

Streets of Bournemouth Commerce & Industry

In the earliest days of the town, most people worked as craftsmen, for the Coastguard or as servants in the larger houses. As the town grew, shops, banks, hotels and many different trades were the main businesses. Industry and smoky plant (such as gasworks) were deliberately kept out of the town in order to avoid polluting the air.

Garages, nurseries, private schools and small engineering businesses could be found amongst specialised trades such as undertaking, bath chair construction, and brick making. Some industrial businesses moved into Poole because land was not available for industry and the airfields provided employment in Christchurch. From the 1960s onwards, most industrial activity was located on industrial estates in the northern part of the town, notably in the former parish of Kinson. The present-day economy is founded mainly on services, plus a growth in 'green' and Information Technology.



ABOVE

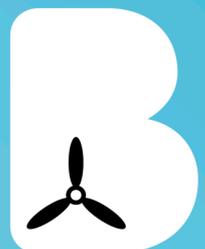
Stourfield Gardens water tower

LEFT

Offices on Richmond Hill



Streets of
Bournemouth





COMMERCE AND INDUSTRY

This Theme includes the following Sub-Themes:

The Early Economy

Thriving in Victorian Times

Commerce

Industry! What industry?

Planning for the future

The Early Economy

One of the pleasures of looking through 19th century census returns is discovering the jobs people did and seeing the changes over time. The 1841 census of the Bournemouth area is very different from 1891 as it emerged from a rural way of life to one of tourism and trade. Towns develop as business provides for the initial needs of the population while entrepreneurs see opportunities, stimulating further growth. Bournemouth is no exception.

In 1800 the social and economic climate was inconceivably different to that of today. Four-fifths of the people worked on the land. Cottagers worked for the tenant farmers of local landowners, primarily the Lord of the Manor of Christchurch. In addition to long working hours, only having time off to attend church on Sunday and the Christmas and Easter festivals, they would cultivate small vegetable plots together with a few chickens, pigs and a possibly a house cow. Men might escape by running off to sea or by joining the military. It is not surprising that poaching and smuggling were seen as ways of supplementing a living, often under the discreet control of the gentry.

The Napoleonic Wars were a catalyst, contributing to the enclosure of common land by act of parliament for 'farming to feed the nation' in case ports were blockaded, or even worse, invasion by *Old Boney's* army. The land was divided up and came into the ownership of landowners who had the resources to develop it. The war against Napoleon also brought Captain Lewis Tregonwell of the Dorset Rangers patrolling the cliff tops against invaders while keeping an eye out for smugglers. In 1810 Tregonwell bought some of the recently enclosed land from Sir George Tapps and built a summer home for his family.



The building in 1838 of a street of detached villas overlooking the picturesque Bourne Mouth was integral to a speculative venture by the principal local landowner, Sir George Tapps Gervis, to build an exclusive marine village. It was indeed speculative as most seaside towns developed around existing coastal settlements such as harbours, ports, or fishing villages. Very few ventures in virgin territory succeeded. The new development included 2 hotels, the Bath Hotel and the Belle Vue, which was more of a boarding house. Nevertheless, most economic activity between 1810 and 1850 was still concentrated in the villages along the Stour valley.

The national census in 1841 gives information about each person and their whereabouts on the night of 6 June 1841. The inhabitants of the new settlement of Bourne are recorded in the parish of Holdenhurst and the tything of Iford in the Christchurch census returns. The following information was recorded

- Name of street, place, road
- House number or name
- Name of each person that had spent the night in that household
- Age
- Sex
- Profession or occupation

- Where born, either Hampshire or elsewhere.

Profession, where recorded	No	Profession where recorded	No
Independent	8	Blacksmith	1
Coastguard Officer	5	Builder	1
Custom House Man	1	Bricklayer	2
Female servant	34	Carpenter	1
Male servant	15	Labourer	2
Governess	1	Farmer	1
Gardener	2	Agricultural labourer	2
Inn keeper	1	Army	1
Lodging house keeper	1	Navy	2
House agent	1	Marine	1
Landlady (Bath Hotel)	1	Ostler	1
Assistant (Bath Hotel)	3	Butcher	1
Visitor (occupation not supplied)	14	Baker	2
Taproom assistant (Bath Hotel)	1	Laundress	4
Post boy	1	Attorney	1
Clergyman	1	Magistrate	1
Nurse	3	Cistern	1

Table 1: 1841 census Bourne, profession or occupation as described by each individual where stated

The settlement at Bourne was so insignificant that there are no road names. The only building to be identified is the Bath Hotel. The census asked the profession or occupation of each individual including children. None of the children are *scholars*, a common term in later censuses, although one family has a governess. Several people describe themselves as *independent*, or having a private income, and some do not give any information. These could be older members of a family who no longer worked, and again *retired* is a category that only appears in the later censuses. Henrietta Tregonwell, widow of Captain Lewis Tregonwell, now aged 71 describes herself as *independent*. The table above shows the occupations of people in Bourne on the night of the census in 1841.

Within ten years Bournemouth had become an ecclesiastical district in the Parish of Holdenhurst within the parliamentary boundary of Christchurch, according to the 1851 census. Forward-thinking residents knew that if Bournemouth was to prosper as an exclusive coastal resort it would require utilities such as lighting, roads, and sewage disposal, to make the town attractive to the right sort of clientele. A bill was presented before Parliament and in 1856 the Bournemouth Improvement Act became law. A board of 13 Commissioners was appointed to administer the contents of the Act. The



significant factor was that the Improvement Commissioners were only responsible for an area only 1 mile radius from the front door of the Belle Vue Hotel and nothing outside the boundary. Not much more than a semi-circle with the sea taking up much of the other half. A magic circle indeed.

As well as controlling the expanding infrastructure of the town one of the requirements of the Improvement Act was for the Commissioners to contract the building of a pier and the development of the pleasure gardens. The building industry became a major source of work and attracted new people to the town.

In twenty years the population quadrupled. By 1861, Holdenhurst parish had 12 laundresses and Moordown became the centre of the local laundry industry. There were 6 glove knitters, 7 dressmakers, a coal dealer and a potter with 4 labourers. The most numerous jobs were in the building trade including a brick & lime carrier, a brick maker and burner, a brickyard labourer, 9 bricklayers (and 10 more in Kinson), a bricklayer's apprentice, 13 bricklayer's labourers, 7 sawyers, 7 carpenters (plus a further 9 in Kinson), 2 builder's labourers, 16 carters and 40 general labourers.

Thriving in Victorian times

From 1865 new areas outside the 'magic circle' were being laid out for housing, such as Winton, Springbourne and Boscombe. Pokesdown was originally centred around a farm but had become a village by the 1860s with its own parish church. An increasing number of working people came to live in Springbourne, Winton and Boscombe in the high-density terraced housing that was being built. Separate settlements within the Parish of Holdenhurst became part of the Commissioners' District, first Boscombe and Springbourne followed by Westbourne, Malmesbury Park and the remaining part of Boscombe. Pokesdown and Winton joined in 1901 adding an additional 3,357 acres to the new County Borough of Bournemouth.

The Bournemouth Gas and Water Company provided the first gaslight in the town's streets in 1864. Water supply towers were built in the Upper Pleasure Gardens, providing piped water in 1863 and at Palmerston Road in Boscombe. The Bournemouth & District Waterworks Company, founded in 1863, built waterworks in Iford Lane to pump water from the river up to a water tower at Seafeld Gardens in Southbourne. Electric street lighting took even longer to reach all parts of the town.



It was critical for the future of the health resort that it had a good sewage system. The Improvement Commissioners were keen to have the best advice and they asked Thomas Hawkseley, the most distinguished water engineer in British history, to advise on the Commissioners' first drainage scheme while another famous engineer, Sir Joseph Bazalgette, advised on the drainage works in the growing eastern part of the town. By the 1880s Bournemouth had 46 miles of sewers taking the sewage from almost all the buildings via three long drains into the sea. Even so many properties still had drains which carried water to the cliff-top. By the 1930s, most foul sewage was discharged after mechanical disintegration into the sea through a number of outfalls.

Between the 1871 census and the 1881 census the population almost tripled from 6,507 to 16,859, influenced by the growing popularity of Bournemouth as a place to live combined with an increasing number of visitors arriving by train. Local railway stations opened in Pokesdown in 1886 and Boscombe in 1897 allowing more people to travel to work and increasing employment opportunities, and for shopping and leisure. Bournemouth's local economy was to be based on hundreds of small-scale service commercial and service trades.

Holiday towns are dependent on the patronage of visitors and always vulnerable to the vagaries of fashion. At the end of the Victorian era the seaside resort came of age. Most of the features we associate with a day at the seaside were in place by this time. Bournemouth essentially remained a resort for invalids until the First World War but factors such as the beginnings of paid holidays, families having fun on the beach, and especially when they had been previously segregated into men's and women's areas, helped people to want to spend time by the sea. Changes in social behaviour, such as the new fashion for sunbathing, encouraged people to visit. Bournemouth was one of England's leading resorts.



Summer visitors created working opportunities and increased trade. John Elmes Beale opened his first shop, the Fancy Fair, in 1881. The new pier had opened on Easter Monday 1882 and his shop while catering for many of Bournemouth's elite residents, also made sure that there were sufficient stocks of children's boats, tin buckets and wooden spades, and Japanese sun shades for the holiday makers.

When did ice-cream become an essential part of a day at the beach? Black and white photographs of Bournemouth show kiosks selling ice-cream. At first they would have been sold in 'penny licks' small glass containers which held a scoop of ice-cream. The ice-cream cone was invented in America in 1904 and soon arrived in England. One of the best loved ice-cream parlours opened in Bournemouth in 1927 when Charles Forte moved from Scotland to live in Winton and took rooms from Malmesbury & Parson's Dairy at 108 Old Christchurch Road where he opened Forte's Ice Cream Parlour. A string of other ice-cream parlours along the coast provided the capital for his son to open the first milk bar in London in 1933, which expanded into the famous catering and hotel businesses. Forte's had ice-cream parlours in the Square and in Wimborne Road, Winton by the 1950s.



Commerce

Amongst the trades listed in the 1903 Mate's Directory are 9 trunk makers, nothing out of the ordinary but a suggestion of people moving around with their belongings, both residents and visitors. It provokes an image of the hustle and bustle of a railway station. The 19 farriers and smiths, 13 saddle and harness makers, and one horse clothing manufacturer is a reminder how the town was still dependent on horse-drawn transport.

The first bank to open a branch in the town was the Midland in 1850, followed by the Wilts and Dorset Banking Company Ltd and Barclays in 1859. The Boscombe Conservative Cooperative Land and Building Society was set up in 1851, followed a decade later by the Portman Building Society. The town was beginning to attract the businesses which supported its first phase of expansion and the 1860s saw other beginnings, including the Scientific Motors Ltd Garage in 1863, Ottershaw's Garage in 1864 and the Bournemouth Brewery in 1866. Henry Joy's Southbourne Terrace provided the first row of shops in 1863, early photographs show it as a large development four storeys high and it must have stood out in the landscape. This was followed in 1866 by his Gervis Arcade. Bright's Store opened in 1866.

Bournemouth had grown so much that the 1901 census for Bournemouth now consisted of considerably more enumeration districts compared with 1841. There were at least 170 hotels and boarding houses by this time. Not all people staying in boarding houses were on holiday, but renting accommodation close to where they worked or a short tram ride away. In Westbourne one boarding house had two boarders, a solicitor and a coal merchant and it's interesting to imagine how these people got on. Closer to the Westbourne shops there were butchers, bakers, a plumber and gas fitter, a bath chair owner, and a sweet shop owner. Nearer the sea there were more professional or retired people, including a retired chemist, an artist, a professor of music, and another solicitor.

Bournemouth Chamber of Trade and Commerce was established in 1916. Shortly after that the first meeting of Bournemouth Rotary Club took place. Members had commercial and professional businesses in the town.



Architect	Furnishing Draper	Masseur
Antique Furnisher	Furniture Remover	Motor Car Dealer
Auctioneer	Gas Engineer	Motor Factor
Bank Manager	Gents Outfitter	Photographer
Bookseller	Gents Tailor	Printer
Boot Retailer	Hairdresser	Provision Merchant
Builder	Hotelier	Reinforced Concrete
Char-a-banc Proprietor & Public Services	House Furnishers	Road Constructor
China & Glass	Insurance – Fire	Schoolmaster
Coachbuilder	Jeweller	Solicitor
Coal Merchant	Journalist	Stationer
Draper	Ladies Outfitter	Surveyor
Electric Lighting	Ladies Tailor	Taxi & Car Hire Group
Education	Laundry	Tobacconist
Fishmonger	Leather Merchant	

Table 2: Business and professions of founding members of Bournemouth Rotary Club 1918

Language Schools

One perhaps surprising aspect of the local economy is the importance of the language schools. About £130 million of the annual tourism income of Bournemouth results from the approximately 25, 000 foreign students who come to the largest centre for learning English as a foreign language in the UK outside London.

The importance of English as the primary language for world trade was a feature of the field of commerce after the Second World War. Many non-native speakers of English saw the need to improve their language skills help them trade efficiently and English language courses could provide this. The initial interest in courses was in Scandinavia and Switzerland, with Erhard Waespi usually credited with setting up the first course in 1948 in Bournemouth, quickly followed by several others at the beginning of the 1950s. An educational foundation called Eurocentres under the ownership of Migros, a Swiss co-operative grew from a centre in Boscombe in 1953. Anglo-Swiss began in 1954, later becoming the Anglo-Continental School of English in Wimborne Road that we know today. The King's School of English opened its doors to international students in 1957 and Scandinavia Britannica (now Scanbrit School of English) started in Southbourne in the late 1950s. At the same time, the late Councillor Knops arranged courses for groups of French and Belgian students in local primary schools during the summer months. In the early 1960s, Crosby House initially offered summer courses to French children before becoming the year-round school today called Richard Language College.



These Bournemouth schools started the fledgling English language teaching sector for the town.

Throughout the 1960s and early 1970s, more international markets were added, as Iran, Kuwait and others from the Arab world involved in oil production realised that their newly established trading partnerships with the USA and Europe would benefit having employees with improved English language skills. From 1972 onwards, Southern and Central American markets developed an interest in English language courses in the UK not only through their family connections in Spain and Portugal, but also the merited reputation for quality and value that these courses had achieved through their external inspection process initially with the then Department of Education and Skills and more latterly the British Council and Accreditation UK. By the mid-1970s, Bournemouth International School in Boscombe, Wessex Academy in Westover Road and Poole and the English Language Centre in Old Christchurch Road had joined the early starters of the 1950s.

In 1976, four Principals, the late Alf Crosby from the King's School of English, Dan Ferris from Eurocentres, the late Geoff Kitchen from the Bournemouth International School and Mike Francis from Wessex Bournemouth and Poole established a local association of schools called Mini-ARELS (the Association of Recognised English Language Schools). By the end of the 1970s, Anglo-World (now Kaplan Aspect) and Anglo-European School of English had also opened and Bournemouth was welcoming students from Japan, the Arab world, Mexico, Colombia, Ecuador, Venezuela, Argentina, Guatemala, El Salvador and Brazil, as well as the continuing European markets. In the 1980s as newer markets opened up in Indonesia, Korea, Thailand and elsewhere in South East Asia, seven more schools opened.

The need for English Language teaching materials with books on grammar, vocabulary, examinations and language skills was met by staff in the schools, one result being the Bournemouth English Book Centre which supplies English language schools and universities worldwide.

The global interest in learning English in the early 1980s enabled the schools to respond robustly to downturns in individual markets. The industry has, as result, been resilient as various international events have unfolded. Bookings fell by as much as 60% overnight in some schools at the start of the first Gulf War in 1991. For most businesses, such a fall would have been catastrophic, sustained interest in courses from other markets allowed the schools to end the year with a more survivable downturn of only 10%. Economic downturns in South America and the Far East challenged the schools again in the mid-1990s. Their robustness allowed them to benefit from the emerging interest



in English language courses that came from Russia, the new republics and the former Eastern European countries following the fall of the Berlin Wall in the early part of the decade and a similar growth in interest from China by the end of the decade.

Industry! What Industry?

Before Bournemouth became Bournemouth there was little industry in the area. 17th century maps suggest industrial workings at Boscombe and Alum Chine. Both alum and copperas were mordants used by dyers and in the production of ink. The industries did not survive and there were no other discoveries of mineral resources to kick-start industrial enterprises. Hampshire was a rural county and especially in its far southwest corner.

The industry of 19th century Bournemouth was *itself*. Establishing the basics of a town. There was no industrial revolution here but the people who made money from the Industrial Revolution, the *nouveaux riches* were encouraged to spend their money in the town, as well as welcoming those whose health had been affected by an industrialising society. There was little space for industry within the Improvement Commissioner's District but with the formation of the County Borough in 1900 there was plenty of space within the 2,600 acres of the new borough.

One of the first industries of the new borough was the aircraft industry in which both Bournemouth and Christchurch played an important. Bournemouth became a centre for flight, first at Talbot Woods then at Ensbury Park and finally at Hurn, ultimately becoming Bournemouth International Airport. As the town has spread, Hurn appears much closer to residential areas than it would have in early days. Large numbers of local people were employed at both Christchurch and Hurn, carried to work by a convoy of Hants & Dorset or Corporation buses.

One area overdue for consideration is how the arrival of refugees from Europe added to the breadth of trade and industry in the town, bringing their own a strong desire to succeed. Russians émigrés had printing works in the old waterworks off Iford Lane. The growing Jewish community provided a significant number of the hotels and was involved in commerce throughout the town. One of the most important contributors to industry in Bournemouth was Ludwig Loewy who came here in 1933 and set up The Hydropress Company in 1935. He and his brother were born in Bohemia, now the Czech



Republic, where they designed machine tools, forging and extrusion presses and rolling mills. Ludwig persuaded the British Government to build extrusion presses for aircraft production, an action which together with similar action by his brother in the USA has been described as decisive in the outcome of the Second World War. Ludwig was living in Bath Road when he was naturalized in 1942 and died shortly afterwards. The company, Loewy Engineering Ltd, subsequently moved to Wallisdown Road just over the border into Poole.

Bournemouth did not contribute significantly to the manufacture of war goods during the Second World War due to the lack of existing industrial infrastructure, and as a prohibited military area the functioning of its leisure industries suffered for a while, although the arrival of so many soldiers from overseas kept the town lively.

Today Bournemouth has an underdeveloped industrial economy and a high floating population. Industrial and manufacturing make up 15% employment in Bournemouth but when combined with Poole the figure increases to 28%. The town's largest employers are in the financial services, public services and tourism related industries. Financial services within Bournemouth and the wider conurbation include companies such as the Nationwide Building Society (below), which had merged with the Portman Building Society in 2007, JP Morgan, Unisys, RIAS, who specialise in insurance for the over-50s, Standard Life and Liverpool Victoria.





When Bournemouth Borough Council produced its economic report in November 2009 the country was still in the middle of a recession. One of the features of the recession has been the collapse of well-established companies in the financial sector. The table below, published in 2009 from data gathered in 2007, gives an indication of the relative weighting of the industries in Bournemouth local economy. The figures are not surprising.

Agriculture; Forestry & fishing	30
Mining & quarrying; Electricity, gas & water supply	5
Manufacturing	295
Construction	820
Wholesale, retail & repairs	1,130
Hotels & restaurants	505
Transport, storage & communication	150
Financial intermediation	50
Real Estate, renting & business activities	1,805
Public administration; Other community, social & personal services	355
Education; health & social work	115

Table 4: The number of businesses in Bournemouth based on VAT Stocks, 2007; it does not include businesses that fall below the VAT threshold.

Source: Bournemouth Borough Council Economic Bulletin November 2009

Planning for the future

The shape of Bournemouth before the Second World War was largely a result of the early separation of places such as Winton, Springbourne and Boscombe from the hotel dominated cliff-top and the original Commissioners' core. Bournemouth had the boundary which remains to the present-day and was looking forward to a post-war future of rebuilding and development within the new concept of town planning.

Land Use Planning is how government regulates the use of land in an economic, efficient and fair way. The UK had considered land use policy before the Second World War in response to rapid industrialisation and urbanisation, and there had been some legislation, but the devastation caused by

the War made the need for a coherent policy more urgent. The Town and Country Planning Act of 1947 required local authorities to develop Local Plans outlining what kind of development would be permitted and where. It introduced planning permission as the tool to control land development. In recent times the policy has been summed up by the acronym NIMBY (Not In My Back Yard) first used in the 1980s to describe someone, usually pejoratively, who objects to the locating of development in their neighbourhood, as they feel it affects the quality of their life, but does not object to it being sited elsewhere.

Bournemouth too was keen to consider the way forward and appointed Sir Patrick Abercrombie to advise the Council. Abercrombie was a trained architect and an award-winning 20th century town planner, best known for his post-war plans for. His report *A Plan for Bournemouth Poole and Christchurch* was published in 1946. It was a bold and far-seeing master-plan for the future development of the 3 towns. It included an innovative design for a new enlarged pier and square associated with viaduct carrying ring road. He was very keen on demolishing Victorian housing stock to make way for ring-roads. Abercrombie identified what industry existed and recommended it be kept within certain zones and defined the main industry of the conurbation as *'the pursuit of health and recreation, absolutely essential to national well-being on holiday and in retirement from work'*. The design for the pier was not accepted although Pier Approach would be re-developed including his idea for a flyover. Eventually Victorian houses and hotels on the West Cliff would be demolished to make way for the Bournemouth International Centre. Many people get their first view of the sea as they drive down Bath Hill over the flyover and up Exeter Road.



Abercrombie's design for a new pier and Pier Approach with flyover. 1946

The first development plan for Bournemouth was written by the Borough Engineer and Surveyor, W L Clowes and approved in 1956. His vision was to increase the existing 100 acres of industrial land to 142 acres and to include Class III and IV industries, as defined in the Use Classes Order 1950. ‘



Light industry at West Howe with Bournemouth International Airport in the background

Light industry was needed, but not where it would depreciate the town’s primary function as a health and pleasure resort’. The zones proposed for light industry would be at Wallisdown, between Ringwood Road and Francis Avenue (where Max Factor established premises), at Muscliff between Castle Lane and Broadway (Unigate), at Springbourne, around Holdenhurst Road (Wilkins Bakery), in the town centre near the railway stations (Kennedys, B&Q), and south of Boscombe Station Class IV, general industry, would be at Wallisdown. Both Wallisdown and West Howe had areas set aside for surface mineral working.

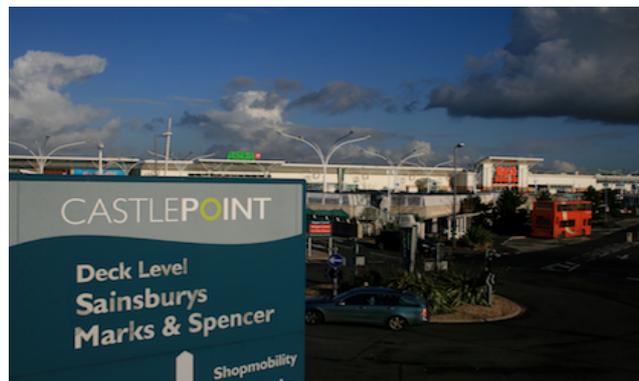
Clowes’ plan identified four main areas of employment in Bournemouth, transport and communication, distributive trades, professional services, and hotels and catering. As would be expected, Bournemouth’s greatest employment was in hotels and catering at nearly 20%, dwarfing the national

figure of 3%. The industrial zones he intended for Springbourne and Boscombe were never built. Instead an industrial estate was built at Yeoman's Road. His heliport in King's Park remained an aspiration only.

The Bournemouth Development Plan of 1966 was barely in place when Local Government Reorganisation of 1974 moved Bournemouth and Christchurch from Hampshire into Dorset and the new County Councils were established with an extraordinary reach of powers. The large-scale decisions about town planning in Bournemouth were now to be taken at a county level, as set out in the *South East Dorset Structure Plan* of 1980, and its First Amendment of 1990.

The Borough Local Plan 1995

In 1995 the Bournemouth Borough Local Plan was published. Probably the most significant objective was to *'enhance the economic and environmental well-being of the borough'* that is to develop the local economy and increase the number of available jobs together with a nod to the environment. The Plan identified 11 significant shopping areas, such as Winton and Southbourne, which would be protected by limiting the non-retail uses that would be allowed, such as cafes and banks. In the 15 years since the Plan was published 'coffee culture' has become a big part of daily life and it would be interesting to discover if that policy is retained. A further 17 small shopping centres, such as Wimborne Road in Northbourne and Bennett Road in Charminster were to be protected by a presumption in favour of keeping the existing shopping uses. Large retail warehousing, or 'sheds', was to be encouraged in Ringwood Road. Bournemouth's first out-of-town shopping centre was Hampshire Centre on Castle Lane opening in 1965. The Hampshire Centre itself was demolished in 2001 and redeveloped on a larger scale as Castlepoint with ASDA, Marks & Spencer, Sainsbury and B&Q as its largest units in 2003.





In 1984 tourism had generated £180 million income for Bournemouth and provided 16,000 jobs. A tourism survey had identified the following type of visitor: language students staying up to several months, holiday-makers staying up to two weeks, conference and business visitors staying for a week or less, visitors staying with relatives, and day trippers. 95% of the tourists and day-trippers were British residents. The Plan confirmed the strength of the tourist industry was its high quality, with clean and tidy gardens, streets and beaches, but it lacked wet-weather or child-oriented facilities. Hotels proposing to include sports and conference facilities, good access facilities for disabled people were to be encouraged. Because there was a concern that guesthouse accommodation was being changed to rest homes and nursing homes, 'Tourism Core Areas' were proposed to prevent the loss of tourist facilities. Proposals for new language schools were also to be viewed favourably.

Agriculture, which was once the principal activity of the area, had now been reduced to a strip of dairy farming and market gardening along the Stour, but would be protected against further loss to other uses. However, one of the greatest challenges is that having built up to the edges of the Green Belt the town has no room for any further expansion without encroaching on the Green Belt to make. There is also one remaining working farm on the boundary between Poole and Bournemouth, part of the Talbot Estate that is also under pressure from housing development in 2010.

Office development was seen as vitally important for future job opportunities and a need was identified for 'major office development'. Bournemouth Council had been promoting the town as a 'major provincial location for banking and similar commercial operations' since before the Structure Plan, which led to Bournemouth becoming home to the European HQ of Chase Manhattan/J.P.Morgan. Shopping was also seen as a '*major growth sector in the local economy*', although it came with its own problems, as there was pressure for out-of-town retail schemes, and for shopping units on sites allocated for offices and industry. Lastly tourism was saluted, for maintaining a major role in the economy of the town, with a special mention for the BIC, which had given Bournemouth a regular high-profile role in the politics-by-the-sea of the annual party conference season.

Bournemouth, Dorset and Poole Structure Plan 2000

The Structure Plan was adopted by the 3 councils of Bournemouth, Poole and Christchurch working together while remaining responsible for their administrative areas. This had a far wider vision than could have been imagined by the original 13 Improvement Commissioners, confined to an area of 1 mile radius of the front door of the Belle Vue Hotel. The plan was due to be current until 2011 and



later updated to 2016 but the passing of the Planning and Compulsory Purchase Act 2004 introduced a new planning system.

The Local Development Framework 2010

The Plan's *Bournemouth Profile* showed that the major employment sectors in 2007 were (a) distribution and hotels, (b) public administration, health and education (c) and banking/finance. There is little room for new development in the existing industrial estates. The main issues identified for industry were whether zoning protection should be given to small industrial sites not already identified in any policy document, and whether new industry should be sited in the Green Belt. Should support for in tourism be concentrated in the Town Centre or extended to Boscombe.

Under the new Plan, climate change, health and learning have become town planning issues, with discussion focussing on the provision of homes with on-site renewable energy sources, cycle lanes, and Bournemouth University, particularly the Lansdowne Campus. The Council saw the key to successful development of green industries was that it would not need expensive sites or have to draw upon large pools of unemployed labour. It could grow on smaller sites, led by creative people in areas of high environmental quality.

Within the Bournemouth Plan consultation document *The Bournemouth Plan - Shaping the Town's Future* a new phrase appears '*Bournemouth will retain and enhance its function as the coastal garden town of the south, with people enjoying open green spaces and beaches.*' Not a spa-by-the-sea or the Marine Village of Bourne or even Pineland but a 'coastal garden town

Edited by Louise Perrin and based on original contributions by Mike Francis, Simon Freeman, Dan Ferris, Vincent May and Michael Stead