Appendix B: Options as described to the public

1) Water Park

A combination of covered slides, freeform pools, water activities, indoor surfing and high-quality relaxation areas, this could be similar to the type of facility found at 'Center Parcs'.

What are the benefits?

It would provide an all-weather attraction, complement Bournemouth's coastal location and surfing theme, with something that would appeal to many ages. It is a tried and tested formula that could attract private investment.

What else do you need to know?

Fun slides need some height and a significant amount of behind-the-scenes equipment to support them. It's possible that this development would need to incorporate the Bath Road South car park area, but would still need to confirm to our agreed, reduced, height restrictions.

2) Interactive Arts, Museum & Entertainment

Indoor and outdoor exhibits, resident and touring collections, creative sculpture and interactive, educational fun.

What are the benefits?

Exhibits and collections would provide opportunities for learning for all ages - but in such a fun way that you wouldn't even know you were doing it! Think 'Tate St Ives' meets 'Natural History Museum' - albeit on a smaller scale.

What else do you need to know?

This type of attraction may not be financially attractive. Similar facilities often require public subsidy.

3) Tropical Gardens

Already dubbed 'Mini Eden', a tropical garden reflects the nation's growing interest in the environment, could have an educational element, and, most of all, provide a relaxing, attractive and interesting seafront feature.

What are the benefits?

It could work well as part of a water park attraction and would be a natural extension to the already popular Lower Gardens.

What else do you need to know?

A 'plants only' attraction is unlikely to work on its own. It is possible that the new attraction will need to extend onto Bath Road South car park and / or Pier Approach, but would still need to confirm to our agreed, reduced, height restrictions.

4) Spa

A quality but affordable spa facility with no membership requirements, this could bring relaxation and therapeutic benefits to a wider section of the resident and visitor population. Possibly using saltwater, a spa could fit well with the town's 'health and beauty' motto, and reflect on Bournemouth's history as an early seaside spa.

What are the benefits?

A spa could fit well as part of an overall redevelopment, possibly occupying an area of the building, with sea views adding to the relaxing spa experience.

What else do you need to know?

Whilst there seems to be a growing market for this type of activity, many of the larger hotels in the town are providing their own facilities. We would want to complement the experience that hotels are able to offer, rather than duplicate.

5) Performing Arts Space / Amphitheatre

A modern take on Cornwall's Minack Theatre, with an all-weather twist, an indoor-to-outdoor amphitheatre and performing arts space could rejuvenate this prime seafront site. A varied programme of performances, from live pop, to Shakespeare, to touring musicals, there is a real opportunity for this to appeal to a wide range of people.

What are the benefits?

We are keen to develop the town's cultural offer, and help to shed the stuffy image that some associate with 'the arts', with something for a variety of ages and interests.

What else do you need to know?

It is likely that an anchor attraction of this nature would need to link with the Pier Approach area. A desire to make this facility suitable for indoor and outdoor use could make it too expensive to deliver.

6) Family Play Park

Everyone likes to have fun! A recreation area where fun is the name of the game could incorporate sports activities, children's and family play zones, something for teenagers and the young at heart.

What are the benefits?

This could play a real role in bringing generations together, and provide genuine wet-weather facilities on the seafront.

What else do you need to know?

It could be difficult to develop something that appeals to more than just a family market. Equally, many people expect this kind of facility to be free to enter, so this could make delivery difficult without combining this with another option.

7) Boutiques & Bistros

The success of the redeveloped Overstrand complex at Boscombe shows how restaurants catering for day and night time trade and shops with a shared theme - be it quality clothing, water-sports or something else - can enhance an area significantly more as a collective offer than any individual shop or eatery could on its own.

What are the benefits?

There is likely to be high interest from the private sector. Browsing is free, and the atmosphere that such a development could create can be enjoyed by all.

What else do you need to know?

Creating an 'atmosphere' is not automatic. People may feel that, for such a prime site, boutiques and bistros are not enough on their own to create a genuine anchor attraction, so this option could work best if combined with another option or options from this shortlist.

Appendix C: Questionnaire

The Waterfront: Have Your Say



After considering various ideas put forward by the public, there are now a number of exciting options on our shortlist. Other options such as an Olympic sized swimming pool and an ice rink have been ruled out, either because we know they would not be viable or because they would be better located in another part of the town.

The eventual development will need to be successful, both financially and architecturally, and could include a combination of different uses. We also want to ensure that it is something which can be enjoyed by people of all ages. That's why we need your views to help us prioritise the options. Tell us, which ideas do you support?

Please indicate on a scale of 1 to 5, where 1 is strongly oppose and 5 is strongly support, to what extent you would support the following attractions in a new waterfront building:

You will find further information about each of the option headings at the end of the questionnaire.

	(Strongly oppose) 1	2	3	4	(Strongly support) 5
Water park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interactive arts, museum and entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tropical gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing arts space / amphitheatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family play park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boutiques and bistros	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any other comments about the suggested attractions? As a reminder these are:

- Water park
- Interactive arts, museum and entertainment
- Tropical gardens
- Spa
- Performing arts space / amphitheatre
- Family play park
- Boutiques and bistros

To help us understand who might use the new attraction, please indicate if you have any children living in your household aged: *(tick all that apply)*

Under 5 years..... 13 - 17 years.....
5 - 12 years..... I don't have any children.....

To help ensure that the new attraction offers something for everyone, it would help us if you could provide a few details about yourself. Information you provide to the Council will be looked after in accordance with the requirements of the Data Protection Act 1998. The information will only be used for research and consultation purposes and will not be used for any other purpose, unless we are obliged to do so by law.

Which of the following age bands do you fall into?

16 - 24 years..... 45 - 54 years.....
25 - 34 years..... 55 - 64 years.....
35 - 44 years..... 65+ years.....

Are you:

Male..... Female.....

Are you a resident of Bournemouth?

Yes..... No.....

Postcode

To be kept informed about this and other surveys please provide your email address:

If you would like to take part in future online surveys please register on the Bournemouth e-panel. The e-panel is a group of people who are willing to take part in email and web based surveys on a range of local issues. Go to www.bournemouth.gov.uk/epanel to register.

Thank you for taking part in this survey. The Council's Cabinet will meet on 29 April to consider the results of this survey alongside any other known financial or technical constraints. It will then decide which options to recommend for further in depth studies before a final decision is made on 23rd June. Further updates will be announced through the media and on the Council's website.

Please return your completed questionnaire by Thursday 25th March using the freepost address:

Freepost Plus RRBH-SCXS-SYTY
Bournemouth Borough Council
Community Development & Safety
Town Hall, Bournemouth
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