



Building a Better Bournemouth



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**BOSCOMBE COMMITMENT AND ACTION PLAN**  
OUR VISION FOR BOSCOMBE

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2015 – 2020



**Cllr Jane Kelly – Portfolio Holder for Regeneration and Public Health**

**I AM DELIGHTED TO INTRODUCE THIS NEW BOSCOMBE COMMITMENT DOCUMENT, WHICH I WHOLEHEARTEDLY ENDORSE.**

As a Council we made a firm commitment in 2011 to the regeneration of Boscombe for all those who live, work and visit the area. I, along with the Regeneration team have worked since then on many projects and this document describes the achievements to date as well as setting out the plans and goals for the next 5 years. We aim to make changes for the better whilst also building on the many existing strengths; we know that there are myriad positive initiatives and people who love Boscombe who are the backbone of the community.

The work that we are doing involves tackling housing, crime, environment, economy and health issues and also ensuring young people have the best opportunities to achieve their potential in life. This is a huge long-term investment of both time and money but we are already seeing positive change. There are difficult challenges at every stage, so I am both extremely proud of what has already been achieved and equally excited about the future.

Partnerships with other public services and the voluntary sector are absolutely essential for great progress to be made, and I am really pleased to say that representatives from all those organisations are present on the Partnership Board. Through the Boscombe Regeneration Partnership we all commit to Backing Boscombe. Please read the plans, and think about how you too can contribute to Backing Boscombe.

Thank you

A handwritten signature in black ink that reads "Jane Kelly". The signature is written in a cursive, flowing style with a long horizontal line underneath the name.

**Councillor Jane Kelly  
Portfolio Holder for Regeneration and Public Health**



## THE BOSCOMBE COMMITMENT

THE BOSCOMBE REGENERATION PARTNERSHIP HAS BEEN WORKING SINCE 2012 TO BUILD ON THE ACKNOWLEDGED STRENGTHS OF THE AREA

Boscombe has award winning parks and beaches, a rich cultural heritage and stunning architecture. The community is diverse, resilient and adaptable but despite recent regeneration schemes and lots of hard work by partners and the community, central Boscombe at the heart of Boscombe West ward continues to decline relative to its surrounding areas.

The Strategic Area Assessment, commissioned by Bournemouth 2026 Trust in 2011, highlighted the complexity of the problems in Boscombe.

Drawing on data from the 2001 census, it described the deprivation in the area, including high unemployment rates, low incomes, a high

rate of early deaths, high levels of private renting and low car ownership.

A refresh of the Strategic Assessment at the end of 2014, accessing 2011 census data, confirms these issues still remain. Key changes in Boscombe West between 2001 and 2011 include:

- a 30% increase in the population
- a 29% increase in the number of dwellings
- a more ethnically mixed population with 'White Other' increasing from 7% to 20%
- the proportion of households renting privately has increased from 50% to 62%



Boscombe Gardens – Crazy golf



Boscombe – Independent retailers



Artisan bakery – Roumelia Lane

Public Health data also confirms relatively high rates of childhood obesity, adult binge drinking, emergency and non emergency hospital admissions. Life expectancy remains lower for both males and females in Boscombe but has improved.

The Boscombe Regeneration Partnership (BRP) has been working since 2012 to build on the acknowledged strengths of the area, tackle the challenges and deliver the Boscombe Commitment. Much has been achieved but there is more to do.

The following pages summarise what has been done so far and describe future plans.

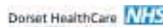
For full and detailed progress and plans, including targets and timescales please go to: [bournemouth.gov.uk/boscomberegeneration](http://bournemouth.gov.uk/boscomberegeneration)



## WHO FORMS THE PARTNERSHIP?

The Members of the Partnership Board include:

- Bournemouth Borough Council
- Dorset Police
- Bournemouth 2026 Trust
- Dorset Race Equality Council
- Bournemouth Council for Voluntary Services
- Bournemouth Drug and Alcohol Action team
- Dorset Fire and Rescue
- Department for Work and Pensions
- Dorset Community Rehabilitation Company
- Clinical Commissioning Group, Bournemouth East
- Dorset HealthCare



## THE TOP CHALLENGES

- Transience
- Prevalence of Houses in Multiple Occupation (**HMOs**)
- Tenure imbalance – 62% rent privately
- Unemployment – in Boscombe 3.6% claim JSA compared to 1.6% in Bournemouth
- Fear of crime – only 1/5 feel safe outside after dark
- Drugs reputation – 9/10 say drug using or dealing is a problem
- Deprivation – central Boscombe is the most deprived area in the South West
- Health inequality – male life expectancy 7.2 years less than borough average
- Poor start in life – less than 1/3 of school starters reach expected development levels

## SATISFACTION

JUST OVER HALF OF PEOPLE ARE SATISFIED WITH THE AREA AS A PLACE TO LIVE – (THE LOWEST IN BOURNEMOUTH BUT IT HAS IMPROVED SIGNIFICANTLY SINCE 2012) AND RESIDENTS SAY 'CRIME' AND 'CLEAN STREETS' ARE THE THINGS THAT MOST NEED IMPROVING.

**WE MEET REGULARLY TO REVIEW PROGRESS, DRIVE ACTIVITY AND SECURE RESOURCES**



Boscombe's vibrant creative scene – Chinese Festival



Tony Williams – Chief Executive Bournemouth Borough Council

## OUR VISION FOR BOSCOMBE

BOSCOMBE HAS WELCOMING, DIVERSE, SAFE AND CLEAN NEIGHBOURHOODS THAT PEOPLE ARE PROUD OF, OFFERING POSITIVE OPPORTUNITIES FOR ALL AND AN ARTS AND HERITAGE INSPIRED CREATIVE BUZZ

### HOUSING

Boscombe is a place which has a vibrant, mixed and sustainable community who live in good quality housing which is affordable, in an area with appropriate infrastructure and exciting opportunities.

### ECONOMY

There are jobs for local people and unemployment has been reduced. Barriers to education, employment and training no longer exist for people in Boscombe.

### ENVIRONMENT

Public spaces are clean, green, diverse, safe and accessible. People respect the environment and unique heritage of Boscombe.

### CRIME

Crime has been reduced along with anti social behaviour. People in Boscombe feel safe and proud of their neighbourhood.

### HEALTH

Boscombe is a place where people work together to help everyone lead healthier lives and provide support for those in greatest need.

### YOUNG PEOPLE

Children and young people have access to opportunities that raise aspirations, develop skills and enable them to create fulfilling futures and realise their dreams.

' WE HAVE ACHIEVED A LOT IN BOSCOMBE OVER RECENT YEARS, INCLUDING NEW AND IMPROVED PUBLIC SPACES AND HOUSING, MORE ENFORCEMENT OF ANTI SOCIAL BEHAVIOUR, CRIME AND HOUSING STANDARDS AND NEW SERVICES AND FACILITIES FOR ENTREPRENEURS.'

'This is great work that those who live and work in Boscombe will be aware of – but the challenges in Boscombe need a long term approach, significant investment and the resolving of complex problems. The **BRP** is committed to this and continues to make every effort to make the changes that are needed. As Chair of the BRP, I am proud to lead this work, and alongside public, private and voluntary sector partners we will continue to drive forward positive change.'



Gladstone Mews – new family houses



Boscombe Crescent



Roumelia Lane



Regular street cleaning

## OUR PROGRESS SO FAR...

Since the original Boscombe Commitment was published in 2012, the following objectives under six key themes have been achieved:

### HOUSING

THE COUNCIL HAS BOUGHT THREE HOUSES IN MULTIPLE OCCUPATION AND CONVERTED THEM FROM BEDSITS TO FLATS, TWO MORE PURCHASES ARE PLANNED

#### WE COMMITTED TO:

- Improving the quality of accommodation
- Increasing home ownership
- Reducing the number of bedsits/HMOs
- Reducing the number of households with complex needs
- Encouraging more working households to live in the area – and stay

#### AS A RESULT:

- Over 2,000 units of accommodation have been inspected, the notices issued for improvement work resulting in an estimated £460,000 investment
- We are working with the owners of the Royal Arcade to bring accommodation above the shops back into use

- Eight new three bedroom Council family homes have been provided to local people and allocated from the housing register
- We have set up Operation Galaxy, inspecting 135 units of accommodation to date and enforcing standards of accommodation
- There has been a 9% reduction in supported housing provision

- Gladstone Mews, developed with B2026 Trust, now provides 11 shared ownership homes for local families
- An Area Letting Plan has been implemented which gives preference for social housing to working households and excludes those who have a history of engaging in drugs, anti social behaviour and criminality

### ENVIRONMENT

WE HAVE REVAMPED BOSCOMBE CRESCENT AND INVESTED MILLIONS INTO PUBLIC REALM IMPROVEMENTS

#### WE COMMITTED TO:

- Investing in parks and open spaces
- Enhancing the appearance of the area
- Improving the precinct

#### AS A RESULT WE HAVE:

- Improved the market layout and appearance, entrances into and seating in the precinct
- Undertaken major work to provide a 'Shared Space' at the western end of the precinct, making it safer and more welcoming



Boscombe Children's Centre



Opening of The Old School House supporting local businesses



## EDUCATION AND ATTAINMENT

THE ACHIEVE TOGETHER SCHEME IS WORKING TO IMPROVE THE EDUCATIONAL OUTCOMES OF CHILDREN IN ALL BOSCOMBE SCHOOLS

### WE COMMITTED TO:

- Local children having the best opportunities for learning
- Closing the gap between children's attainment in Boscombe and the rest of the town

### AS A RESULT:

- Projects are being delivered to prevent young people leaving school and not being in employment, education or training
- Projects are being developed to improve the performance of pupils with English as an additional language
- The Achieve Together scheme is working to improve the educational outcomes of children in all Boscombe schools

## ECONOMY

BY THE SEA NOW PROVIDES SUPPORT AND GROWTH FOR CREATIVE INDUSTRIES IN BOSCOMBE, AN ENTERPRISE HUB AND POP UP OPPORTUNITIES

### WE COMMITTED TO:

- Increasing opportunities for employment and enterprise
- Reducing the number of empty shops
- Increasing the number of creative enterprises in Boscombe

### AS A RESULT:

- Outset Bournemouth now deliver business start up support, training and mentoring, helping to set up 13 businesses in Boscombe
- By The Sea now provides support and growth for creative industries in Boscombe, an Enterprise Hub and pop up opportunities

ALL THESE COMMITMENTS REMAIN. HOW WE WILL CONTINUE TO DELIVER THEM IS SET OUT ON THE FOLLOWING PAGES...



A friendly Police presence



Boscombe seafront – The Coastal Activity Park



## CRIME

OVERALL CRIME LEVELS ARE DOWN BY 8.6% AND RETAIL CRIME IS DOWN BY 13%

### WE COMMITTED TO:

- Reducing crime and the fear of crime
- A focused Police presence in the precinct
- Driving out drug dealers
- Reducing the numbers of ex offenders released into Boscombe
- Supporting street sex workers to move away from Boscombe, addiction and sex work
- Targeting problematic properties
- Supporting Shopwatch

### AS A RESULT:

- The Police contact point outside McDonald's is now in place
- Community Support Patrol Officers provide a dedicated uniformed presence in the precinct
- On average there are two misuse of drugs warrants served each week
- During the Summer of 2014 there were 36 arrests for dealing Class A drugs

- Street sex workers now have a quick and effective route out of prostitution
- We have paid for and supported a new Shopwatch scheme
- We are gathering information on organisations who place individuals in Boscombe – to try to stem the flow
- Overall crime levels are down by 8.6% and retail crime down by 13%

## HEALTH

ALL GP PRACTICES NOW PROVIDE NHS HEALTH CHECKS DETECTING EARLY SIGNS OF HEART DISEASE AND DIABETES

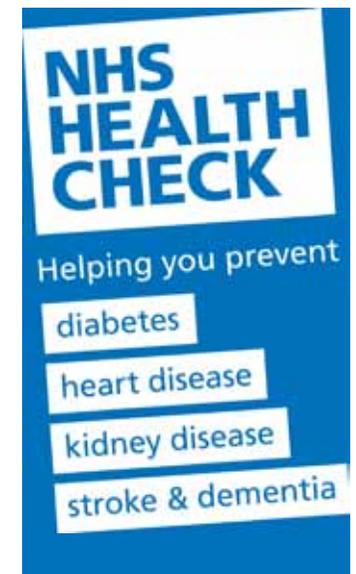
### WE COMMITTED TO:

- Help more people live healthier lives
- Reduce the differences in health outcomes between people in Boscombe and the rest of Bournemouth

### AS A RESULT:

- Boscombe residents will save over £180,000 on fuel bills over the next 40 years as a result of home insulation funded by GPs and BRP

- New LiveWell Dorset service to help people quit smoking, be more active, keep a healthy weight and drink less alcohol
- Developed a new health passport for people living with serious mental illness to live healthier lives
- All GP practices now provide NHS Health Checks detecting early signs of heart disease, stroke or diabetes – more than 2,000 checks delivered to Boscombe residents





## OUR STRATEGY TO 2020

OUR EXISTING PRIORITIES AND TARGETED WORK CONTINUES ALONGSIDE DEVELOPING NEW APPROACHES TO ENABLE US TO ACHIEVE OUR VISION

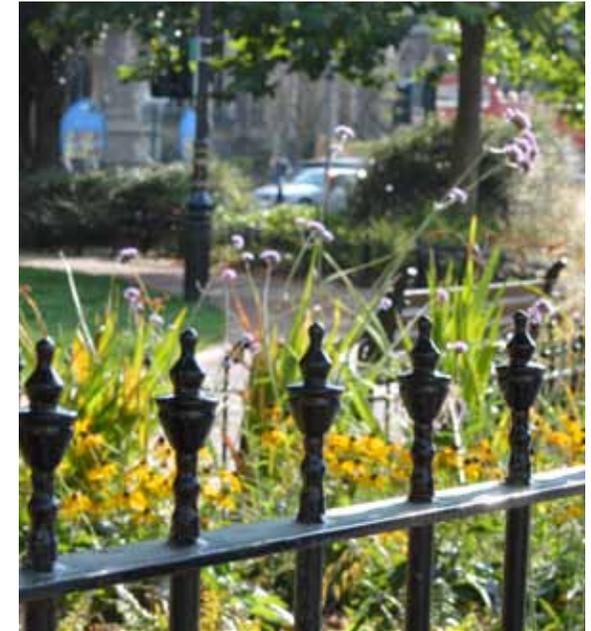
We are operating in challenging times, public finances are pressured and in many cases we cannot be certain of the resources we will be able to apply to Boscombe Regeneration.

This makes it even more difficult for us to plan exactly 'how' and 'when' we will do certain things. However, Boscombe is a priority and the Partnership will secure all resources possible to deliver our commitment and be as clear as possible about targets and timescales.

The priorities on the following pages have come from:

- Facts and figures that show what the problems are e.g. crime and health data, census statistics and research
- The views of people who live, work and visit Boscombe e.g. surveys, social media, talking to individuals, consultation events and attending public meetings

WE CONTINUE TO TRACK THESE STATISTICS AND ENGAGE WITH THE COMMUNITY TO ENSURE WE ARE MAKING A DIFFERENCE



Take a stroll in the new and improved Crescent

**BOSCOMBE IS A PRIORITY AND THE PARTNERSHIP WILL SECURE ALL RESOURCES POSSIBLE TO DELIVER OUR COMMITMENT AND BE AS CLEAR AS POSSIBLE ABOUT TARGETS AND TIMESCALES**

# THE STRATEGY...

## HOUSING



- Compulsory purchase
- Neighbourhood Plan
- Purchase & refurbish HMOs
- Improve standards
- More owner occupation

## HEALTH



- Tackle causes of early death
- Improve drug and alcohol addiction recovery
- People using 'LiveWell Dorset'
- More health checks
- Healthy homes

## YOUNG PEOPLE



- Increase opportunities for young people
- Reduce numbers not in employment, education or training
- Improve educational performance

## AT THE HEART OF THE STRATEGY ARE SIX UNDERPINNING APPROACHES

### COMMUNITY ACTION

While the **BRP** commits to taking action, everyone who lives, works and visits the area has a responsibility too – e.g. to report problems and to respect and have pride in the area. We will engage with residents, ensuring involvement from our diverse community in the decision making processes, encourage volunteering and promote events that bring people together.

### PART OF BOURNEMOUTH

Boscombe has its own identity but it is a part of Bournemouth. We will make sure that initiatives that benefit the whole town, e.g. our many festivals, also benefit Boscombe, building especially on our local creative talent.

### A CULTURE OF EXCELLENCE AND HIGH ASPIRATIONS

We will expect the best for Boscombe and its residents. We will use all the tools that exist and lobby for those that don't!



**'WE ARE BACKING BOSCOMBE AND WILL CONTINUE TO INVEST IN OUR PUBLIC SPACES'**



## TALK UP

Boscombe has many strengths and we will “talk these up”. We will promote the area, using all channels possible, sell its strengths to tackle the unfair reputation and challenge perceptions. At the same time we will be realistic and honest.

## LOBBY

We are limited by what current legislation and guidance will allow. Changes in planning, housing benefit and Supported Accommodation would make the improvements we want to see easier to achieve. We will lobby for these.

## ENFORCEMENT

We will strive to enforce, robustly and visibly, all legislation that exists, in relation to planning, environment, crime, ASB, and housing – driving up standards and quality of life. We will make it easier for people to report, take action quickly and provide feedback.

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AT THE HEART OF THE STRATEGY ARE SIX UNDERPINNING APPROACHES

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## AN OVERVIEW...

### CRIME



- Operation Galaxy
- Operation Planet
- Visible presence
- Tackle drug dealing
- Easier reporting
- Reduce ASB

### ECONOMY



- Help the unemployed into work
- Supporting creatives
- Ensure existing businesses stay in Boscombe
- Improving the market
- Encourage new shops and businesses
- Promote accessibility

### ENVIRONMENT



- Linking the seafront to the precinct
- Improve our parks
- Develop a vision for the precinct
- A top quality public realm

# HOUSING

## OUR COMMITMENTS:

### CONTINUE TO PURCHASE AND CONVERT HOUSES IN MULTIPLE OCCUPATION – HMOS

- Refresh the Homes for Boscombe Strategic Vision
- Deliver more new family homes
- Encourage more owner occupation and private sector investment
- Find new ways to secure improvements in the private rented sector – considering opportunities provided by licencing models
- Develop planning policies which support our objectives – as a priority support the community to develop a Neighbourhood Plan which will provide further mechanisms for controlling development
- Explore the use of Compulsory Purchase Orders to develop key or problem sites
- Tackle the flow into the area of individuals with complex support needs or those involved in criminality
- Tackle rough sleeping / homelessness
- Implement a Conservation Management Plan for Churchill Gardens and invest to realise the heritage potential of the area
- Continue to purchase and convert HMOs

## WITH HEALTH...

- Deliver a 'Healthy Homes' project – getting behind front doors to identify and tackle all the problems faced by vulnerable households

## WITH CRIME...

- Extend Operation Galaxy from tackling housing with support to problem HMOs and into the wider private housing sector



# HEALTH

## OUR COMMITMENTS:

### PROMOTE THE NEW LIVEWELL DORSET SERVICE AND MEASURE ITS IMPACT IN BOSCOMBE

- Make sure all health improvement services are well used and effective
- Make sure that drug recovery services are effective and that success rates improve
- Do all we can to tackle the diseases which disproportionately affect Boscombe residents – cancers, cardio vascular disease and diabetes
- Promote a culture change whereby all health professionals are health advocates
- Promote the new LiveWell Dorset service and measure its impact in Boscombe



# YOUNG PEOPLE

## OUR COMMITMENTS:

### REDUCE THE NUMBER OF YOUNG PEOPLE WHO ARE NOT IN EDUCATION, EMPLOYMENT OR TRAINING

- Target pupils with English as an additional language as their current performance is lower than others
- Develop a cohesive approach to young people's broad life opportunities
- Tackle the peddling of drugs to young people
- Listen to the voice of young people and ensure they are heard
- Reduce the numbers of young people who are not in education, employment or training



# ENVIRONMENT

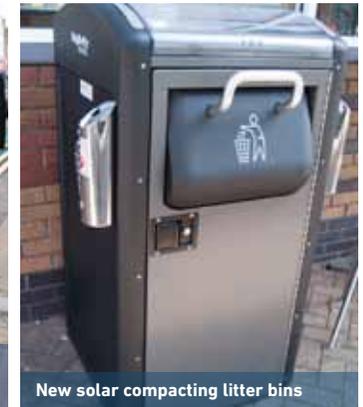
## OUR COMMITMENTS:

MAKE SURE THAT ALL PUBLIC SPACES ARE TOP QUALITY – WELL DESIGNED, CLEAN AND SAFE, WITH ALL INFRINGEMENTS ROBUSTLY ENFORCED

- Encourage those who use the seafront to come up to the precinct to shop and eat
- Improve play and recreation in Kings Park
- Improve Churchill Gardens – develop a management plan
- Develop a long term vision for the precinct, making it accessible for all
- Improve alleyways connecting the car parks to the precinct
- Make sure that all public spaces are top quality – well designed, clean and safe, with all infringements robustly enforced



Easier, safer and more attractive road layout as part of the Three Towns Travel Scheme



New solar compacting litter bins

# CRIME

## OUR COMMITMENTS:

ROBUSTLY TACKLE DRUG DEALING USING A WIDE RANGE OF MEASURES TO DISRUPT THE DRUGS MARKET AND CATCH THOSE RESPONSIBLE FOR SUPPLY

- Provide a strong and visible Police presence by ensuring regular patrols, the use of the Police contact point and being centrally located opposite Boscombe Crescent
- Robustly tackle drug dealing using a wide range of measures to disrupt the drugs market and catch those responsible for supply
- Work to reduce anti social behaviour and criminal activity and ensure reporting is easy
- Tackle perceptions with clear messages and use of the media
- Continue Operation Planet, helping street sex workers to leave the industry



The Police Box – Boscombe precinct



A friendly presence – Dorset Police

# ECONOMY

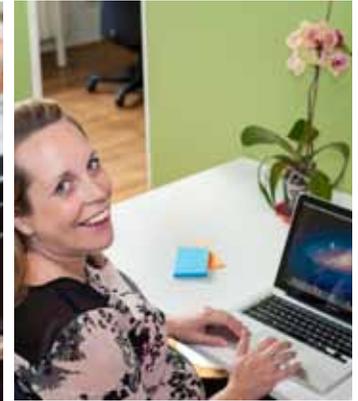
## OUR COMMITMENTS:

### PROVIDE TARGETED SUPPORT TO GET THOSE OUT OF WORK INTO WORK

- Promote and develop Boscombe town centre in particular for its accessibility, value and established brands
- Work with and support existing businesses
- Encourage inward investment, consider incentives, attracting both retailers and businesses to operate from Boscombe
- Support local entrepreneurs to set up and grow their businesses and remain in Boscombe
- Improve and grow the market, attracting more shoppers to the area
- Support Creative Industries to thrive and remain in the area
- Consider what's viable as a retail area and in terms of an evening economy and develop that vision
- Provide targeted support to get those out of work into work



Boscombe Market – Locally grown produce



Supporting creative businesses



A refreshed Roumelia Lane



# HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

THERE WILL BE A NUMBER OF INDICATORS TO MEASURE PROGRESS, INCLUDING:

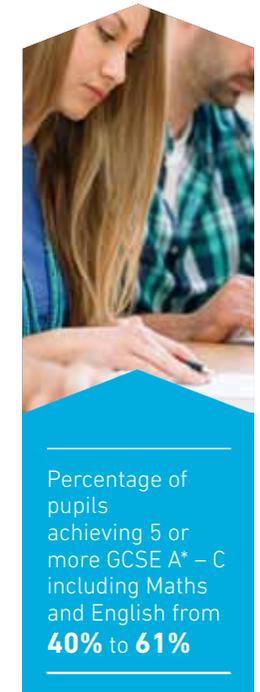
## AN INCREASE IN:

- Percentage of five year olds reaching the expected levels of development from **32%** to **56%**
- Percentage of people feeling safe outside during the day from **65%** to **77%**

## A DECREASE IN:

- Percentage of people saying 'drunk and rowdy behaviour' is a problem from **82%** to **65%**
- Percentage of people saying 'crime levels' is one of the things in most need of improvement from **80%** to **65%**
- Crime levels – annual **2%** reduction in recorded crime, achieving 446 fewer victims of crime by 2020
- Percentage of people saying ASB is a problem from **58%** to **42%**
- JSA claimant rate from **3.6%** to **2%**
- Percentage of Bournemouth residents who say 'I don't like Boscombe and I don't go there' from **27%** to **20%**
- Density of accommodation with support by a further **15%**
- Density of privately rented HMO accommodation in Churchill Gardens by **20%**

TARGETS RUN FROM 2015 TO 2020



# ROYAL ARCADE



**WATCH A VIDEO**

[bournemouth.gov.uk/boscomberegeneration](http://bournemouth.gov.uk/boscomberegeneration)



Here to help the community – The Boscombe Neighbourhood Wardens

## GET IN CONTACT

Customer Contact Centre  
**01202 451199**

### NEED THIS BOOKLET IN A DIFFERENT FORMAT?

Polski? Lietuvių? Português? ¿español?  
Čeština? Русский?

This document contains information about the plans for improving Boscombe. If you would like a summary in your language please email [boscombe.regeneration@bournemouth.gov.uk](mailto:boscombe.regeneration@bournemouth.gov.uk) stating your preferred language.

### YOUR LOCAL COUNCILLORS

Councillors have a duty to help with any issues and queries that a resident may have. For example this could mean helping to solve a housing problem or arranging for a new road sign.

#### CLLR JANE KELLY

[jane.kelly@bournemouth.gov.uk](mailto:jane.kelly@bournemouth.gov.uk)  
**07812 163624**

#### CLLR PHILIP STANLEY – WATTS

[philip.stanley-watts@bournemouth.gov.uk](mailto:philip.stanley-watts@bournemouth.gov.uk)  
**07444 383674**

#### CLLR CHRISTOPHER WAKEFIELD

[christopher.wakefield@bournemouth.gov.uk](mailto:christopher.wakefield@bournemouth.gov.uk)  
**07775 677169**

### YOUR NEIGHBOURHOOD WARDENS

Two Neighbourhood Wardens work specifically in Boscombe West and Springbourne. They deal with environmental issues such as fly tipping, graffiti, litter as well as other community issues. The wardens serve as a link between the local community and the Council.

#### NEIGHBOURHOOD WARDENS

[neighbourhood.wardens@bournemouth.gov.uk](mailto:neighbourhood.wardens@bournemouth.gov.uk)  
**01202 456174**

### THE SAFER NEIGHBOURHOOD TEAM

Safer Neighbourhoods is a commitment by Dorset Police to improving the quality of life within our communities by working together with partners to target issues identified by the communities that matter to them most.

#### FOR EMERGENCIES

- A crime is in progress
  - A life is in danger or a risk of injury
  - An offender is still at the scene or has just left
- Dial 999**

#### FOR NON EMERGENCIES

To report a crime or incident that is not an emergency or to make a general enquiry if you do not have a contact person or extension number

**Dial 101**

### THE BOSCOMBE REGENERATION TEAM

The Boscombe Regeneration Team support the work of the Boscombe Regeneration Partnership on a day to day basis. Contact the team to find out more about what is happening, how you can get involved or to feed through information relating to the priority themes.

#### BOSCOMBE REGENERATION OFFICE

[boscombe.regeneration@bournemouth.gov.uk](mailto:boscombe.regeneration@bournemouth.gov.uk)  
**01202 456173**

**Large print versions can be viewed online at:**  
**[bournemouth.gov.uk/boscomberegeneration](http://bournemouth.gov.uk/boscomberegeneration)**





Building a Better Bournemouth

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Design and production by  
Bournemouth Borough Council  
Corporate Communications and  
Marketing team

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