



## LOCAL FACTS 2008

Bournemouth and Poole

South West

Great Britain

Weekly earnings <sup>1</sup>	£499	£506	£552
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Economically active <sup>2</sup>	78.9%	80.9%	78.5%
In employment	75.8%	77.7%	74.2%
Employees	66.7%	66.4%	64.5%
Self-employed	9.0%	10.9%	9.3%
Unemployed <sup>3</sup>	4.0%	3.9%	5.3%

### Education<sup>4</sup>

NVQ4+	26.4%	27.3%	27.4%
NVQ3+	47.4%	47.3%	45.3%

### Employee jobs by industry<sup>5</sup>

Services	86.6%	82.2%	82.9%
Public admin, education and health	27.7%	28.5%	25.9%
Distribution, hotel and restaurants	27.2%	29.6%	23.5%
Finance, I.T. and other business activities	22.3%	18.2%	21.2%
Tourism related <sup>6</sup>	10.7%	9.4%	8.3%
Manufacturing	9.5%	11.4%	10.9%
Other services	5.4%	5.0%	5.3%
Transport and communications	4.1%	4.8%	5.9%
Construction	3.6%	4.5%	4.8%

### Diversity<sup>7</sup>

White	97.4%	97.7%	90.9%
Mixed	1%	0.8%	1.3%
Asian	0.6%	0.7%	4.6%
Black	0.3%	0.4%	2.3%
Chinese/Other	0.7%	0.4%	0.9%

## WHY BOURNEMOUTH & POOLE? THE BUSINESS CASE

The map above illustrates the distance in time from Bournemouth and Poole to major towns and cities in the South.

**POPULATION: 298,000**

**WORKING AGE POPULATION: 154,000**

**ECONOMICALLY ACTIVE:  
BOURNEMOUTH & POOLE 78.9%  
GREAT BRITAIN 78.5%**

**IN-MIGRATION FROM LONDON AND  
THE SOUTH EAST IS HELPING DORSET  
TO GROW**

### PUBLIC SECTOR ACTIVITY

40,800 (27%) people are employed in public admin, health and education.

ONS ABS 2006 (percentage of those in employment)

- Crown Prosecution Service
- Department for Communities and Local Government
- Department for Education and Skills DTIDWP
- Home Office HMRCHM
- Revenue & Customs South West RDA
- Local Authorities
- Primary Care Trusts
- South West Regional Development Agency
- Learning & Skills Council
- Business Link

<sup>1</sup>Mean, gross, workplace-based, ASHE, 2007 <sup>2</sup>Percentage of working age population, except for unemployed which is percentage of economically active. APS, 2007 <sup>3</sup>Model-based <sup>4</sup>APS, 2006 <sup>5</sup>ABI, 2006 <sup>6</sup>Tourism is a sub-sector of the services industries <sup>7</sup>Figure in GB column is for England. Census, 2001

## PREMISES

A wide range of opportunities, including some near train stations and others on waterside sites are available.

Depicted is a small selection of the property available at the time of going to print in Bournemouth and Poole.

Office rents are significantly lower than London rents. Current rental levels are from £5 to £18 per sq ft. This is less than a third of the cost of London office rents.

### Link House, Poole Up to 36,100 sq ft / Nettleship Sawyer



The existing building has been transformed and upgraded to provide a prestigious

headquarters office building with all modern features including air conditioning, lifts, DDA compliance access flooring etc together with secure car parking for 122 cars. The building's prime location at the junction of West Quay Road and New Orchard means that the property is only a short walk away from the town centre, the main line train station, Poole Quay, the 'Old Town' and the western waterfront area.

### Finance House, Bournemouth Up to 38,500 sq ft Cowling & West / £12.50 per sq ft



Situated in the heart of the premier office district in Bournemouth, the property comprises a modern detached

eight storey office building which has recently undergone extensive refurbishment.

### Poole Trade Park, Poole 3,100 sq ft to 37,600 sq ft Sibbett Gregory £11 per sq ft



Poole Trade Park lies within the heart of the established Yarrow Road retail and commercial area just off the A3049 Dorset

Way carriageway. Units are available to match occupiers' requirements from 3,100 sq ft up to 37,600 sq ft in 10 units set within two terraces. The units are available on leasehold terms to be agreed. Units benefit from specialist Trade Counter Consent.

### County Gates, Poole / Up to 48,000 sq ft Goadsby / £15 per sq ft



Located on the border of Bournemouth and Poole the accommodation has been refurbished and includes a new prestige reception/entrance, new double glazing, total

re-decoration, new category 2 lighting and ceilings, 3 compartment perimeter trunking, air conditioning/reverse cycle heating, refurbished male and female cloakrooms and new floor finishes. The offices are open plan and enjoy excellent natural daylight.

### St Paul's Square, Bournemouth Up to 100,000 sq ft / Cowling & West



St Pauls Square is a landmark mixed use development in Bournemouth including over 100,000 sq ft of quality office accommodation in two distinctive buildings.

### Coy Pond Business Park, Poole (Freehold) 2,210 sq ft to 2,800 sq ft / Sibbett Gregory / Goadsby From £230 per sq ft



Individually designed development of seven contemporary office units finished to an exceptionally high standard, set on an

elevated site with communal landscaped gardens. The offices have an extensive use of glass to provide good natural light, some units even benefit from terraces which overlook the surrounding areas.

### Heron House, Bournemouth Up to 49,213 sq ft / Nettleship Sawyer



Heron House is situated in the popular Lansdowne area of Bournemouth, with both the town centre and the train station within walking distance. The accommodation is of a high standard with full DDA compliance, category 2 lighting and over 90 car parking spaces.

### Branksome Business Park, Poole 6763 sq ft / Goadsby / £10 per sq ft



Recently completed and centrally located these units are split between 50% retail and 50% industrial. They have been

constructed to a high specification with brickwork outer, blockwork inner wall construction with kingspan composite panels above. There is also ample loading capability and the units also benefit from 3 phase electricity supply.

**40,800 PEOPLE ARE EMPLOYED IN THE  
PUBLIC SECTOR IN BOURNEMOUTH & POOLE**

## GROSS VALUE ADDED

Growth in GVA per employee exceeded the rate for the UK and the South West.