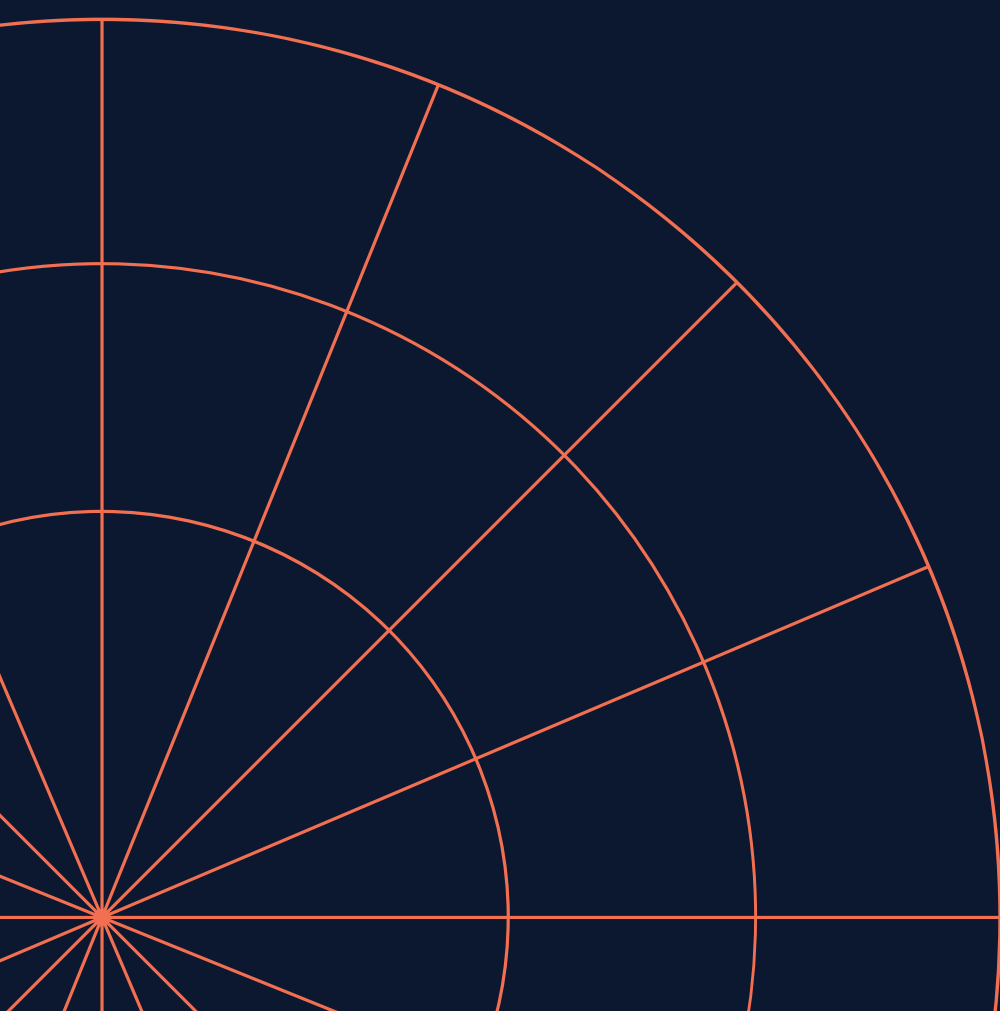




100
HOLDENHURST ROAD
BOURNEMOUTH
BH8 8AQ

LANDMARK BUILDING WITH
EXCEPTIONAL DEVELOPMENT AND
ALTERNATIVE USE POTENTIAL

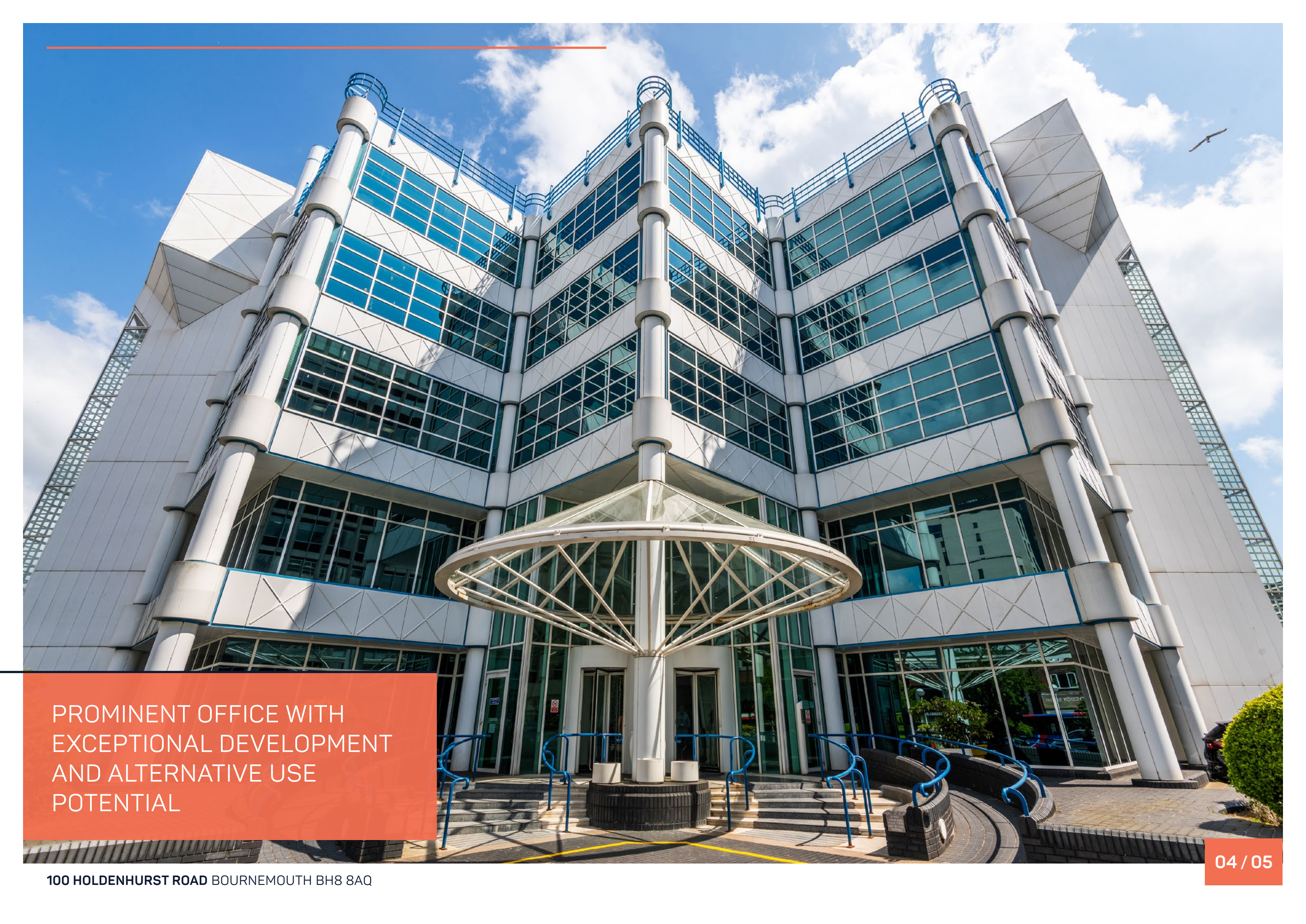




A RARE OPPORTUNITY TO ACQUIRE A
LANDMARK BUILDING ON A 2.2 ACRE SITE IN
THE HEART OF BOURNEMOUTH'S CBD AND
JUST 300 METRES FROM THE STATION

100 HOLDENHURST ROAD BOURNEMOUTH BH8 8AQ

02 / 03



PROMINENT OFFICE WITH
EXCEPTIONAL DEVELOPMENT
AND ALTERNATIVE USE
POTENTIAL

100 HOLDENHURST ROAD BOURNEMOUTH BH8 8AQ

04 / 05

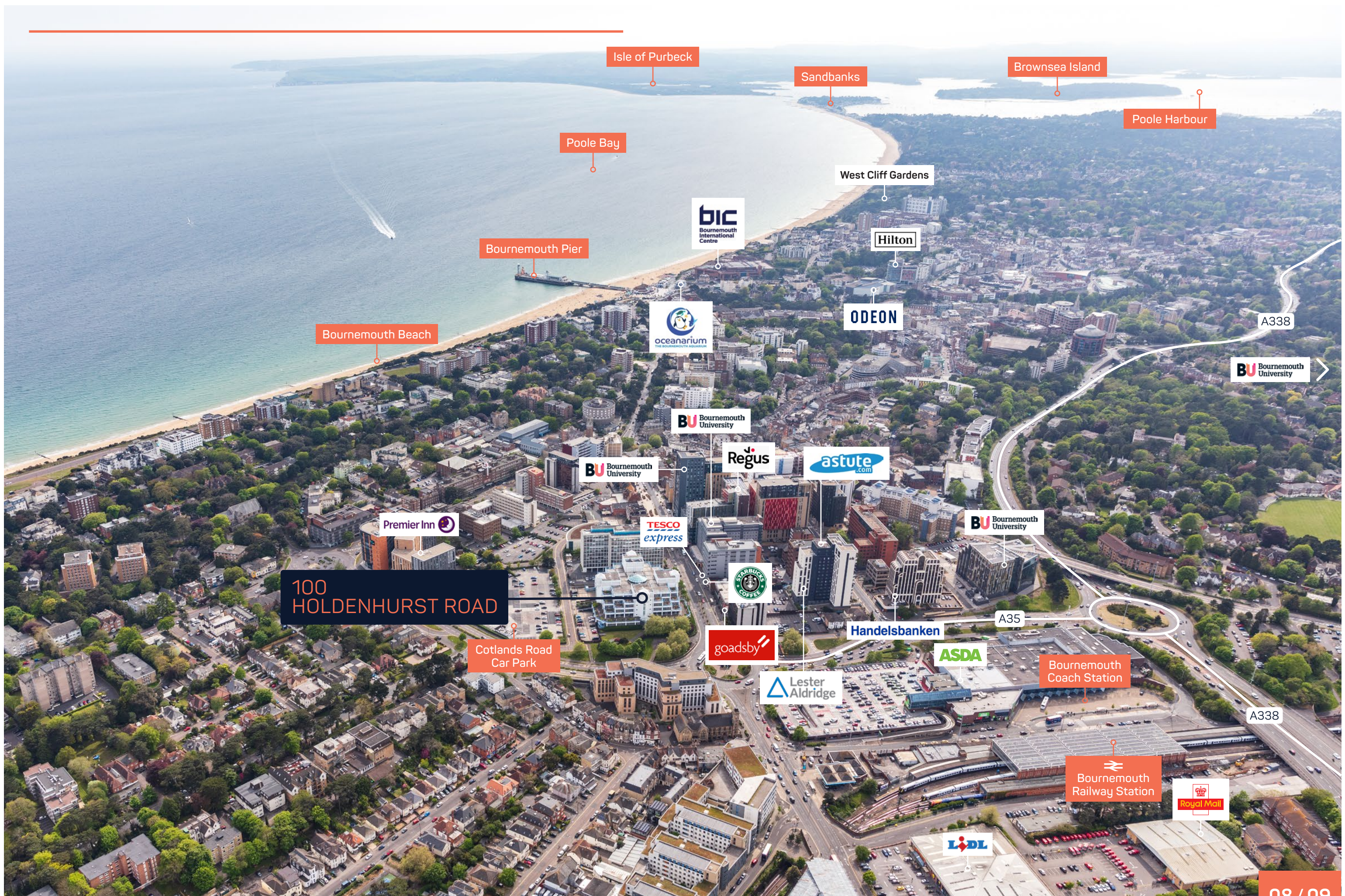
INVESTMENT SUMMARY

- 100 Holdenhurst Road offers a rare opportunity to acquire a landmark building in the heart of Bournemouth's CBD and just 300 metres from the station.
- A large site totalling 2.2 acres providing 97,317 sq ft of modern office accommodation over 6 floors.
- 321 spaces located in a secure two-storey car park with surface level visitor spaces providing an attractive town centre ratio of 1:300 sq ft.
- Vacant possession achievable in the short term with only one tenant holding over.
- Exceptional alternative use planning potential for a variety of uses, such as Build to Rent (BTR), Build to Sell (BTS) and Student Accommodation, subject to obtaining the necessary planning consents.
- Located in the heart of BCP Council's Lansdowne Employment Area, which has already seen £500 million of investment since 2015, bringing together a highly skilled and dynamic workforce.
- Prime headline rents in Bournemouth stand at £23.00 per sq ft, offering a significant rental arbitrage compared to surrounding markets.
- The property is held freehold.

PROPOSAL

Offers are invited for the freehold interest on an unconditional basis, subject to contract and exclusive of VAT.





THE OPPORTUNITY

1. RESIDENTIAL



100 Holdenhurst Road is a landmark building offering exceptional development and alternative use potential on a large 2.2 acre site in the heart of Bournemouth's CBD.

Any future redevelopment will benefit from a prime location in close proximity to the town centre, railway station and beach front, coupled with a large underground car park.

The subject property would suit a number of alternative uses, particularly Build to Sell (BTS), Build to Rent (BTR) or student accommodation, subject to obtaining the necessary planning consents.

PLANNING

A planning feasibility report to review the planning potential of 100 Holdenhurst Road has been prepared by JLL. Overall, there is considered to be a good prospect of securing residential use on the site.

THE OPPORTUNITY

1. RESIDENTIAL



TELECOM HOUSE



Planning granted in November 2023 for the demolition of the existing building and redevelopment of the site with a mixed-use building up to 24 storeys comprising 245 apartments.

HOLLAND HOUSE



Approval granted in 2021 for change of use from offices into a £124 million mixed use scheme including 130 residential units and 8,073 sq ft of co-working space.

After the site was acquired in 2021, planning was achieved for the demolition of the existing building and redevelopment to provide 487 apartments.

95-101 HOLDENHURST ROAD



Planning granted in June 2023 for demolition of the existing office building and redevelopment to provide a mixed use development incorporating 22,389 sq ft of Class E office space, 2,766 sq ft of Class E professional service space, 319 build to rent units, basement car/cycle parking, communal facilities ancillary to the residential functions including residents-only gym and a communal recreation and café space.

20 OXFORD ROAD



Planning granted in May 2024 for the demolition of existing office building and car park, with the erection of a building to provide 487 flats including ancillary residents' gym, commercial space, public realm and landscaping, servicing and car parking, rising to 30 storeys.

OCEAN 80



Approval granted in 2021 for existing 10-storey office building to be converted into residential accommodation comprising 158 units.

With strong demographics, excellent amenities and close proximity to one of the UK's best beaches, Bournemouth is a highly desirable location for residential accommodation.

THE OPPORTUNITY

2. STUDENT ACCOMMODATION



100 Holdenhurst Road lends itself to student accommodation, supported by its close proximity to neighbouring student accommodation schemes and Bournemouth's planning framework.

The Bournemouth Town Centre Area Action Plan states that student accommodation may be a possible use in the Lansdowne Employment Area, subject to meeting other policy criteria.

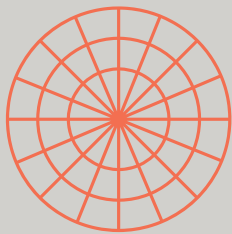
There are also several private purpose-built student accommodation providers in the Lansdowne Employment Area who offer accommodation for any student, regardless of their year of study.

PLANNING

A planning feasibility report to review the planning potential of 100 Holdenhurst Road has been prepared by JLL. Overall, there is considered to be a good prospect of securing student accommodation use on the site.

THE OPPORTUNITY

2. STUDENT ACCOMMODATION



BAILEY POINT



Ensuite: £197 - £207 per week
Studio: £233 - £245 per week

Bailey Point is a modern hall of residence with 550 bedrooms for a mixed community of undergraduates and postgraduates. The property includes a free-to-use gym, two commons rooms, a roof terrace and study spaces.

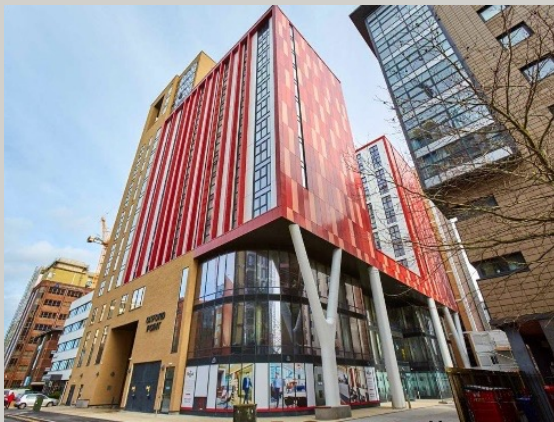
SKYLINE



Ensuite: £197 - £207 per week
Studio: £233 - £245 per week

Skyline is a modern student accommodation block offering 430 premium living spaces with onsite amenities such as a private cinema room, virtual gym and studio and outdoor terrace/Sky Lounge.

OXFORD POINT



Ensuite: £190 - £220 per week
Studio: £265 - £295 per week

Oxford Point comprises modern student accommodation including 487 private bedrooms with communal space such as a lounge, roof terrace and games area.

BELATON HOUSE



Ensuite: £184 - £199 per week
Studio: £250 - £262 per week

Belaton House is a contemporary hall of residence operated by the University's accommodation partner, Yugo, offering 390 bedrooms. The property benefits from a gym, study room, common room and cinema room.

LYME REGIS HOUSE



Ensuite: £173 per week
Studio: £193 per week

Lyme Regis House offers a variety of living space with 390 bedrooms following a £1.4 million refurbishment in the summer of 2019. The property benefits from excellent on-site facilities.

There are 19,810 students in Bournemouth, with a total number of only 7,438 beds (5,436 of these are University accommodation with a further 2,002 private beds).

As such, there is a clear under-supply of student accommodation in Bournemouth town centre.

*Prices provided above are correct as of April 2025

THE OPPORTUNITY

3. OFFICE REPOSITIONING

100 Holdenhurst Road provides an exceptional opportunity to re-design and re-purpose the office accommodation to take advantage of Bournemouth's acute shortage of Grade A accommodation. The building has benefited from circa £500,000 of capital expenditure including a BMS upgrade and replacement boilers.

The landmark building located in the heart of the town centre has potential to be comprehensively refurbished and repositioned. There is scope to reconfigure the floor space and increase the total net lettable area whilst introducing amenity provision. 100 Holdenhurst Road also provides an opportunity to exploit the lack of green supply in the market by creating strong ESG credentials, meeting the needs of future occupiers.

Asset management initiatives include:

- Create a highly-specified, ESG complaint Grade A office in Bournemouth
- Reconfiguring the space to provide best in class floor plates
- Introduce an amenity offer into the building
- Explore the potential expansion of the current space, to increase net lettable area

INWARD INVESTMENT

100 Holdenhurst Road is set to benefit from £23 million of Government investment in Boscombe as part of the Bournemouth Town Investment Plan. The Government approved the Plan in March 2021 and detailed business cases are now being developed before the projects can be implemented from 2022 onwards.

The regeneration is a place-based approach to enhance enterprise and commerce in Bournemouth's town centre.

Planned investments include:

- High Street Refresh
- Digital Infrastructure Project
- Beach Box Park
- Events Programme
- Refurbishment of the Royal Arcade
- Boscombe Skills and Digital Innovation Hub
- Master Plan
- Local Transport Projects



THE OPPORTUNITY

3. OFFICE REPOSITIONING

Bournemouth continues to possess strong office market fundamentals, home to a cluster of financial services companies. Bournemouth currently sits at a discount to neighbouring South Coast markets, with the rental tone expected to benefit from a favourable supply/demand imbalance.

Demonstrating the strength of the town, following the closure of Barclays House, Poole, Barclays has confirmed the majority of its staff will move to new offices in The Helm, Holdenhurst Road, Bournemouth.

Located in Dorset, the county's economy is strong and resilient home to over 63,000 businesses with 23,400 additional jobs in the region requiring digital skills over the next 10 years. Dorset is the UK's top area for high growth digital businesses, second fastest growing area for start ups and the third largest financial sector. It is an innovation hotbed and cultural hotspot, with a strong entrepreneurial culture.

4,000

Employees of J.P. Morgan, the largest employer in the town who have been in Bournemouth since 1986

£28.6 million

Investment by J.P. Morgan to install state-of-the-art communication technology

1,300

Employed by LV (Liverpool Victoria) at its head offices in Bournemouth

63,000

Businesses based in Dorset, home to well-known international corporations as well as a multitude of fast-growing local enterprises

Bournemouth International Centre (BIC)

The town is the regional centre of business with the large venue hosting conferences, bands and other functions

Economic Growth

The town's economy is ranked in the top 5 of economic growth in the UK



LOCAL OCCUPIERS INCLUDE

spyrsoft	ageas	Gallagher	Honeywell	BARCLAYS
J.P.Morgan	LIVERPOOL VICTORIA	Nationwide	VitalityHealth	AXA



A LEADING GROWTH TOWN ON THE SOUTH COAST



Bournemouth is the principal commercial and tourist town in Dorset and one of the leading growth areas on the South Coast.

The town is home to an innovative and entrepreneurial business community with an affluent population which is complemented throughout the year by large numbers of tourists.

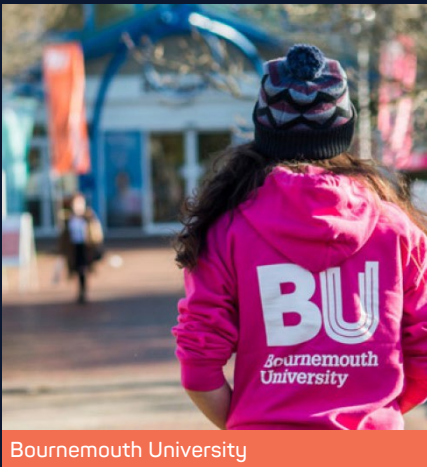
High profile banking, finance and insurance companies have been attracted to the town as it benefits from a skilled local workforce combined with low wage-rates relative to national levels and excellent transport connections.



Bournemouth University

19,000
Bournemouth University students

£1 million
per day contributed to the local economy by Bournemouth University



Bournemouth University



Seafront Pedestrian Zone

£20 million
awarded in Levelling Up Funding from the government to be invested across the BCP seafront

8,600
New start-ups registered in 2023



Bournemouth International Centre

3.6 million
visitors in Jan-24 to Bournemouth town centre, a 46% increase on 2024

£1.3 billion
generated in visitor spending annually in the BCP area



Bournemouth Town Centre

£1.6 billion
Gross Value Added contribution from financial and professional services

1 in 12
people are employed within the financial and insurance sector



The Arcade Shopping Centre



Bournemouth Beachfront



Bournemouth Beachfront

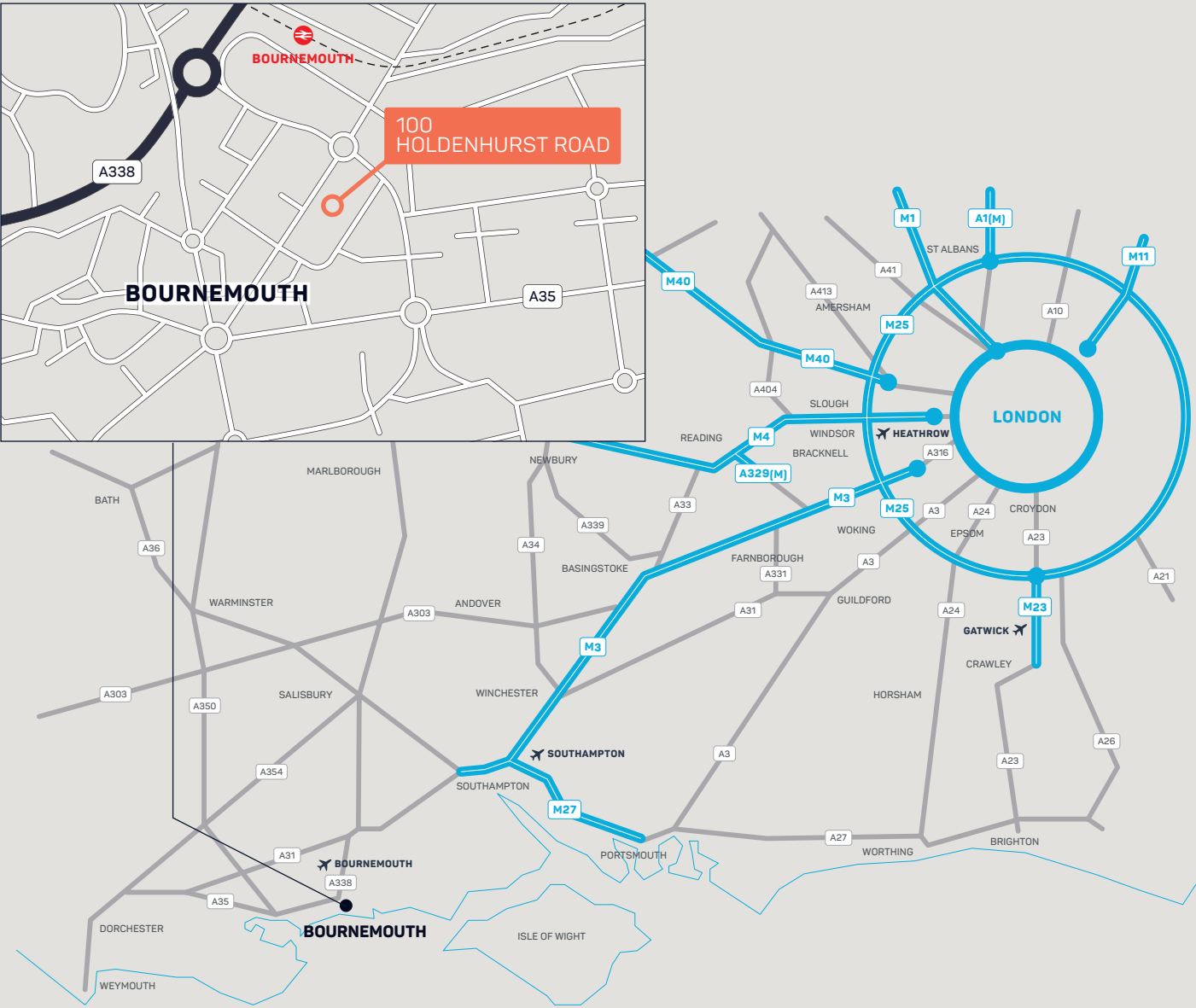
30,000
Ice creams sold on a busy weekend

25,000
Higher education students in Bournemouth

LOCATION

Bournemouth is one of the major commercial centres along the South Coast, located 103 miles south west of Central London. Bournemouth is a key growth town in Dorset with direct rail links to Central London and major South East towns.

100 Holdenhurst Road is located at the corner of Station Roundabout, with immediate access to the A35 and A338, providing connectivity to the M27 and M3 motorways.




UNRIVALLED CONNECTIVITY



The property is located on Holdenhurst Road, an arterial road running adjacent to the A35. The property is within a 5-minute walk from Bournemouth Railway Station which provides frequent train services to Central London.

The surrounding area has seen substantial redevelopment in recent years fuelled by Bournemouth Borough Council’s vision for Lansdowne being the key location for employment and economy in the town centre.

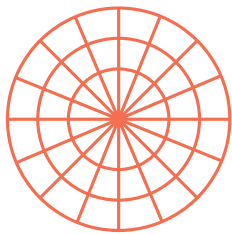
		
ROAD	RAIL	AIR
Southampton 32 miles	Poole 11 minutes	Bournemouth Airport 5 miles
Bristol 76 miles	Southampton 38 minutes	An international airport serving over 1 million passengers in 2024
Exeter 84 miles	London Waterloo 1 hour 47 minutes	
London 103 miles	Bristol Temple Meads 2 hours 30 minutes	

AMENITIES

100 Holdenhurst Road benefits from strong amenity provision including a Tesco Express, Starbucks Coffee, McDonald’s, Asda and various independent restaurants within 5 minutes’ walk.

Bournemouth’s jewel in the crown, Boscombe Beach, is only a 10-minute walk away. The town centre is readily accessible and offers a wide array of amenities catering to all interests.

LANSDOWNE EMPLOYMENT AREA



100 Holdenhurst Road is located in the Lansdowne Employment Area, a key business hub for employment and economy in Dorset.

Established in 2015, BCP Council aimed to create an enterprise zone where business and dynamic work places can together attract highly skilled, knowledgeable and talented workforce.

The Council’s mission is to “attract investments up to £1 billion in new digital connectivity and technology” for the Lansdowne Employment Area.

Lansdowne is home to superfast broadband and 5G providing an unrivalled digital infrastructure on the South Coast.

Since its inception, the Lansdowne Employment Area has seen over £500 million of investment, predicted to create £121 million in GVA over the next 25 years.

THE LANSDOWNE EMPLOYMENT
AREA EXPECTED TO SEE £500
MILLION IN INVESTMENT OVER
THE NEXT 25 YEARS

THE PROPERTY

100 Holdenhurst Road is a purpose-built office building of late 1980s construction, providing 97,317 sq ft over ground and four upper floors.

Internally, the property is fitted out with suspended mineral fibre ceiling tiles, raised access floors and carpet floor finishes to the offices. The offices are predominately open plan and the property is accessed from ground level with two escalators leading to a full height atrium reception at first floor level. The property benefits from four passenger lifts with a dedicated lift lobby on each floor along with flexible floor plates serving a range of occupier requirements.

Externally there is extensive terrace space and a well-kept garden providing outdoor amenity space. A rare, two storey car park is located underneath the building along with surface level spaces providing an attractive in-town parking ratio of 1:300 sq ft.

SPECIFICATION



Manned reception with large atrium, accessed via an elevator



24/7 access and security



Cat 5 cabling throughout



4 passenger lifts with lift lobbies on each floor



Board room, meeting room and conference rooms



Large central atrium enhancing natural light



Shower, male, female and disabled WC facilities



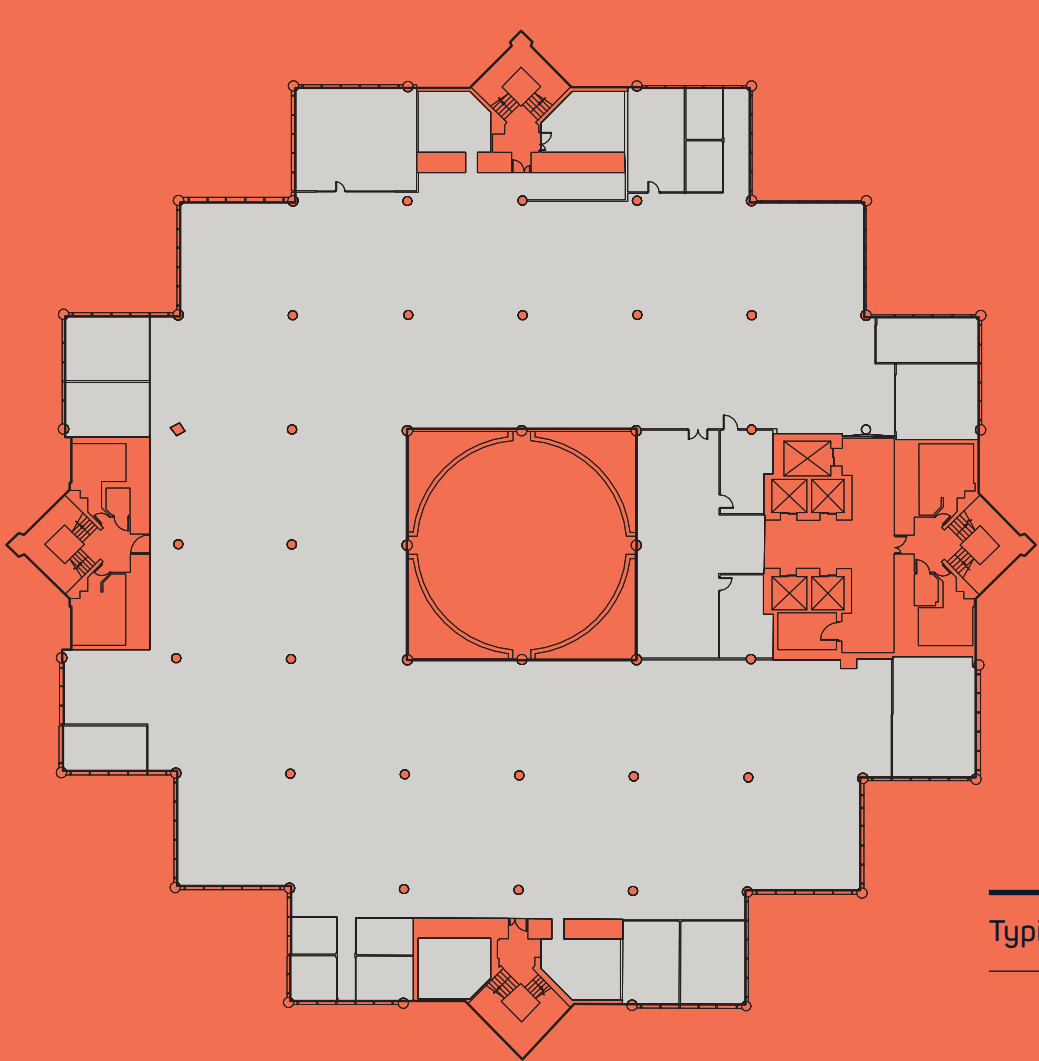
Secure cycle storage area with locker facilities



321 car parking spaces



Total site area of 2.2 acres



Typical Floor Plan

ACCOMMODATION

FLOOR	USE	SQ M	SQ FT
Ground	Storage	56.69	610
Ground	Office	236.21	2,542
Ground	Reception	40.68	438
Ground	Security Office	35.59	383
First	BMO	108.32	1,166
First	Storage	37.22	401
First	Canteen	62.78	676
First	Office	1,647.91	17,738
First	Reception	428.18	4,609
Second	Office	2,329.63	25,076
Third	Office	2,133.28	22,962
Fourth	Office	1,924.62	20,716
TOTAL		9,041.11	97,317



INVESTMENT RATIONALE



Located in the heart of Bournemouth's CBD and Lansdowne Employment Area, a key location for employment and enterprise on the South Coast.



Landmark building on a large 2.2 acre site with 321 car parking spaces, just 300 metres from the railway station.



Vacant possession achievable in the short term with only one tenant holding over.



Exceptional alternative use potential, subject to obtaining the necessary planning consents.



Highly accretive repositioning potential with an opportunity to capitalise on Bournemouth's acute shortage of Grade A office stock and prime rents currently standing at £23 per sq ft.



100 Holdenhurst Road is set to benefit from £23 million of Government investment in Boscombe as part of the Bournemouth Town Investment Plan.

ADDITIONAL INFORMATION



TENANCIES

The fourth floor is currently occupied by McCarthy & Stone Limited who are holding over following their lease expiry on 21 August 2024 paying £229,977 per annum.

The remainder of the building is offered with vacant possession.

TENURE

The property is held freehold under title numbers DT196277 and DT152244.

EPC

The property has an EPC rating of E 112.

DATA ROOM

Access to the data room is available upon request.

VAT

The property is not elected for VAT.

AML

In accordance with Anti-Money Laundering (AML) Regulations, the purchaser will be required to satisfy the vendor on the source of the funds used to complete the transaction.

PLANNING

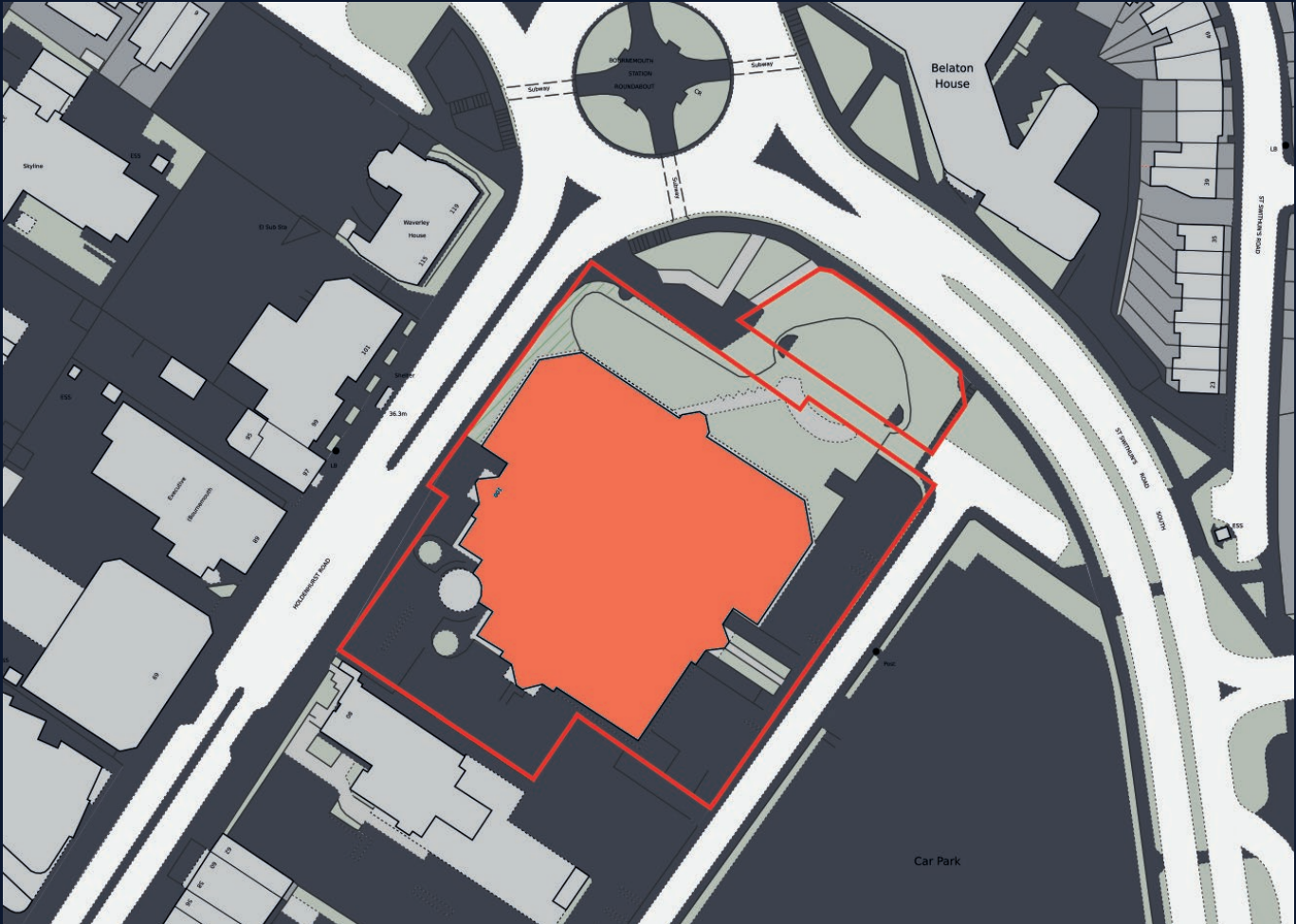
A planning feasibility report to review the planning potential of 100 Holdenhurst Road has been prepared by JLL.

Overall, there is considered to be a good prospect of securing an alternative use either through change of use or redevelopment.

These uses include the following:

- Build to Rent (BTR)
- Build to Sell (BTS)
- Student Accommodation
- Office Repositioning

A copy of JLL's planning feasibility report is available in the data room.



PROPOSAL

Offers are invited for the freehold interest on an unconditional basis, subject to contract and exclusive of VAT.

CONTACTS



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