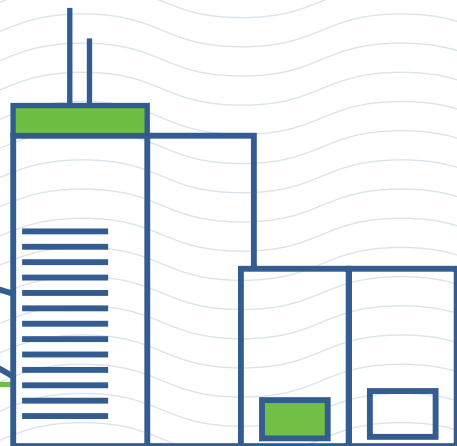
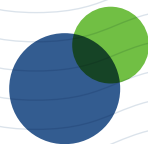
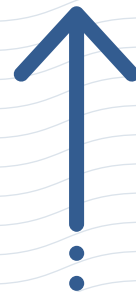
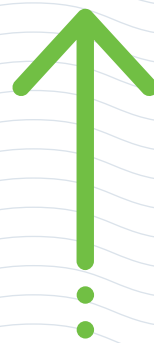




# LIVING

Dorset enjoys an exceptional quality of life – it is a premier destination to live, work, learn and visit. Combining the UK's newest City Region alongside outstanding rural and coastal locations – all conveniently within reach of London and other major UK and international destinations.





# LIVING

## CITY, COAST AND RURAL LIVING

### Dorset, the premier destination to live, work and visit

With a population approaching 800,000 people, over 38,000 businesses and an annual economy worth over £18.5 billion – Dorset is an important location on the South coast of the UK, acting as a gateway to both the South West and South East.

Dorset is an attractive base for employers and employees alike. Framed by the World Heritage Site of the Jurassic Coast, we offer city, rural and coastal living in a self-contained location within easy reach of London, but without the costs of a capital city.

Dorset brings all the infrastructure of a city with environmental benefits for a great work/life balance, making it an attractive prospect for talent attraction and retention.

We are the UK's top area for high growth digital businesses, second-fastest growing area for start-ups (with high survival rates), and have the third largest financial sector in the UK.

Coupled with a simplified local government structure committed to enabling growth and prosperity, this is a place which is evolving, innovating and accelerating.

While we have felt the social and economic impacts of coronavirus, we have seen resilience in our businesses, communities and institutions. Our LIVING portfolio presents an opportunity to really 'build back better' in the wake of the COVID-19 pandemic, enhancing our economy, environment and way of life.

### TRENDS AND TRAJECTORY



**8th  
largest**  
non-mayoral city region  
in England



**International  
connections**  
through Bournemouth  
International Airport and  
the Port of Poole



**30**  
**million visitors**  
to the Dorset area  
every year



**18%**  
of rural Dorset's  
workforce is  
**self-employed**



## Highlighting our **LIVING** investment opportunities

- **LIVING A SUSTAINABLE FUTURE**  
The UK's newest Smart City Region  
and unlocking Rural and Coastal potential
- **CLEAN, CONNECTED DORSET**  
Global and local
- **DESTINATION DORSET**  
A premier cultural destination
- **DORSET SKILLS FOR ALL**  
Recovery, regeneration and growth

### Immediate asks

- Formal Government recognition of the City Region
- Devolution deals for transport and adult skills
- A South West Tourism Zone
- City of Culture status
- Extension of the Dorset Enterprise Zone, including support for the BCP City Region 'Accelerated Economic Zone'



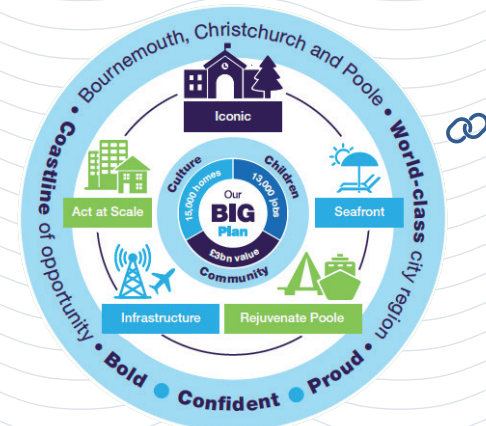
# The UK's Newest City Region

## Bold. Confident. Proud.

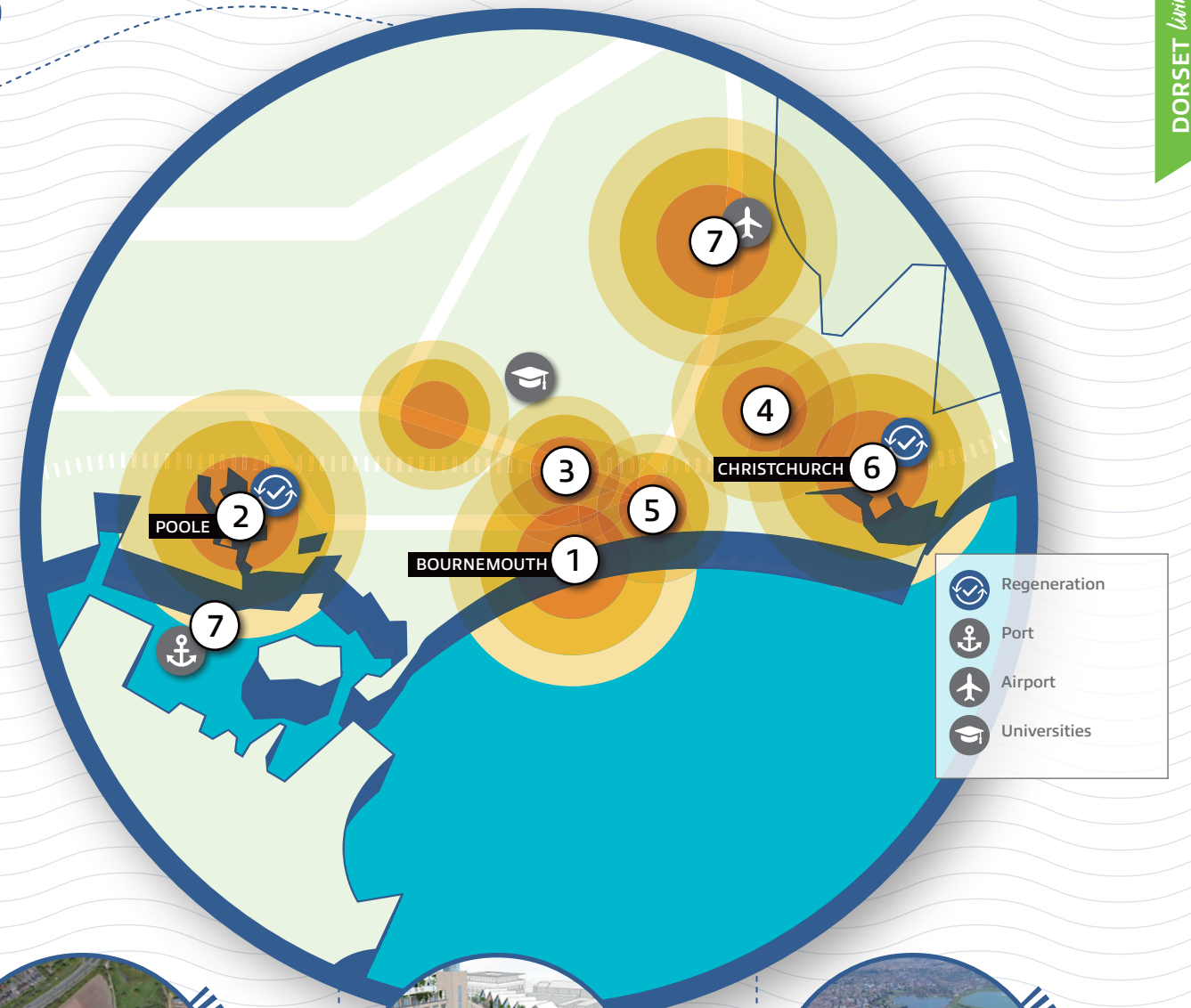
Bournemouth, Christchurch and Poole is the UK's newest City Region and it's brimming with prospects, positivity and pride. It's a place where culture and heritage meet innovation and modernity, village meets town, country meets coast, creativity meets digital, businesses flourish and people thrive. Ambitions for the future are influenced by a 'recover-regenerate-reimagine' approach following the economic

impacts of COVID-19, with a strong desire to do things differently in the future, not simply revert to how things were.

We have a vibrant cultural centre adjacent to an iconic seafront, three leading universities home to cutting-edge research and talent, and a central business district with emerging tech clusters and professional service sectors using smart-enabled infrastructure



connections from air and sea ports, as well as a growing specialism in medtech and health care, our City Region has significant investment potential.



## INVESTMENT HIGHLIGHTS



### ① The City Arc

At the heart of Bournemouth's 'City transformation' opportunity, and part of a cultural reimagining with a new cultural quarter and seafront redevelopment. The opportunity to redevelop the Arc is now coming to fruition and includes the Bournemouth International Centre, pier and approach as well as the Pavilion and Winter Gardens.



### ② Poole development and regeneration

A number of public and private-led schemes in and around the Poole area are coming soon for investment and redevelopment. These include large-scale schemes to the north of Poole, such as **Holes Bay** and major redevelopment opportunities in the heart of Poole, such as the historic **Old Town** and **Town Centre North**.



### ③ The Central Business District location of Lansdowne

Lansdowne CBD is ready now as an immediate location for business to locate, particularly those using the smart-enabled infrastructure of the City Region or those undertaking close collaboration with local University partners.



### ④ Wessex Fields

The Wessex Fields development is described in detail in our WELLBEING section as the location for the Dorset MedTech Science Park, underpinned by a strong collaboration between University Hospitals Dorset, Bournemouth University and BCP Council.



### ⑤ Boscombe

Having just secured nearly £25m investment from the Government's Town Deal, the Boscombe-Bournemouth regeneration vision is now close to realisation. Creating a beautiful, healthy and green place that enhances Boscombe's Victorian heritage.

### ⑥ Christchurch town centre

We will be supporting a programme a programme of activity to improve Christchurch as a visitor destination, refresh its retail offer and attract more people to live in the town centre.



### ⑦ Poole Harbour/Bournemouth International Airport and Aviation Business Park

An identified 'economic acceleration zone' within the BCP City Region, development opportunities are in place to capitalise on worldwide trading as well as build-on existing engineering and manufacturing strengths. Poole Port and Bournemouth International Airport have the potential to create over 5,000 jobs and an economic boost of nearly £2bn over the next 20 years. The airport's 80-hectare Aviation Business Park offers the single largest **investment ready** employment opportunity in the City Region.



# Unlocking rural and coastal potential

## Living a sustainable future

Our rural and coastal areas are a central part of the fabric of Dorset – and their on-going resilience and quality are critical. Continued investment in these places is essential if we are to aid recovery from the impacts of COVID-19 and tackle climate change – whilst enhancing Dorset as a place to live, work and visit. We can build back better.

Our investment in place is informed by need, opportunity and the ambition to

achieve inclusive growth and ensure all elements of the community benefit from increased prosperity. Balanced growth will be crucial to improving sustainability and progressing towards a zero-carbon Dorset. Unlocking Dorset's rural and coastal potential will require investment in a range of supporting infrastructure, including digital networks and renewable energy. Improvements to transport

infrastructure will create healthier lifestyles, better access to jobs, combat the climate emergency and improve air quality. This will lead to a fitter and more active workforce, improved environment and reduced congestion on the roads, with a growing strength in digital connectivity, maximising natural capital and a circular economy approach.

## INVESTMENT HIGHLIGHTS



### ① Southern Dorset Growth Corridor

A series of inter-connected sustainable communities, along a corridor from the Weymouth and Portland conurbation to Dorchester are planned for future development. Continuing the innovation and good practice developed as part of the award-winning Poundbury development, our vision is to create exemplary places to live and work, complementing the wider Dorset landscape and enhancing the existing communities in Dorchester, Portland and Weymouth.



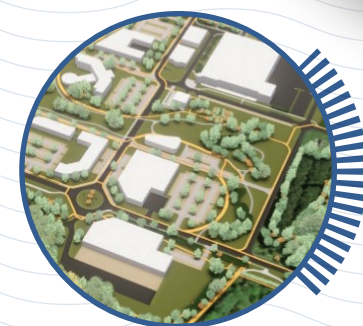
### ② Market and Coastal Towns

Supporting the reinvigoration of town and village living in Dorset through the regeneration of up to 17 centres as part of a community-led approach to development. Creating additional homes and workspace within the existing footprint of towns and revitalising the role of town centre retail and leisure.



### ③ Weymouth Area regeneration

With an immediate focus on master-planning and land/property assembly, opportunities for mixed-use regeneration and enhancing these important localities are a priority for investment. We intend to innovate new approaches to support investment, including exploring incentives such as Local Development Orders and business/retail zones.



### ④ Dorset Innovation Park

Dorset Innovation Park at Winfrith is developing as an advanced engineering cluster of excellence for the South West, building on its strengths in marine, defence, energy and cyber-security. The Park offers office space, workshop facilities and fully serviced commercial employment land with Enterprise Zone status benefits such as business rate relief and simplified planning.

There is space and support to expand, access to local finance, full fibre connectivity and pilot 5G networks. It offers a secure facility and the presence of two world leaders in defence technology – Atlas Elektronik and QinetiQ.



### ⑤ Portland Port

The port has 2m sqm (200 hectares) of land of which 400,000 sqm is designated permitted development. Over 300,000 sqm has already been developed, leaving 100,000 sqm for future opportunities.





# Clean Connected Dorset

## Global and local

Our 'clean connected' portfolio sets out our vision for a safe, reliable and accessible low carbon transport system for the City Region and surrounding rural and coastal communities, maximising sustainable transport, enhancing digital connectivity and protecting the area's unique environmental assets.

Our overarching transport investments are outlined in detail within the Dorset-wide Local Transport Plan and Western Gateway Subnational Transport Strategy. While our priority is to invest in sustainable transport options leading to a modal shift in movement to public transport – including a city

rapid transit system, improved rail connections, station improvements, and more walking and cycling – we have also prioritised critical strategic road investment to support economic growth. This forms a key element of our ambition for devolved powers across public transport throughout Dorset to create an integrated approach to sustainable travel. Priority investments are outlined here and include:

- Achieving a 90 minute rail connection from Bournemouth to London.
- Increasing regional connectivity by rail including direct train services from Bournemouth to Exeter / Plymouth /

Bristol via Weymouth – and an aligned improvement across rail electricity supplies.

- Metro-connectivity into and around the City Region.
- Smart ticketing across all public transport – facilitated by a 'Transport for London'-type arrangement.
- Improved strategic road connectivity 'North to South' and within the City Region.

Digital connectivity investments are outlined within our SMART portfolio alongside our net gain/carbon mitigation ambitions within the NATURAL portfolio.

**A30/B3081 NORTH DORSET TOWN IMPROVEMENTS**

**NORTH SOUTH CONNECTIVITY TO M4 AND M5**



**A354 CORRIDOR, PORTLAND TO WEYMOUTH TO DORCHESTER JUNCTION IMPROVEMENTS**



**CYCLE AND WALKING ROUTES**  
**BUS IMPROVEMENTS**

- Hospitals
- Port
- Airport
- Universities
- Railway stations

**ACCESS TO THE PORT OF POOLE**

**CONGESTION / JOURNEY TIME**

**THE BIG PROGRAMME – ACCESS TO BOURNEMOUTH AIRPORT**

**NORTH BOURNEMOUTH QUALITY BUS CORRIDOR**

**A3049 WALLISDOWN ROAD / RINGWOOD CONNECTIVITY**







# Destination Dorset

## A premier cultural destination

Dorset has an exceptional offer and breadth as a world-class destination. This is supported with dedicated excellence in tourism learning and development at Bournemouth University and an internationally renowned creative arts and cultural leader at Arts University Bournemouth. With city, coast and rural locations in one 'place', our high quality offer includes an outstanding environment and things to do all year round. Opportunities include:

- **A connected 'city – coast – rural' destination:** Underpinned by a Smart Destination Hub online (places to stay, where to eat, things to do, ways to get there), a focus on 'green tourism' and an excellence programme for skills and training
- **A world-class portfolio** of high quality cultural, heritage and hospitality/tourism infrastructure (pan-Dorset), including a reimagined cultural quarter in the centre of the new City Region and fully realising

the global importance of our UNESCO World Heritage Status Jurassic Coast. This portfolio includes private-led opportunities as well as those supported by public and voluntary organisations.

- **An exceptionally curated five year programme** of national and international creative and cultural events, festivals and performances, supporting **City of Culture status**.

This is not business as usual. In the face of the pandemic we have a once in a lifetime opportunity to rebuild domestic tourism: perhaps the greatest opportunity for growth and revitalisation since the onset of the 'decline' in traditional seaside holidaymaking in the 1960s. Investment in product, marketing and skills development will set the course for a generation. That's why we're backing plans for a **Great South West Tourism Zone** to provide strategic support to revitalise the sector over the next three to five years as a key intervention in post-COVID-19 recovery.



# Skills for all

## Recovery, regeneration and growth

Working across Dorset but with a particular focus on areas and sectors hardest hit by the economic impacts of COVID-19, we have developed a Dorset Skills Plan which we want to enhance with devolved skills funding to target the following areas:

- **Skills for recovery** – for industries most exposed by COVID-19 such as cultural and tourism businesses.
- **Place-based skills for regeneration** – for communities with lower skills levels in areas of relative deprivation.
- **Future growth, talent attraction and retention** – for our Local Industrial Strategy clusters.

Our comprehensive skills programme features across all aspects of this Prospectus. Our 'LIVING' portfolio will provide immediate responses to the big skills issues currently facing Dorset communities:

- A co-ordinated approach across all skills and training providers to deliver a demand-led rapid retraining/reskilling programme across Dorset.
- Supporting innovative and alternative 'learning spaces', such as rural and virtual 'hubs'.
- Targeting support to 16-24 year olds and our older workforce across Dorset, providing an 'all stages, all ages' careers service with clear pathways to skills acquisition and careers, including upskilling, apprenticeships and expanding the Kickstart initiative.





## CURRENT

We are building on investments made since 2015 of at least:

Living	£88m
Natural	£11m
Smart	£48m
Wellbeing	£39m

**£186m**

## FUTURE

The Dorset Investment Prospectus headlines the following investment opportunities over the next 10 years:

Living	£2.2bn
Natural	£285m
Smart	£350m
Wellbeing	£140m

**£2.975bn**

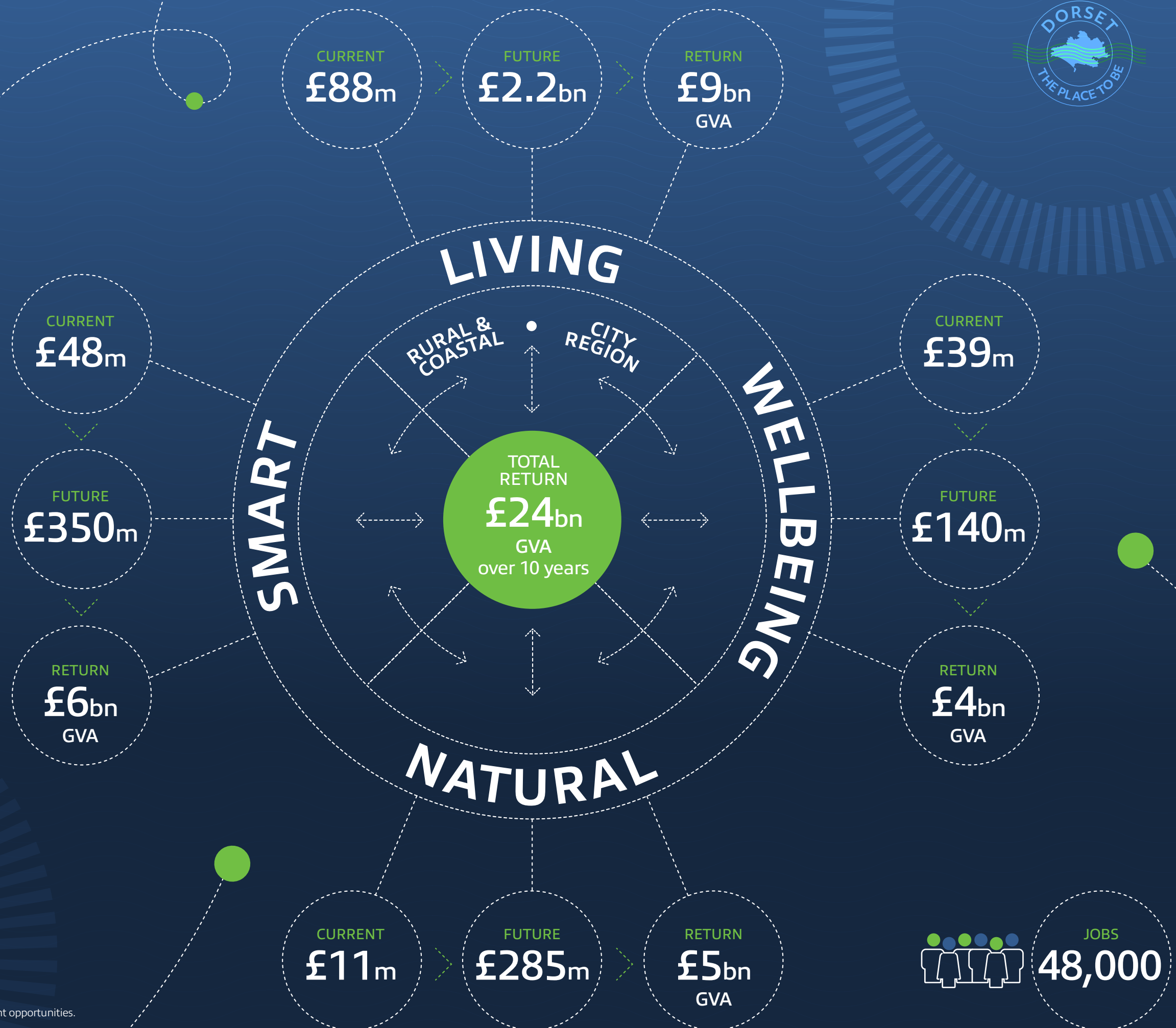
## RETURN

These deliver an estimated 10 year economic return to Dorset of:

Living	£9bn GVA
Natural	£5bn GVA
Smart	£6bn GVA
Wellbeing	£4bn GVA
New Jobs	48,000

**£24bn GVA**

Current investment figures based on Dorset LEP programmes.  
Other figures are based on an initial market test of future investment opportunities.  
We have made evidenced assumptions where required.







Please message us [here](#) if you would like to find out more about any element of the Prospectus.

Special thanks to 3 Sided Cube, Bournemouth University, The Arts Development Company, AUB Marketing, Dorset Coast Forum and Butterfly Effect Films, RNLI / (Harrison Bates, Gavin Jones, Dave Morgan, Nathan Williams), Dorset Farmers' Market, Sam Dallimore, Dorset Wildlife Trust, Maria Clarke, Dorset LNP and Dorset LEP for allowing us to use their photography.