

Diamond Jubilee Civic Honours Competition

Bournemouth Garden City by the Sea

May 2011



Introduction

Why we deserve city status

Bournemouth is a young energetic town, and has grown substantially since our days as a smugglers' haunt. With our award winning gardens and beaches, language schools, universities and international airport, we have cemented a strong national and international reputation as a holiday resort, conference venue, finance and insurance hub, as well as a centre for education.

We've also proved ourselves to be innovative and not afraid to do things differently. Our list of "firsts" is impressive and helps to illustrate the spirit of the town and its people. It's no wonder a survey undertaken by First Direct showed Bournemouth to be the happiest town in the UK!

Proud of our city credentials


Bournemouth has a strong identity of its own. Residents and visitors alike identify Bournemouth with its beautiful gardens and in particular award winning sandy beaches. We were awarded four Blue Flags in 2011 for among other criteria, water quality, environmental management and safety. In a recent survey of the best beach resorts in Britain, Bournemouth ranked almost top, just behind St Ives and Newquay. With the 10 Green Flags awarded for our abundant parks and gardens, and contending for two more in 2011, Bournemouth is well on its way to achieving our vision of becoming the 'Garden City by the Sea'.

In 2010, Bournemouth was pleased to add a Purple Flag to our collection, making us the first town in the country to hold all three flags for achieving the highest quality - Blue Flags for beaches, Green Flags for Parks & Open Spaces, and the new Purple Flag for our safe, clean and enjoyable night time experience.

We have a rich built environment, and distinctive Victorian and Edwardian design is evident throughout Bournemouth. The Royal Arcade, the Westbourne Arcade and Bournemouth Central Railway Station are examples of beautiful Victorian architecture, while the cliff lifts on the seafront demonstrate Edwardian engineering. In fact, Bournemouth is fortunate to have 21 Conservation Area designations, and 242 listed buildings across the Borough. We also have a Grade II* listed garden - Lower, Central and Upper Gardens - and a Grade II listed garden - Wimborne Road Cemetery. The two gardens together cover a total of 18.5 hectares.

In Bournemouth we are proud of our environment and are eager to maintain it. We were the first Council and Local Strategic Partnership to sign up to the Earth Charter, and our work is recognised by others - Bournemouth seafront was the first in the UK to win a Green Tourism Award. We gained a Silver Award from the Green Tourism Business Scheme for our commitment to sustainable tourism and minimising its damage to the environment.

Bournemouth is also the location of Marks and Spencer's first 'eco' store. The store underwent an 'eco-conversion' in 2007 and now uses up to 25 per cent less energy than before. It is powered with green renewable energy and features a number of water saving initiatives.



Bournemouth's green credentials go further with the opening last year of The Green House, the greenest hotel in the UK⁽¹⁾. It is on track to be the first hotel to achieve a BREEAM 'Excellent' rating (Building Research Establishment's Environmental Assessment Method). The Kinson Hub, Bournemouth's new Library, Housing and Information Centre with Children's Centre, has also gained a BREEAM rating. This purpose built facility, part funded by the Big Lottery Fund, achieved a 'Very Good' rating due to its environmental attributes, including: effective insulation; green rated building materials; natural ventilation with wind catchers and louvres responsive to heat and CO2 levels; PIR controlled water supplies to reduce water; solar shading; and lights controlled by occupancy and daylight levels.

Over the years our young, innovative town has been at the forefront of various developments, and has delivered a number of firsts. Bournemouth played a key role in the evolution of the radio when in December 1897, Guglielmo Marconi attempted to transmit telegraphic signals to the Isle of Wight from an experimental 100 foot aerial mast. In 1898, he received the world's first paid radio message from Lord Kelvin.

We also played a part at the start of the aviation industry, holding one of the very first international airshows in 1910. This legacy lives on in the area in the form of the Bournemouth Air Festival, Bournemouth Aviation Museum, and Bournemouth International Airport, flying to destinations across Europe.

As a town we don't shy away from trying something new. In 1985, we became the first town to introduce and use CCTV cameras for public street-based surveillance, something which was later rolled out across the country. Recently we had the first artificial surf reef in Europe constructed close to Boscombe Pier. The creation of the Reef was a bold move to make and as a result the Boscombe Spa Village project attracted £48.8 million of external funding to reinvigorate Boscombe seafront and Chine Gardens, an achievement recognised by winning the 2010 LGC Regeneration Award.


Bournemouth is currently preparing plans for a university private sector hotel training school. This will draw upon the town's wealth of experience in tourism, and improve the level of quality in the industry through its well qualified graduates. Another innovative attraction we are currently progressing is weddings on the beach. Couples will be able to enjoy their marriage ceremony or civil partnership ceremony in a beach hut on our beautiful sandy beaches. It is innovations like these that are driving forward Bournemouth's continued growth and creativity.

Young but eventful

We recently marked our bicentenary with a year long celebration of events and activities, culminating in the planting of 200 trees as a legacy for the town. However, long before its founding, the area was used by smugglers, such as Isaac Gulliver, to avoid the customs men. Bournemouth itself originates from 1810, when Captain Lewis Tregonwell bought an area of land at the mouth of the Bourne stream, on which to build a home. A number of cottages were also built for the use of staff and friends. By the time of Tregonwell's death in 1832, Bournemouth had grown into a small community.

Tourism really kick-started in Bournemouth with the building of its first hotel, the 'Bath Hotel', opened on Queen Victoria's Coronation Day in 1838. Three years later, in 1841, Bournemouth was referenced in the book 'The Spas of England', where Doctor Augustus Granville described the

(1) www.hrshotelexcellenceawards.co.uk/winners/The-Green-House-Hotel-Excellent-Social-Responsibility-Small.html



potential for this ‘yet unformed colony’ to establish itself as ‘a real Montpellier on the south coast of England, and a something better than a Montpellier in point of beauty’. Bournemouth’s reputation as a health resort was given another boost in 1855, with the building of the Royal National Sanatorium for Consumption and Diseases of the Chest. It was the first purpose built Sanatorium for the treatment of tuberculosis in the country and made good use of Bournemouth’s mild climate and location.

The health benefits of a stay in Bournemouth were promoted widely, and put to the test by many famous historical figures. On the recommendation of Queen Victoria, **Prime Minister Benjamin Disraeli** stayed in Bournemouth from November 1874 until January 1875, seeking to benefit from the ‘salubrious air’ in order to improve his gout. Another proponent of the health advantages of Bournemouth, was former Prime Minister **William Ewart Gladstone**, who spent one month living at Forest House, while the illustrator and author, **Aubrey Beardsley**, chose to live at various locations in Bournemouth, between 1896 and 1897, in order to improve his poor health. The association with positive health continued into the twentieth century; in 1912, **D. H. Lawrence** was sent here to convalesce after he suffered a breakdown followed by tubercular pneumonia.

As the population of the town slowly grew, need increased for better facilities for residents and visitors. The ‘Bournemouth Improvement Act’ was given Royal Assent in 1856. A board of 13 ‘Commissioners’ was responsible for supplying sewerage, drainage, lighting and better paving, funding levied from an annual General Improvement Rate.

Bournemouth’s next big advancement was the arrival of the railways, with Bournemouth Central Station opening on 20 July 1885. This not only brought in more tourists, but allowed residents good access to London and beyond. Subsequently, the town grew and in 1890, Bournemouth was granted Borough status by Queen Victoria, adopting the motto ‘Pulchritudio et Salubritas’ - Beauty and Health.

Just a few years later, with the resort becoming an increasingly popular destination, Bournemouth almost changed the course of world history. In 1892, a young Winston Churchill fell 30 feet to the ground when he jumped from a bridge in Alum Chine, while playing with friends. Unconscious for three days, he spent three months bed bound while he slowly recovered, and thankfully he did, or the events of World War II might have been very different!

The granting of Borough status by Queen Victoria was not our first association with royalty, in fact our royal connections go back many years. Mary Eleanor Bowes, Countess of Strathmore and Kinghorne, and ancestor of HM The Queen, moved to Stourfield House in Pokesdown, where she sought seclusion following a very public court case. She lived here until her death, upon which she was taken to London and buried in Westminster Abbey. Another well documented visitor to Bournemouth was Edward, Prince of Wales, (later King Edward VII). In 1877, he bought a plot of land on which a house was built for Lillie Langtry. He was a frequent visitor to the residence, which is now the Langtry Manor Hotel.

Even in the 1800s, our reputation was international, and our links were not just with British royalty. Queen Sophia of Sweden and Norway was a regular visitor to Bournemouth believing her visits were beneficial to her health. In 1881 her husband, King Oscar II of Sweden and Norway, laid the foundation stone for the Mont Dore Hotel - now the Town Hall. In 1888, Queen Sophia’s son, Prince Oscar married one of his mother’s ladies-in-waiting at St Stephen’s Church, Bournemouth, at the same time renouncing his claim to the throne.

Another European visitor was Empress Eugenie of France. During the latter stages of her life her health began to deteriorate and her Doctor advised her to convalesce in Bournemouth. During her stay in 1896, a gardener tried to cheer her by lighting her path to the sea at night with candles. From this thoughtful origin, the traditional 'Flowers by Candlelight' developed. This is an annual event held each Summer which sees Bournemouth's Lower Gardens lit by the flickering flames of tea lights, at a family evening attended by hundreds each year.

Another annual tradition in the Borough is the Bournemouth Spartans' Christmas Day Dip. The Bournemouth Spartans Winter Sea Swimming Club was founded in 1951, and members enjoy sea swimming throughout the winter, though it's their annual Christmas Day bathing that draws the most onlookers.

Bournemouth named Kings Park for King Edward VII to celebrate his Coronation in 1902. Queens Park was named at the same time for his wife, Queen Alexandra. However, the first visit to Bournemouth by a reigning British monarch was not until 1941, when King George VI and Queen Elizabeth visited Commonwealth airmen at the Pavilion.

In 1966 HM The Queen opened the Athletics Stadium at Kings Park, before returning in 2004 with HRH The Duke of Edinburgh, to open an extension to the building. After the ceremony, the royal party travelled to Bournemouth Pier where they were provided with a guard of honour by the Bournemouth Army Cadets and Combined Cadet Force and met with veterans from the Second World War.

More recently, Bournemouth has been pleased to welcome royal parties to attend a number of events focusing on the good work taking place in the town. In 2010 alone, HRH the Countess of Wessex opened Westbourne House, a sheltered housing scheme, HRH The Earl of Wessex, Prince Edward, opened the Pavilion Dance Centre, and HRH Princess Anne opened Bournemouth's second Citizens Advice Bureau at our new library facility in Kinson. We also welcomed HRH The Duke of Gloucester, who inspected the cadets when the Freedom of the Borough of Bournemouth was granted to The Rifles in July 2010. Informally, younger members of the royal family have been known to enjoy our vibrant nightlife.

Famous Residents

Over the years, Bournemouth has had a range of famous, and infamous, residents. **Mary Shelley**, author of *Frankenstein*, and wife of **Percy Bysshe Shelley**, was buried in 1851, at St Peter's Church, Bournemouth, alongside her parents and her husband's heart. Her son **Sir Percy Florence Shelley** had purchased Boscombe Manor for his mother, but unfortunately, she died before she could move in. Sir Percy and his wife lived in Boscombe Manor until his death in 1889. Lady Shelley continued to visit the Manor until her death 10 years later. In order to preserve this historically important building, Boscombe Manor has recently been renovated and renamed Shelley Manor. Part of a large regeneration programme, the site now includes bespoke apartments and penthouses, a theatre, café, and medical centre.

The French symbolist poet, **Paul-Marie Verlaine**, taught both French and Latin at the former St. Aloysius School in Westbourne between 1876 and 1877. During his time here, he wrote two poems about the town, 'Bournemouth' and 'La mer de Bournemouth'. However, he is not alone in being inspired by Bournemouth. The Scottish novelist, **Robert Louis Stevenson**, lived in Bournemouth between 1884 and 1887. Originally staying in lodgings, he and his wife Fanny eventually moved into a house in Westbourne that the couple named "Skerryvore", after a lighthouse in Scotland

designed by his uncle. It was while resident in Bournemouth that Robert Louis Stevenson wrote and published some of his most famous works including the Strange Case of Dr Jekyll and Mr Hyde, and the novel, Kidnapped. Unfortunately, Skerryvore was destroyed during the Second World War, and the site is now marked with a memorial plaque.

While in exile, the Russian refugee, **Count Vladimir Chertkov** opened 'The Free Age Press' in an old waterworks in Southbourne. Between 1900 and 1913, it published the works of Leo Tolstoy, books that were banned in their homeland, which were then smuggled into Russia.

Inspector Frederick Abberline, famous for his involvement in the Jack the Ripper case, retired to Bournemouth in 1904, remaining until his death in 1929.

Several of Bournemouth's residents have gone on to find fame and fortune. **Hubert Parry**, the composer of 'Jerusalem', the Coronation anthem 'I Was Glad, and of 'Blest Pair of Sirens', was born in 1848, in a house close to the Town's Square. James Lablache Stewart, who found fame as the actor **Stewart Granger**, lived in Bournemouth before he began his career in Hollywood. Similarly, the actor and comedian, **Tony Hancock**, lived in Bournemouth from the age of three where his father ran the Railway Hotel. **Freddie Mills**, the 1948 World Light Heavyweight Boxing Champion, was born and grew up in Bournemouth, while another athlete, runner **Charles Bennett**, Britain's first Olympic gold medallist in the 1900 Paris Games, chose to retire to Bournemouth and became landlord of a public house.

J.R.R. Tolkien, the author of the Lord of the Rings trilogy used to holiday in Bournemouth. For nearly 20 years he returned every year to the same room in the Hotel Miramar on the East Cliff. So enamoured was he with our town that he permanently retired to the area with his wife Edith in the 1960s.

More recently famous residents included journalist **Mark Austin**, the actor **Christian Bale**, TV presenter **Amanda Holden**, and the American writer **Bill Bryson**, who began his journalism career at the Daily Echo, our local daily newspaper.

Bournemouth summed up

"I have lived all over the UK but no other place offers the quality of life offered by Bournemouth's contemporary tranquillity, proximity to the sea and quality of natural environment and at the same time offering a sense of energy and vibrancy from being in a place that people simply enjoy being part of." - **Professor Alan Fyall**, Deputy Dean Research and Enterprise, Bournemouth University

Profile of Bournemouth

The Worshipful the Mayor of Bournemouth, Councillor Christopher Rochester

“As Mayor and a proud lifelong resident of Bournemouth, I am delighted and honoured to lend my voice to the bid for Bournemouth to become a city.

“We are an aspiring, young and vibrant town and have for our 200 year history been embracing innovation. We have a long and proud tradition of extending a warm welcome to our visitors. We have a diverse and exciting population and are internationally renowned for our wonderful award winning beaches that bring holiday makers back year after year, and for some of the most beautiful and well kept public open spaces in the country.

“We are proud of Bournemouth’s deserved reputation as a great place to visit, to work and to live. We have a rich history, we are thriving in the present, and we have bold aspirations for the future.

“We believe our town is unique, distinctive and different and deserves the accolade of city status.”

Local Governance

Having been granted Municipal Borough status on 27 August 1890, Bournemouth held its first election, returning 18 new Councillors. Just eight years later the Council applied to become a County Borough, which was eventually granted on 1 April 1900. This remained the case until national reorganisation of local government ruled that the Council should return to borough status, this time under Dorset County Council. This change was made in 1974, however, just over 20 years later a further restructure took place resulting in Bournemouth Borough Council becoming a unitary authority, responsible for all the town’s local government services.

Bournemouth Population

The 2001 Census recorded the Borough as having a population of 163,444, making it the largest settlement in Dorset. The 2009 mid year estimate, the latest figure from the ONS, reports a figure of 164,900. The largest proportion of the population is white British (92.5 per cent), with a 7.5 per cent minority ethnic population. Bournemouth Borough is divided into 18 wards.

Ward	2001 Census Population
Boscombe East	9,392
Boscombe West	7,598
Central Bournemouth	4,184
East Cliff & Springbourne	10,061
East Southbourne & Tuckton	8,877
Kinson North	9,700
Kinson South	10,229
Littledown & Iford	9,582
Moordown	9,677
Queen's Park	9,746
Redhill & Northbourne	9,077
Strouden Park	8,955
Talbot & Branksome Woods	8,122
Throop & Muscliff	8,411
Wallisdown & Winton West	9,318
West Southbourne	8,583
Westbourne & West Cliff	8,628
Winton East	9,533

The fastest growing resident age group is those of working age. The under 15 years age group is also growing at a greater rate than in neighbouring areas. Bournemouth has a significant student population, including large numbers of foreign students.

The National Insurance Recording System (NIRS) shows that, for 2008/09, there were 3,810 non-UK nationals registered in the borough, from 67 different countries.

Figures from the latest Annual Population Survey for July 2009 to June 2010 estimate that there are around 104,700 people aged 16 to 64 years in Bournemouth and of these 78,400 (73.1 per cent) are economically active.

The population of Bournemouth is frequently shown to be happy. In 2007, a First Direct survey named Bournemouth as the 'happiest town in the UK'. Four years later, a similar study undertaken for Rightmove, showed Bournemouth residents have the highest satisfaction with local 'parks and outdoors' and local schools, of all areas surveyed. We also ranked second for satisfaction with healthcare, third for character and personality, and fifth for satisfaction with safety. Overall, Bournemouth scored the highest ranking across all areas surveyed.

Education

Across Bournemouth Secondary schools GCSE outcomes for 5A*-C rose year on year for the last five years from 55 per cent to 72 per cent. Similarly the percentage achieving 5A*-C including English and Maths has risen year on year from 43 per cent to 56 per cent, and as the recent Rightmove survey shows, Bournemouth was top of the league in the UK for satisfaction with schools.

Bournemouth has 26 primary schools with a total of 10,388 pupils ranging from four to eleven years. Malmesbury Park Primary, Hill View Primary and Winton Primary are the three largest, each with over 500 pupils on roll. The smallest is Heathlands Primary with 224 pupils.

There are eight state secondary schools within the borough, comprising two foundation schools, three trust schools, two foundation trust schools and one voluntary aided school. There are also two academies. Four schools, Bournemouth School, Bournemouth School for Girls, Oakmead College of Technology and St Peter's Catholic Comprehensive, have sixth forms. In January 2011, the school census listed 8,407 pupils at the non-academy schools. Of the two academy secondary schools in Bournemouth, the Bishop of Winchester Academy has a capacity of 1,250 pupils and The Bourne Academy a capacity of 1,050 pupils.

In addition, there are a number of independent schools. In the primary sector there is the Park School with 311 pupils, while two schools cater for children from three to 18 years; Talbot Heath with 564 pupils and Bournemouth Collegiate School with 333 pupils.

A total of 97 languages, other than English, are spoken by children in Bournemouth schools emphasizing the diverse ethnic and cultural mix in the Borough.

Further and Higher Education

Bournemouth has a number of further and higher education establishments. Besides the schools with sixth forms, Bournemouth and Poole College of Further Education, has campuses in Bournemouth and Poole and provides study for a range of academic and vocational courses. An average 17,000 students attend full time and part time, and the college also runs numerous short courses.

We are proud to have two universities based in Bournemouth and Poole, Bournemouth University (BU) and the Arts University College at Bournemouth (AUCB). BU has 18,315 students, and AUCB has 4,260 students. BU was the UK's 'Number One New University' according to the 2009 and 2010 editions of The Guardian University Guide. In addition, it was placed 32nd overall in The Guardian University Guide for 2010. During the last two years alone, the university has moved up 47 places in the guide. AUCB received the highest possible grade in a recent audit awarding 'broad confidence' in the management of the quality of its courses. The report also commended the academic standards on offer and highlighted many features of good practice, including the contribution of technician tutors to students' learning and the provision of library services.

Bournemouth is one of the UK's largest centres for learning English as a foreign language outside London. We are home to 27 accredited language schools and numbers visiting accredited schools in Bournemouth were estimated to be in excess of 42,000 in 2009, generating significant income in the local economy and contributing to its cosmopolitan feel.

Bournemouth Economy

At the time of the 2001 Census, 25,080 people aged 16 to 74 commuted to Bournemouth while 25,565 commuted from Bournemouth. A total of 46,720 people lived and worked in the borough.

While initially developed as a tourist destination, we have diversified our economy and are now a thriving financial community and business centre too - things certainly do not slow down in Bournemouth over the winter! The largest employers in Bournemouth are in the financial services, public services and tourism related industries. The largest contribution to the economy comes from the financial sector which generated £717 million in 2008, while leisure and tourism is estimated to have generated £120 million. The definition of this sector includes the tourism related Gross Value Added from hotel and restaurants, ancillary transport and recreation services. In 2009/10, conference, exhibition and business events held in the Bournemouth conurbation, injected approximately £122 million into the local economy.

Bournemouth is an attractive setting for businesses to locate; we are currently home to the head offices of RIAS, Liverpool Victoria, Palmair and Teachers Assurance, plus prominent bases for PruHealth, Nationwide, and JPMorgan who employ nearly 5,000 people at their site in the town. Not only do we offer a beautiful environment in which employees can settle down we also have great transport links. Bournemouth airport, only 10 minutes from the town centre, is our gateway to Europe, while our rail links provide access to London in less than two hours. We have the benefit of easy access to the M27 and beyond, and a ferry terminal and port are close by in Poole.

Bournemouth's international links have been strengthened by our twinning with both Lucerne in Switzerland and Netanya in Israel.


We have a dynamic business community and a number of long established partnerships ensure joint working and keep business links strong. Bournemouth Chamber of Trade and Commerce, formed in 1916, is one of the fastest growing town chambers of trade in the UK. It is extremely proactive in supporting small to medium sized businesses, as well as having a number of blue chip companies being major patrons.

Established in 2006, the ground-breaking Bournemouth Tourism Management Board was set up to "develop and assist delivery of a shared vision for a prosperous tourism industry in Bournemouth that will enable the Borough to develop as a market leading resort." This is the country's first board that truly represents all sectors of the visitor economy including the vital services of transportation, entertainment and retailing.

Innovation has been the hallmark of the business community, and the Council has embarked on an ambitious programme to support its Green Knowledge Economy aspirations. It has partnered with Mouchel to develop an Energy Centre of Excellence and is bidding to attract the Green Investment Bank to Bournemouth.

Community

Bournemouth enjoys a rich variety and diversity of community action, volunteering and local charitable activities. Over 300 charities are registered in Bournemouth including organisations as



diverse as The Tibet Culture Trust, the Bourne Free Festival, seven active Rotary Clubs and the Bournemouth Symphony Orchestra.

Our seven community centres host an extraordinary range of activities, social groups, adult learning and leisure opportunities. For example, Kinson Community Centre is used by more than 80 different clubs and societies. The oldest of our community centres, it is partly housed in a building dating back to around 1795 and has been a community centre since 1952.

A recent survey of more than 100 local voluntary organisations showed an income of nearly £20 million, with more than £7 million being contributed by Bournemouth Borough Council. More than 2,000 volunteers from these organisations contributed in excess of 450,000 hours in a year, which would equate to over £6 million at an average wage.

Bournemouth Borough Council seeks to support our community sector in many ways, by continuing to provide grants to organisations, supporting volunteering, particularly through the Bournemouth Volunteer Centre, and through involving the third sector in strategic commissioning decisions. The Local Strategic Partnership ensures that the voice of the community sector is heard at all levels. As a direct result of listening to residents' views, Bournemouth Borough Council recently set up a £1 million Community Action Fund to benefit local communities.

Bournemouth has a long and rich history of people with different faiths living here. There continues to be a strong community of both Orthodox and Reform Jews, worshipping in any one of the three synagogues in the town. The Rabbi of the Reform Synagogue, has also been the force recently, behind creating a forum of inter faith leaders to look at issues around climate change.

Bournemouth has always welcomed new residents, both from elsewhere in the UK, and across the world and of course their chosen faith is welcome too. As well as Church of England and Roman Catholic there has been a long history of Lutherans in Bournemouth, who until a recent building development, worshipped in the Lutheran Church in Malvern Road.

We boast two Mosques, one in the Winton area and one in Central Bournemouth, serving the needs of the local Sunni and Shi'ite Muslims as well as the many thousands who visit Bournemouth to study at the local language colleges and the universities.

In recent years there has been a large number of people settling in Bournemouth from Thailand. As well as contributing to the local economy and community life, many Thais being Buddhist, have brought a further richness to our multi faith town. The Temple in Charminster now serves their need. The Thai Community have also formed a language and community school, teaching the Thai culture and language to children of Thai parents born in Bournemouth. This school also stages an annual Thai Summer Fair, which is now the largest of its kind in the UK. So successful has this been that the organisers, Piyanan and Bunthin Tepnarin, have been awarded one of Thailand's highest awards for services to the community.

Bournemouth has a rich tapestry of cultures and faiths enriching the town and there is also an excellent track record of inter faith work. It is now hard to think of a faith that is not represented at some level in Bournemouth and long may that continue.

Attractions and Places of Interest

Bournemouth has been renowned as a tourist resort since the 1800s, and looking at the attractions and places of interest, it is clear to see why.

As well as a wealth of public green spaces, and a full complement of sports and leisure facilities, Bournemouth is home to seven miles of golden sandy beaches. Visitors can sunbathe, build sandcastles, play volleyball and take part in a variety of water sports. We also offer two traditional seaside piers, providing the opportunity to gently stroll and enjoy the views of the Purbecks, or the Isle of Wight. Bournemouth Pier features a theatre, restaurant and bar, and is the departure point for a variety of cruises along the Dorset coast. Boscombe Pier features a Grade II listed entrance and was voted 'Pier of the Year 2010', by the National Piers Society.

Bournemouth promenade runs along 5.5 miles of beach between Alum Chine and Southbourne. Each year 4.2 million people visit this 46 hectare stretch of beach. It is estimated that around 60 per cent of these visitors - 2.5 million people - enter via Pier Approach and through the Lower Gardens. The number of visitors is seasonal, and with the good weather experienced over the 2011 Easter weekend, 70-80,000 people came to enjoy Bournemouth beach.

The most spectacular event on the beach is the Bournemouth Air Festival; the biggest free event of its kind. Our four day festival attracts thousands of spectators each year, who flock to the town's cliff tops and beaches to be thrilled by the aeronautical acrobatics of the awesome Red Arrows plus dozens of other display teams. Over 350,000 people attended the Saturday of the 2009 event alone. The festival is arranged and managed by the Council, and supported by sponsors.

Bournemouth's beaches are a beautiful natural resource, and should be enjoyed by all. With this in mind, the seafront has a wide range of accessible facilities including toilets, charging points for mobility scooters and beach going wheelchairs. Work is almost complete on four beach huts designed specifically for disabled beach users. The huts include high colour contrast surfaces and tactile floor surfaces to assist the visually impaired, split-level kitchen units with a gas stove and a communal outside area with a fresh water fountain.

Bournemouth has three cliff lifts, or funicular railways, that link the beach and promenade to the cliff tops above. For those less inclined to walk up the cliff paths known as 'Zig Zags', the cliff lifts move cable cars up and down the steep slopes. The East Cliff Lift and West Cliff Lift were opened in 1908. The Fisherman's Walk Cliff Lift was opened in 1935 and at just 128ft in length, it is rumoured to be the smallest funicular railway in the world.

Bournemouth's famous seafront land trains operate daily between April and October, and on weekends throughout the winter. Traditionally, two routes have run along the bay: Bournemouth Pier to Boscombe Pier, via Boscombe Gardens; and Bournemouth Pier to Alum Chine. Recently a new route has been added taking passengers up to Boscombe Precinct and Boscombe Chine Gardens. This allows visitors to the Boscombe Spa Village seafront regeneration area to easily access shops, restaurants, guest houses and other amenities within the centre of Boscombe. Both land train routes allow different aspects of the area to be enjoyed by those using the service, such as the Arts Trail on Sea Road and the award-winning Boscombe Chine Gardens.



The privately run land train at the beautiful Hengistbury Head nature reserve and beach runs the 1.5 miles from the Hiker Café to Mudeford Sandbank every day except Christmas Day.

Close to the beach, Bournemouth Oceanarium offers visitors the chance to explore marine life from around the world in 10 recreated environments. Highlights include the Amazon, Otter Oasis, and the world's first Interactive Dive Cage. In the Lower Gardens, amongst the mini golf and bandstand entertainment, the Bournemouth Balloon takes visitors 500 feet up in the air to enjoy panoramic views stretching up to 20 miles across Bournemouth and the English Channel.

For those looking for culture, Bournemouth has a lot to offer. A prime example is the Russell-Cotes Art Gallery and Museum. Run by the Council, the Grade II* Listed Building is a rare example of the residence of a Victorian private collector, which was purpose designed and perpetuated as a permanent art museum. The art work collected by Mr and Mrs Russell-Cotes during the late 1800s and early 1900s reflects both the popular tastes of Victorian Britain and their travels around the world. In 2010/11, 129,412 people visited the museum.

Bournemouth has an interesting history, and an abundance of beautiful architecture that reflects changing styles and demand over time. Many sites that have played a key role in the development of the town and British history are marked with a Blue Plaque. They make for a fascinating diversion for anyone travelling through the town.

From rock and pop concerts, to opera, ballet, drama and comedy performances, Bournemouth is able to attract world class acts to our venues across the town, including the Bournemouth International Centre (BIC), Pavilion Theatre and Ballroom, and O2 Academy Bournemouth. Acts coming to Bournemouth in 2011 include: Adele, Dolly Parton, Jeff Beck, Paul Simon, Bryan Adams and Michael Ball. While Madama Butterfly, Mozart by Candlelight, the Moscow Ballet - La Classique's version of Sleeping Beauty and The Nutcracker, will be performed to delighted audiences.

The BIC and Bournemouth Pavilion are now managed and operated by BH Live, a leisure and culture trust which includes four leisure centres, all of which were formally run by the Council. The BIC is one of the UK's leading purpose built conference venues, attracting over 60,000 delegates per annum. It is also the site of a temporary skate rink each Winter and Summer. The BIC and Pavilion host over 400 cultural events each year with ticket sales of 600,000 plus.

Bournemouth has a vibrant night life with lots to offer: wine bars and comedy clubs; cinemas and night clubs; and over 250 restaurants offering a wide range of cuisine to suit all palettes. In the town centre, from Old Christchurch Road to the Lansdowne and beyond, there are clubs, bars and more for all ages. The Triangle area of Bournemouth also offers a selection of wine bars and restaurants and is a popular destination for the Lesbian Gay Bisexual Transexual (LGBT) community with its nightclubs, cabaret clubs and bars.

The Night Bus service, introduced by More Bus is a great and affordable way to get home after a night out. Running on Friday and Saturday nights the buses operate every half hour from Bournemouth Town Centre to Charminster, Boscombe and Poole. Alternatively, there are many licensed taxis to return people safely home.

Events

There are a whole host of events that take place all year round at sites throughout the Borough. The unique Bournemouth Air Festival has the highest attendance, but certainly isn't the only event to enjoy.

Making the most of the glorious seafront, the Fitness First Bournemouth Bay Run takes place each April, raising money for charity. Starting by Bournemouth Pier, the bay run offers 5k, 10k and half marathon races, while for the less athletic, there are plenty of opportunities to spectate and cheer on the runners. Also starting at Pier Approach, for the more experienced athlete, there is the Bournemouth International and Sprint Triathlon, which takes place in July. Participants can join the Sprint which includes a 750m Sea Swim, a 20k bike ride and a 5k run, or the Olympic which features a 1500m Sea Swim, a 40k bike ride and a 10k run.

The Bourne Free Pride Festival is Bournemouth's LGBT Pride Festival. Set up in 2004, in response to a national far right group attempting to preach anti-homosexuality, Bourne Free has become an annual local event. The highlight of the weekend is the Pride Parade through the town. Bournemouth has the fifth largest gay community in Britain, however at Bourne Free, people from all communities come together to celebrate all diversities through entertainment and awareness.

The Council runs a range of free events in the Lower and Central Gardens to suit all ages. The Friday Family Fiesta takes place weekly throughout July and August, and sees a variety of free family entertainment including circus workshops and face painting, culminating in a Firework Display at 10pm. On Wednesdays in August, the Flowers by Candlelight take place, while in October each year, Halloween is celebrated in the gardens.

Supported by the Council, Bournemouth Carnival Week has been running for over 42 years. The free fun filled week takes place each year in early August, at sites including Alum Chine, Pier Approach, and the Lower Gardens. Activities come to a climax on the final day of the week with a carnival procession through the town.

The Littledown Leisure Centre holds events for the family, including the Big Green FamilyFit4Life Day. This free event features fun and fitness parkland activities including a one mile family fun walk/run, Zumba, Healthy Walks, Nordic Walking, Tai Chi, Buggy Fit and more. The centre is also the venue for the spectacular Littledown fireworks. Each November, three fireworks displays light up the skies in a single evening, accompanied by live music and family entertainment.

Celebrating its tenth anniversary in 2011, Classic Cars on the Prom attracts car enthusiasts to both participate and view classic cars predating August 1983. Classic Cars on the Prom holds weekly displays on Sundays 4pm to 6.30pm throughout the summer months.

The Anne Frank Trust is marking its 20th Anniversary by launching its newest exhibition, Anne Frank + You, at St Peter's Church in Bournemouth town centre. Founder and current Executive Director of the Trust, Gillian Walnes MBE, says she always intended for this anniversary year to be marked in Bournemouth as the project has its roots firmly in the town. In fact the very first Anne Frank exhibition in the UK - then named Anne Frank in the World 1929 - 1945 - opened to the public in Bournemouth in April 1989. Running throughout May 2011, the centrepiece of the exhibition is an almost life-sized replica of Anne's bedroom in Amsterdam, together with the only known film footage of Anne herself.

The Winton Carnival is a very successful non-profit event held to promote community spirit. In 2010, it is estimated 12 - 15,000 people enjoyed the festivities, which features a parade through the heart of Winton, including floats, majorettes and marching bands.

From June to August 2011, bespoke one metre tall lion sculptures will bring colour and culture to the streets and public spaces across Bournemouth. Sponsored by local businesses, each lion will be decorated by an artist, before being displayed for public view in the Borough. Pride in Bournemouth, a world class Wild in Art event, will in turn raise money for Julia's House Hospice - the Dorset children's hospice - and the Born Free Foundation, when the lions are auctioned at the end of the experience.

Exciting news for our 2012 diary, we can reveal Bournemouth will be hosting a spectacular Evening Celebration as the Olympic Torch Relay comes to town during its journey around the UK on its way to London 2012. Bournemouth will host the Olympic Torch on Friday 13 July 2012. The evening events will offer thousands of people the opportunity to come together and get involved in celebrations and share in the Olympic spirit.

Award winning public green spaces

There are 4,620 hectares of land in Bournemouth, with approximately 20 per cent - 925 hectares - managed as green space by the Council. We are the proud recipient of 10 Green Flag Awards⁽²⁾ for our parks and gardens, as well as a Green Pennant Award recognising the Townsend Community Garden. Boscombe Chine Gardens was voted the 'Best Park' in the 2010 South and South East in Bloom Competition, sponsored by Southern Water.

The Upper, Central and Lower Gardens running through the town centre are the most famous. Retaining much of their Victorian character they are Grade II* listed. You can take a beautiful walk from the seafront through these gardens for 1.5 miles and take in the many trees, shrubs and herbaceous perennials from around the world, planted to provide interest throughout the year. The Lower Gardens plays host to many events and attractions during the summer months, including concerts at the Pine Walk Bandstand, the Open Air Art Exhibition, and Flowers by Candlelight.

Bournemouth's parks and gardens are widely used by the community for sports and leisure, and host a range of events. These include the Bournemouth Symphony Orchestra's fireworks proms and the Bournemouth Family Festival held in Meyrick Park, the Boscombe Community Festival held in Kings Park, West Howe Community Day at Moore Avenue Park, and the Residents' Fun Day in Pelhams Park.

Facilities across our green spaces include wooded walks, mini-golf, children's play areas, tennis courts, bowls clubs, football pitches, a paddling pool, a cricket pitch, and a range of café and toilet amenities.

Bournemouth has 14 Sites of Nature Conservation Interest - SNCI - covering 134.8 hectares of land, and 185 hectares of land designated as Sites of Scientific Interest - SSSI. Our record of Local Nature Reserve Designation is excellent - we have ten⁽³⁾ - and we rank high nationally with a provision of one hectare per 580 head of population, compared to the Natural England recommended provision of one hectare per 1,000 head of population. Altogether we offer residents and visitors a wealth of habitats to enjoy. While the public is free to roam our public

- (2) Alum Chine & Argyll Gardens, Boscombe Chine Gardens, Fisherman's Walk, Moore Avenue Park, Pelhams Park, Redhill Park & Common, Seaford Gardens, Stour Valley Nature Reserve, Upper, Central & Lower Gardens, and Winton Recreation Ground.
- (3) Boscombe Chine, Boscombe and Southbourne Overcliffe, Hengistbury Head, Iford Meadows, Kinson Common, Millhams Mead, Pugs Hole, Redhill Common, Stour Valley and Turbarry Common.

green spaces, the Council offers a variety of guided walks that are both fun and educational.

Hengistbury Head, one of our local nature reserves, offers not only a rich diversity of wildlife and geology, but also spectacular views of Poole Bay, Christchurch Harbour, the Isle of Wight and the Needles. Protected as a Site of Special Scientific Interest, Hengistbury Head was once Britain's most important Iron Age Fort.

Environmentally, Bournemouth is leading the way with partners in a return to traditional and sustainable management of much of our land with the use of grazing (livestock), and a reduction in mowing and hence a lower carbon footprint, and the greening of open spaces and parks to encourage biodiversity. Amongst others we now have ponies on Turbary Common, goats at Honeycombe Chine, and cattle at the Stour Valley Local Nature Reserve.

Sport and leisure facilities

Bournemouth has a large range of sports and leisure facilities available across the Borough. The Council's four leisure centres, including the Littledown Centre, the largest, which has Excellent status awarded by the QUEST quality scheme, are managed by a charitable trust, BH Live. Between them they boast five swimming pools, a range of saunas, steam rooms and sanatoriums, more than 15 training pitches, seven tennis courts, eight netball courts, five gyms - including one specially designed for eight-13 year olds, three spinning studios and provide more than 280 classes each week ranging from pilates to dance and body conditioning. Together the leisure centres attract over 2.2 million visits each year.

We are the proud home of AFC Bournemouth - "The Cherries", the professional League One football club who play at Dean Court. We are also proud of our amateur club, Bournemouth FC - "The Poppies", who play in the Sydenhams Football League (Wessex). Complementing our football opportunities, the Littledown Juniors Football Club see over 1000 boys and girls between three - 19 years playing each week. With over 150 teams playing, it is one of the largest Football Clubs in the country.

Other sporting team opportunities can be found at various rugby clubs, cricket clubs, and a wide range of bowls clubs across the town.

Bournemouth has a range of golfing facilities. There are two large golf courses, Meyrick Park and Queens Park, as well as facilities at Solent Mead, Hengistbury Head, and at Littledown. There is also a driving range, and mini golf facilities can be found in the Lower Gardens, and Boscombe Chine Gardens. In addition to those provided at the leisure centres, there are also several purpose built tennis courts across the town.

We are a regional hub for sports and leisure. Pavilion Dance, the South West's dance centre is based in a specially renovated area of the 1920s Pavilion building. In partnership with the Council, Pavilion Dance provides classes for all ages, hosts live performances and provides rehearsal space for professional dancers.

Bournemouth's latest regional facility is the 250m Olympic sized outdoor cycle track at Slades Farm. Opening in June 2011, the track meets a need identified by British Cycling, to provide facilities for Dorset and the New Forest, the nearest alternative being Portsmouth. Slades Farm will be used for competitive and community use, and aims to encourage cycling in the area.

Bournemouth also caters for less conventional sports and leisure pursuits. The Kings Park Skate Park was officially opened in March 2006 and features a bowl, ramps, pyramid, fun box, steps, hand rail and pole jam. Used by skaters and BMX'ers, the facilities are the result of local fundraising efforts by Kings Park Sk8 group who sought planning permission, and gained grants from among others, Sport England, the Big Lottery Fund and Bournemouth Borough Council.

Of course, the best sports and leisure facility in Bournemouth is our beautiful seven mile beach. A vast range of water sports are available. For the more adventurous there is surfing, kite surfing, jet-skiing, wind surfing, sea kayaking, paddle boarding, power boating, wake boarding and sailing, while at the other end of the scale we offer fishing, paddling and building sandcastles.

Visitor accommodation

The town has over 20,000 bed spaces which can accommodate everyone's requirements. Tourist footfall to Bournemouth can reach up to five million annual visitors, and they can be stay, day or friends and family visitors to the town. Accommodation in Bournemouth ranges from hotels (1-4 star), guest accommodation, (1-5 star), self catering (1-5 star) and holiday, tourism and camping parks. Accommodation stretches across the whole of Bournemouth and is graded either by national grading - AA and RAC - or by the Bournemouth Quality Standards (BQS).

Bournemouth Borough Council, in association with the Bournemouth Area Hospitality Association (BAHA), has an annual minimum standards scheme for classification of hotel / guest accommodation and self catering facilities that are currently trading in the Bournemouth area. Bournemouth Tourism promotes accommodation partners which are members of Bournemouth Tourism and are graded, making sure that visitors to Bournemouth receive quality accommodation. Details of all Bournemouth Tourism accommodation providers can be found online at Bournemouth.co.uk.

Shopping Centres

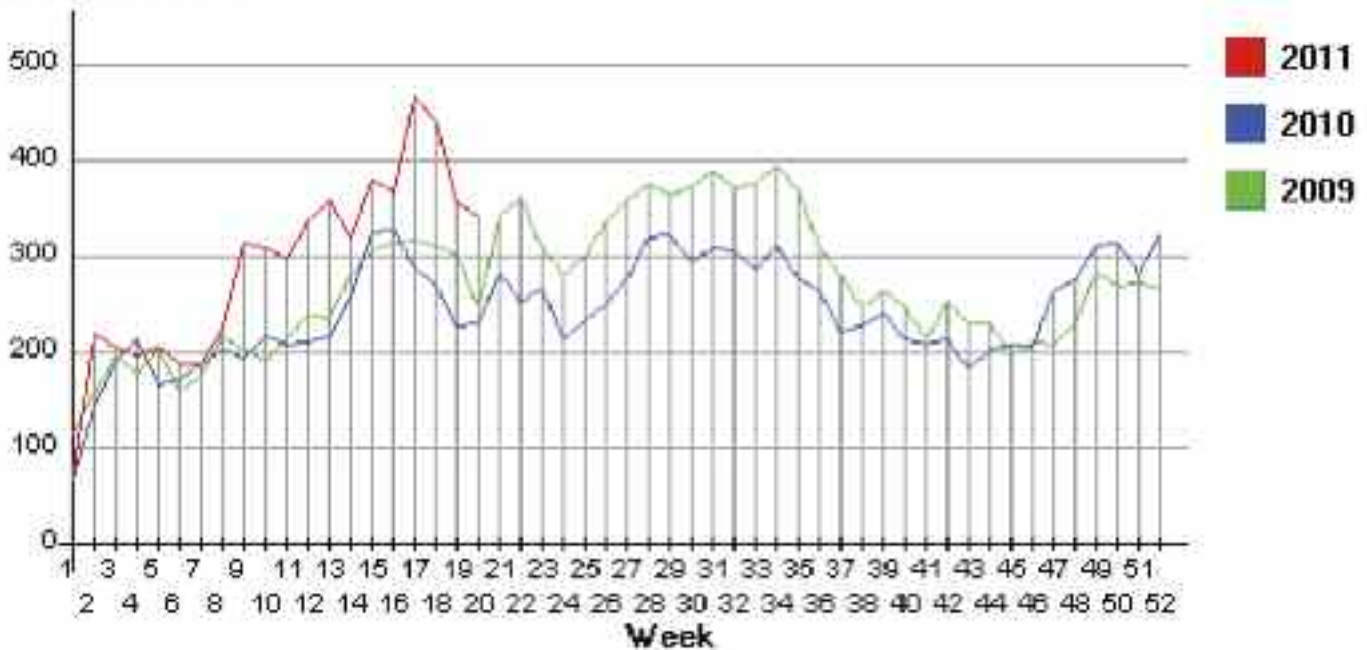
Bournemouth offers a variety of shopping experiences catering to all tastes and retail needs. The main shopping streets in the town centre are pedestrianised, running across the pleasure gardens and Bournemouth Square. As well as a full range of high street stores, the spacious layout allows for regular continental markets offering a wide selection of foods and gifts, particularly at the annual Christmas Market. A range of fashionable boutiques and high end jewellers are also available in the town centre along Westover Road, Bournemouth's very own Bond Street!

The following weekly graph shows footfall from two camera locations in Bournemouth town centre with a comparison to the previous two years. The camera locations are focused on retail - Old Christchurch Road and Commercial Road.

This means that not all footfall is counted and the graphs are therefore more meaningful as a year on year comparison. For instance, during the Bournemouth Air Festival, the town will expect to see significant increases in footfall, the majority of which will be in the Lower Gardens and seafront and not be included in the camera statistics.

Please also note that week 20 data is incomplete as the count is taken midweek. The expectation for 2011 is for continued growth over the previous two years.

Customers x 1000



Beautiful Victorian shopping arcades feature not only in the town centre, but we are also lucky to have the Westbourne Arcade in Westbourne and the Royal Arcade in Boscombe, allowing visitors to appreciate the architecture as well as the variety of goods on offer.


As well as the town centre, Bournemouth's major shopping areas can be found at Boscombe, Westbourne, Charminster, Kinson and Southbourne. Castlepoint is our large shopping park on the edge of Bournemouth. As well as two supermarkets, DIY stores and numerous large version high street outlets, it also features a selection of restaurants. Recently opened close to Castlepoint, is Castlemore, a retail park offering a range of large furnishing and DIY stores.

The Future - Our Town Centre Vision

All successful cities have a town centre which creates a strong sense of community spirit. We're proud of our town centre but there isn't room for complacency. For Bournemouth to continue competing with other destinations we need to continually develop our town centre in a vibrant and cohesive way building on the quality on which our reputation was built.

The Council's Town Centre Vision sets out our key aims for the next 25 years looking at the town centre as a whole to ensure development is comprehensive and coordinated. The Town Centre Vision is about creating a sense of place and not just any place. That takes time and passion. City status will help us deliver our vision to build a better place.

Ultimately the Vision will bring about an increase in the number of people living and working here, attract more tourists to maintain the vitality of the town, generate trade and bring about inward investment opportunities. New attractions, sustainable buildings, rejuvenated areas of the town, improved public access and landscaping, vibrant cafe and food culture plus distinctive retail zones are all part of the plan to safeguard Bournemouth as a chic urban coastal destination where thriving leisure and retail offer a rewarding place to live and a complete visitor experience.



To deliver this aspirational vision the Council has formed a unique 50/50 limited liability partnership with Morgan Sindall investments, known as The Bournemouth Development Company, which will act as a delivery mechanism to make the Town Centre Vision become a reality. Together we will bring forward key sites in the town and strategically shape Bournemouth's future in a holistic way for now and future generations.

In the first year of operation 2011/12 The Bournemouth Development Company will prepare outline proposals for the following five sites:

- Leyton Mount car park
- Madeira Road car park
- Cotlands Road car park
- Westover Road
- Waterfront Complex

The Bournemouth Development Company is aiming to submit a planning application for Leyton Mount in June 2011 with the aim of starting construction in the early part of 2012.

Pledges of support

The following organisations have pledged their support for the Bournemouth City Bid:

Active Bournemouth
Amber Lovell, Deputy Member of Youth Parliament for Bournemouth
Anglo-European College of Chiropractic
Ansbury
Arts University College at Bournemouth
Beet Language Centre
BH Live
Borough of Poole
Boscombe Spa Resort Limited
Bournemouth Area Hospitality Association
Bournemouth Area Transport Action Group
Bournemouth Bus Quality Partnership
Bournemouth Chamber of Trade & Commerce
Bournemouth Churches Housing Association
Bournemouth Council for Voluntary Services
Bournemouth Cycling Forum
Bournemouth International Airport
Bournemouth Symphony Orchestra
Bournemouth Town Centre Team Ministry
Bournemouth University
Bournemouth YMCA
Butterfly Foundation
Caring Canines
Castlepoint Shopping Park
Church of Jesus Christ of Latter Day Saints
Coastal Credit Union
Coda Fiddle Orchestra
Collingwood Hotel
Connexions
CRUMBS
Cumberland Hotel
Curious Arts
Daily Echo Bournemouth
Damset
Dave Wells Properties
Dorset Blind Association
Dorset Energy Advice Centre
Dorset Fire & Rescue
Dorset HealthCare University NHS Foundation Trust
Dorset Police
Dorset Probation
Dorset Race Equality Centre
Fernheath Play Association



Friends of Fisherman's Walk
Help & Care
House of Destiny Church
Iranian Community & Farsi Speaking Association
JPMorgan
Lester Aldridge
Medical & Professional Money Management
Metropolitan Community Church
Morgan Sindall Investments
National Landlords Association
NHS Bournemouth & Poole
Nine5Three
Parkfield New School
Recognised English Language School Association
Rethink
Royal Bournemouth & Christchurch Hospital
Self Organised Network Group
Skills & Learning - Bournemouth & Poole
Southern Enterprise Alliance
Spectrum Housing Group
Stourfield Junior School
St Martins Trust
Talbot & Branksome Woods Residents Association
Tara-Business
The Community Foundation
Throop, Muscliff, Strouden, Townsend & Holdenhurst Forum
Involved Bournemouth & Poole
Westbourne Academy
White Lantern Film
Winton Carnival Committee
Winton Forum
Yellow Buses

“Borough of Poole is delighted to support Bournemouth Borough Council’s bid for city status. The two towns have a history of working together for the benefit of those living, working and visiting this fantastic area and we believe that city status would be beneficial to residents of both Bournemouth and Poole.” - **Cllr. Elaine Atkinson, Leader of the Council, Borough of Poole**

“Bournemouth is a bold, inclusive community that embraces people from all abilities, ages, backgrounds and cultures.” - **Anne Gardner MBE, Secretary & Chief Executive to CRUMBS, Disability Training Cafe & Bakery**

“Bournemouth has enormous cultural assets which it has fostered over many years. This important and continuing contribution to the cultural life of the nation is deserving of city status.” - **Carolyn Date, Secretary & Chorus Manager, Bournemouth Symphony Chorus**

“Under the auspices of The Bournemouth Development Company, Morgan Sindall Investments is proud to be working as a joint partner with Bournemouth Borough Council on creating a world-

class resort fit for the 21st century. We have just started the process of turning exciting plans into reality. Achieving City status would send out a powerful signal of Bournemouth's ambitions for the future and we are delighted to endorse this bid." - **Morgan Sindall Investments**

"Bournemouth is not just a great place to work, rest and play but is recognised around the world for its political, business and cultural links. We believe this international reputation would be strengthened and enhanced by successfully securing City status. As a company committed to playing our part in the town's development and future success, Yellow Buses is happy to endorse this bid." - **Derek Lott, Managing Director, Yellow Buses**

"Bournemouth is an excellent town with lots of fun things to do all year round with a beautiful beach and multicultural society and also centre of some top financial companies. There's so much to see and experience. I've lived here for sixteen years now and I can't find a good reason to be anywhere else in UK" - **Kathy Abbasirad, Iranian Community and Farsi Speaking Association**

"Bournemouth is a thriving, multicultural and multinational business community. The business world does not relate to the idea of 'borough or town'. As Bournemouth builds a vibrant, future ready economy its city status would put it firmly on the international business map and provide an even stronger platform for exports, international communications and inward investment." - **Jonathan Morris, Managing Director, Southern Enterprise Alliance**


"Bournemouth is a name that is known across the UK, it has been voted the "most happiest place to live", how great it would be to be acknowledged during the Diamond Jubilee Civic Honours Competition to reflect all the hard work the Council has made in making sunny sunny Bournemouth - a world name." - **Steve Beckingham, Stourfield Junior School**

"Bournemouth University whole-heartedly supports the bid to grant city status to Bournemouth. Through our education and research, we have done much to raise the profile of the town of Bournemouth, nationally and internationally. City status will make a further major contribution to the economic, cultural and educational development of Bournemouth and will strengthen our standing and reputation as a University" - **David Willey, Deputy Vice-Chancellor, Bournemouth University**

"Bournemouth has always been a town with big aspirations and enjoys an international reputation for being a thriving, vibrant and beautiful place to live, work and visit. We're proud to be at the heart of this amazing place. City status is not only deserved, a serious injustice would be committed if Bournemouth is not given this recognition." - **Neal Butterworth, Editor-in-Chief, Daily Echo Bournemouth**

"The Royal Bournemouth and Christchurch Hospitals FT, offers patients access to outstanding services, evidenced by the CHKS Award as Safe Hospital of the Year in May 2010, and the Health Service Journal, Acute Trust of the Year Award in December 2009. Patient and staff feedback, confirms the trusts' reputation for first class care. Many of the specialties have an international profile with a reputation for excellent patient care and high quality outcomes. We are very happy to endorse Bournemouth's city bid" - **Tony Spotswood, Chief Executive, Royal Bournemouth and Christchurch Hospitals**

"City status will celebrate and recognise Bournemouth for the caring and diverse community that it is." - **Debbie Hyde, Carers Joint Commissioning Manager, Adult and Community Support - Bournemouth Borough Council & Borough of Poole**



“I think Bournemouth should be a city because Bournemouth deserves it. We’re a buzzing tourist town, we have so many visitors from many different countries. I love it that every race, religion, gender etc can be catered for. Places such as Bournemouth town centre and Charminster Road have so many amazing restaurants, for weeks you would be able to have a meal from a different country every night. We have our own football team and great rail connections with London. We have our own museum full of Bournemouth’s history, so that people know about Bournemouth’s origins, and amazingly, it’s free.

“Bournemouth is fine, fresh, and fierce, and we have that on lock, yet if Bournemouth was a city, it wouldn’t be locked, it’d be free to the world to know! Also, the Olympic flame will pass through Bournemouth next year. Come on, don’t you think we deserve to be a city?! If we were it would benefit tourism, bring in more income, and it will make Bournemouth University more popular, which means more students who will also contribute to the economy. REMEMBER, BOURNEMOUTH HAS BEEN VOTED THE HAPPIEST PLACE TO LIVE....HAPPY PEOPLE WANT A HAPPY CITY! VOTE FOR BOURNEMOUTH!” - Amber Lovell, Deputy Member of Youth Parliament for Bournemouth

“We are very happy to endorse the bid. Bournemouth has become increasingly diverse in the last few years and this is reflected in the population with over 10 per cent from Minority ethnic groups adding to the cosmopolitan nature of the town.” - Adnan Chaudry, Chief Officer, Dorset Race Equality Council

“Despite still regarded as a ‘new town’ compared to our neighbours in the conurbation, after 200 years Bournemouth is a top destination for visitors, tourists and holiday makers - its salubrious location and climatic disposition ensuring its popularity with the Victorians - but it is now so much more. It’s immensely successful English language industry, its financial industry and the hotel and hospitality industry all indicate a level of European scope, standards and levels of employment that dictate a high degree of city competence in trade and commerce. Bournemouth Chamber is delighted to support the application for city status to mark our Queen’s Diamond Jubilee in 2012.” - Nigel Hedges, President, Bournemouth Chamber of Trade and Commerce

“Everyone who lives and works here knows the appeal the area holds. Bournemouth has a vibrant mix of people young and old from many different cultures, countries, religions and spirituality, sexuality, social and economic backgrounds, who enjoy, tolerate and celebrate each others differences - making Bournemouth a diverse, safe and happy place to live, work and visit.” - John Ferguson, Strategic Partnership Manager, Dorset Police

“We are pleased to support Bournemouth’s application for city status” - Dorcas Williams, Vice President, J.P. Morgan

“Bournemouth is an inclusive town with a wide range of accessible learning opportunities for personal and professional development” - Lesley Spain, Adult Learning Manager, Skills & Learning - Bournemouth & Poole

“The award of City status would be the ultimate recognition of Bournemouth’s achievements: a number one tourism and conferencing destination in the UK, a great environment, numerous big financial employers, second largest number of English language schools in the UK and the happiest place in the UK! The award of City status would be recognition of what we have achieved. We deserve city status.” - Bob Boulton, Chair of Bournemouth 2026 partnership

“City status would enhance the civic pride we all feel for Bournemouth” - Dr Ian Terry, Team Rector, Bournemouth Town Centre Team Ministry



Sweeping view of Bournemouth's iconic seafront with its seven miles of golden sands from Alum Chine stretching out to Hengistbury Head.



Green Flag Award winning Alum Chine and Argyll Gardens, winding their way down the cliff top.



The view from Alum Chine of the seafront lit up at night featuring Bournemouth Pier.



Leading conference and entertainment venue the Bournemouth International Centre, at night.



New adventure playground created in Central Gardens close to the Town Centre.



The War Memorial and Town Hall from Bournemouth's Central Gardens.



Prime Minister's Better Public Buildings Award winner 2003: Bournemouth Central Library in the Triangle area of the town.



Another legacy from the Victorians, the exterior of the beautiful Bournemouth Arcade, near Bournemouth Square.



HRH The Earl of Wessex with the then Mayor of Bournemouth Councillor Barry Goldbart, at the opening of Pavilion Dance project in 2010.



Pavilion Dance is Bournemouth's regional dance centre housed in the magnificently restored Pavilion Theatre complex and home to Dance South West. The venue boasts world class dance facilities and has put Bournemouth firmly on the dance map.



The beautiful Bournemouth and Poole College Lansdowne campus. Completed in 1919 as a municipal college, it was initially branded an eyesore, but is now one of Bournemouth's best known landmarks.



Bournemouth University's Executive Business Centre, formally opened in September 2009.



Performers from Pavilion Dance - home of Dance South West - demonstrate their talents in front of Bournemouth's Obscura Cafe in the Town Square.



Visitors to Bournemouth Square sit to watch the world go by on a sunny day.



Aerial view of Bournemouth Square at the heart of the Borough.



Exiting from Bournemouth's Lower Gardens into Bournemouth Square with the Camera Obscura Café in the background.



Bournemouth's famous Yellow Buses in the town centre looking towards the Square from Old Christchurch Road.



The 'Balloon Glow' event in the Lower Gardens - one of the many night time festivities put on during the annual Bournemouth Air Festival.



A view of the Lower Gardens on a warm sunny day. The historic gardens attract thousands of visitors every year.



HRH the Duke of Gloucester, inspecting the troops at the ceremony granting Freedom of the Borough to the Rifles Regiment. The ceremony was held before large crowds at Pier Approach in Bournemouth.



HM The Queen and the then Mayor of Bournemouth, Councillor Anne Rey, at Bournemouth Seafront in 2004. HM The Queen was very interested in meeting staff from the seafront team and Veterans from the Royal British Legion. You can see the Oceanarium attraction in the background.



One of the many fireworks spectaculars above Bournemouth Pier rounding off another Friday Family Fiesta evening on the seafront.



The magnificent Red Arrows wow the crowds over seven miles of Bournemouth's golden sands as part of the unique Bournemouth Air Festival.



Spectacular aerial acrobatics from the Red Arrows.



The exterior of the historic Russell Cotes Museum on East Cliff. The museum is the former home of the Russell Cotes family who bequeathed the estate to the town.



One of the popular land trains making its way along the Seafront between Bournemouth and Boscombe piers.



The view from the historic cliff lift on East Cliff as it descends down to the promenade.



The National Student Volleyball Championships takes place on Bournemouth Beach each year and has since grown to be the biggest beach volleyball competition in the country with over 90 teams and 18 courts in 2010. Previously held at Toft Steps on the seafront where this image was taken, the event has since moved to Boscombe beach.



Bournemouth's new accessible beach hut featuring facilities for the disabled situated close to Boscombe Pier. The design inspiration is taken from traditional wind breaks and a seagull's wingspan.



Some of Bournemouth's iconic beach huts along the seafront. The Beach Huts are so popular that waiting lists can be several years long to get one of the coveted annual lets. Bournemouth has the first council-owned beach huts.



The newly renovated Overstrand complex and seafront facilities on Boscombe seafront - the winner of an LGC Award for Best Regeneration project in 2010.



Inside of one of the Wayne Hemingway designed Beach Pods housed in the newly restored Overstrand Building on Boscombe seafront. Each Beach Pod features a unique mural.



Demonstrating Bournemouth's adventurous side: a surfer heading out for some action in the waves at Boscombe Pier.



One of the stunning flower and landscaping displays in Boscombe Chine Gardens. The gardens were renovated as part of the Boscombe Spa Village regeneration project and have since won a Green Flag Award.



Mini Golf in Boscombe Chine Gardens. There are several sites for visitors to enjoy across Bournemouth, including the Lower Gardens.



The Kinson Hub in North Bournemouth was opened in 2010 and is home to a comprehensive library, housing office and children's centre providing the community with a one stop shop for local services.



Inside the Victorian Westbourne Arcade where many independent traders and retailers can be found selling their wares.



Bournemouth Council's newest leisure centre at Pelhams Park in North Bournemouth.



The view shows one of Bournemouth's famous parks - Meyrick Park - during the annual Family Festival. The event is run in partnership by Bournemouth Council's Early Years Service, Crumbs Cafe, Westbourne Rotary and the YMCA in support of the national playday campaign which last year was 'Our Place'.



Aerial shot of Bournemouth's new Olympic sized outdoor cycle track taking shape at Slades Farm. The facility which is part funded by British Cycling is scheduled to open in June 2011.



Serenity down at Stour Valley Nature Reserve in North Bournemouth.



One of Bournemouth's famous pine tree lined roads. It was pines such as these that added to the "salubrious air" revered by early tourists.



Just a short drive from the urban centre, Holdenhurst Village. This image shows Holdenhurst Farmhouse and Magdalen Cottage.



Aerial shot of Castlepoint Shopping Park in Bournemouth which attracts shoppers from many miles away.



One of the country's busiest and leading leisure centres, The Littledown Centre, sits in beautiful parkland in the heart of Bournemouth.



Turbary Park Common near the residential area of Wallisdown is home to a number of grazing ponies which help to manage the habitat.



Grazing cattle help to manage the habitat on Hengistbury Head SSSI.



Aerial shot showing Hengistbury Head at the eastern end of Bournemouth seafront.



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