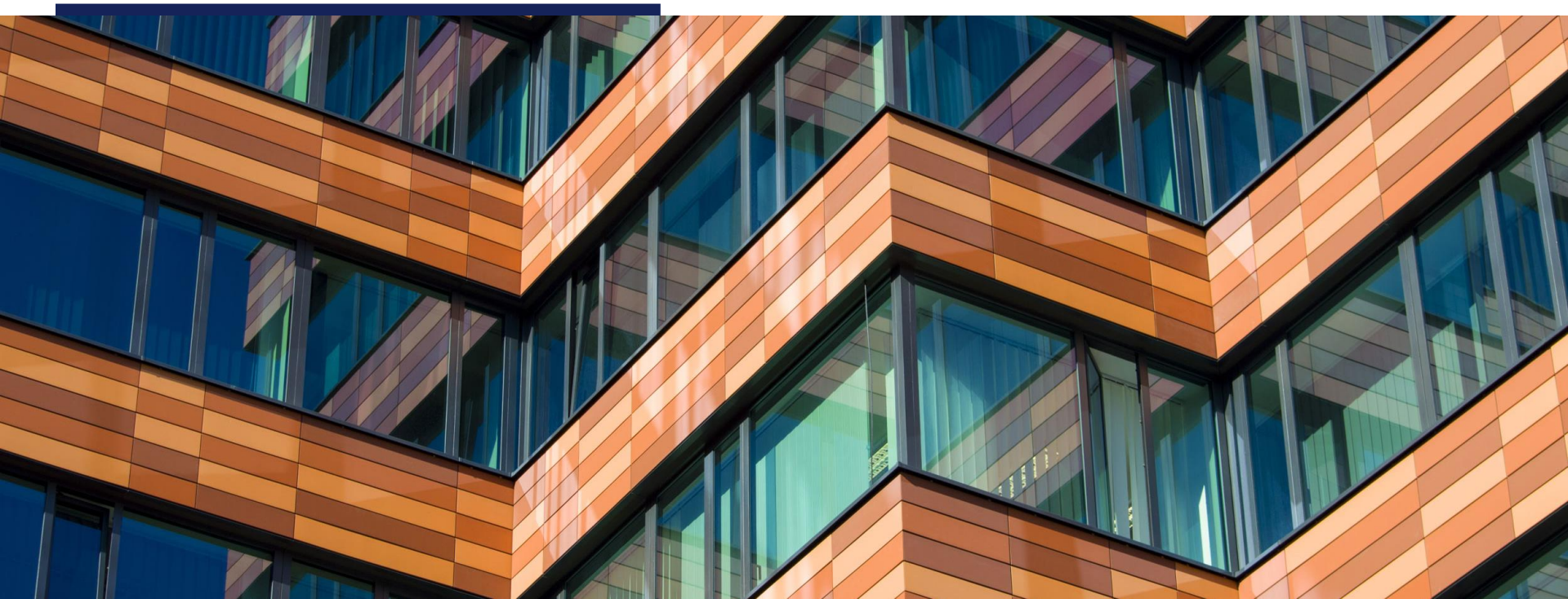


# **BUILD-TO-RENT (BTR) MARKET SNAPSHOT**

## **BOURNEMOUTH & POOLE**



# SUMMARY

Bournemouth and Poole are Dorset's largest towns, driven by their coastal location which has enabled a long-standing tourism sector. In the ten years to 2023, the wider Bournemouth, Poole and Christchurch population grew 6% to 404,050 - an increase of over 21,000 people. Whilst average full-time earnings in Bournemouth and Poole are below the national average (£34,982), they've increased 28% in the last 10 years, higher than the 25.5% rate of inflation over the same time.

Bournemouth has earned a local reputation as a student town with 22,815 students studying at the town's two universities - Bournemouth University and Arts University Bournemouth - in the 2022/23 academic year. This is an increase of 8% since the 2020/21 academic year.

Currently, Savills' The Helm is the only operational BTR scheme in the area. Completed in 2020, it has brought 159 BTR homes to Bournemouth.

However, there are currently 2,289

pipeline BTR units in Bournemouth and Poole, the third highest in Southeast England, behind Reading and Southampton. Of this, 1,766 are in Bournemouth and 523 in Poole.

The past 14 months has seen some significant movement in Bournemouth and Poole's BTR pipeline. In June 2024, BCP council granted planning permission for 362 BTR units at Barclays House (Poole), which will be converted from an office building to a residential BTR scheme. This follows BCP Council's granting of planning permission for 487 BTR homes at Oxford Gardens (Bournemouth) in November 2023, which would become the area's largest BTR scheme. In October 2024, Royal London lodged plans for 212 BTR homes at 14 Bath Road in Bournemouth, the only BTR scheme in the area that is currently awaiting planning permission.




1. **The Helm**
2. **Oxford Gardens**
3. **Barclays House**
4. **14 Bath Road**

## STATS

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**13%**


Increase in rental listings on  
Rightmove between Q1 2024  
and Q4 2024



A horizontal bar chart representing 13% of the total width.

**32%**


Average BTR rental uplift across all  
unit sizes compared to average  
embedded market rent



A horizontal bar chart representing 32% of the total width.

**£1,227**

Average PCM for a 1 bed BTR  
apartment in 2024



A horizontal bar chart representing the value £1,227 relative to a scale of 0 to 2,000.

**159**

Operational BTR units



A horizontal bar chart representing 159 units relative to a scale of 0 to 300.

**2,289**

Pipeline BTR units

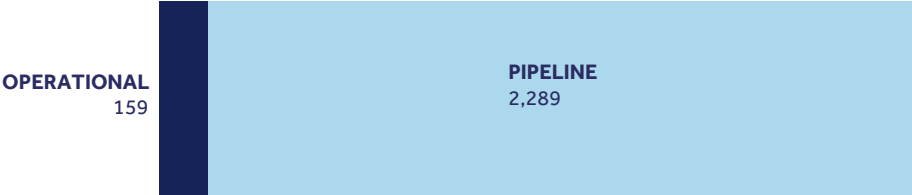


A horizontal bar chart representing 2,289 units relative to a scale of 0 to 3,000.

# BTR PIPELINE

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▼ Bournemouth and Poole BTR Operational & Pipeline



▼ Breakdown of 2,289 homes in Bournemouth and Poole BTR Pipeline

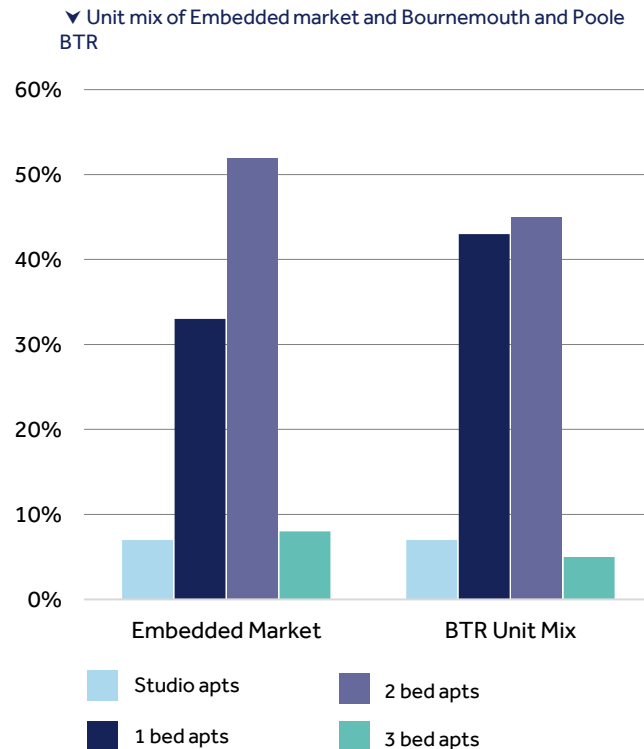


# BTR PIPELINE

Development Name	Developer	Town	Postcode	Status	BTR Units
14 Bath Road	Royal London Mutual Insurance Society	Bournemouth	BH1 2LD	Planning Submitted	212
95-101 Holdenhurst Road	St Giles	Bournemouth	BH8 8DS	Granted	334
Barclays House	Vision Capital	Poole	BH15 2BB	Granted	362
Carters Quay	Inland Homes	Poole	BH15 4AR	Granted	161
Glen Fern Road	Fortitudo	Bournemouth	BH1 2LZ	Granted	270
Oxford Gardens	Peveril Securities/MDM	Bournemouth	BH8 8EF	Granted	487
Richmond Gardens	Summix Capital	Bournemouth	BH1 1JE	Granted	211
The Laureate	Packaged Living	Bournemouth	BH8 8EJ	Granted	252

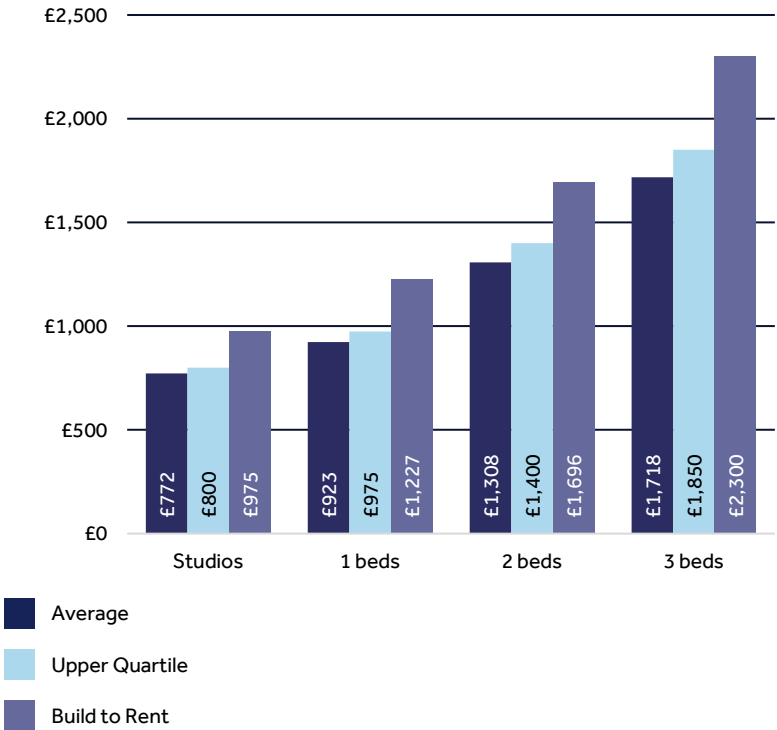
# LATEST BOURNEMOUTH AND POOLE RENTS

Studio Apartments		Average rent (PCM)	BTR Uplift:
Average		£772	
Upper Quartile		£800	
Build to Rent (The Helm)		£975	
1 Bed Apartments		Average rent (PCM)	+29% Studios
Average		£923	
Upper Quartile		£975	
Build to Rent (The Helm)		£1,227	
2 Bed Apartments		Average rent (PCM)	+33% 1 beds
Average		£1,308	
Upper Quartile		£1,400	
Build to Rent (The Helm)		£1,696	
3 Bed Apartments		Average rent (PCM)	+30% 2 beds
Average		£1,718	
Upper Quartile		£1,850	
Build to Rent (The Helm)		£2,300	
3 Bed Apartments		Average rent (PCM)	+34% 3 beds
Average		£1,718	
Upper Quartile		£1,850	
Build to Rent (The Helm)		£2,300	

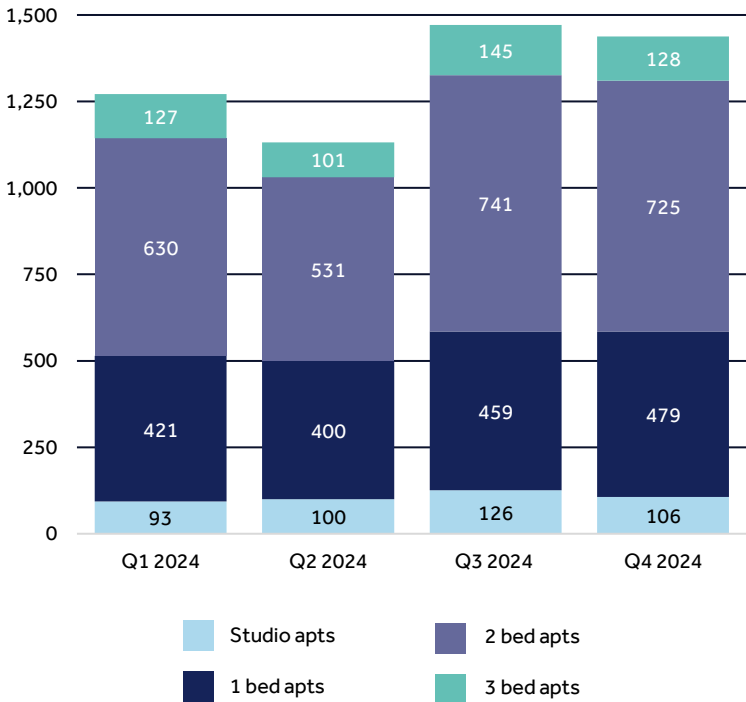


# RENT GRAPHS

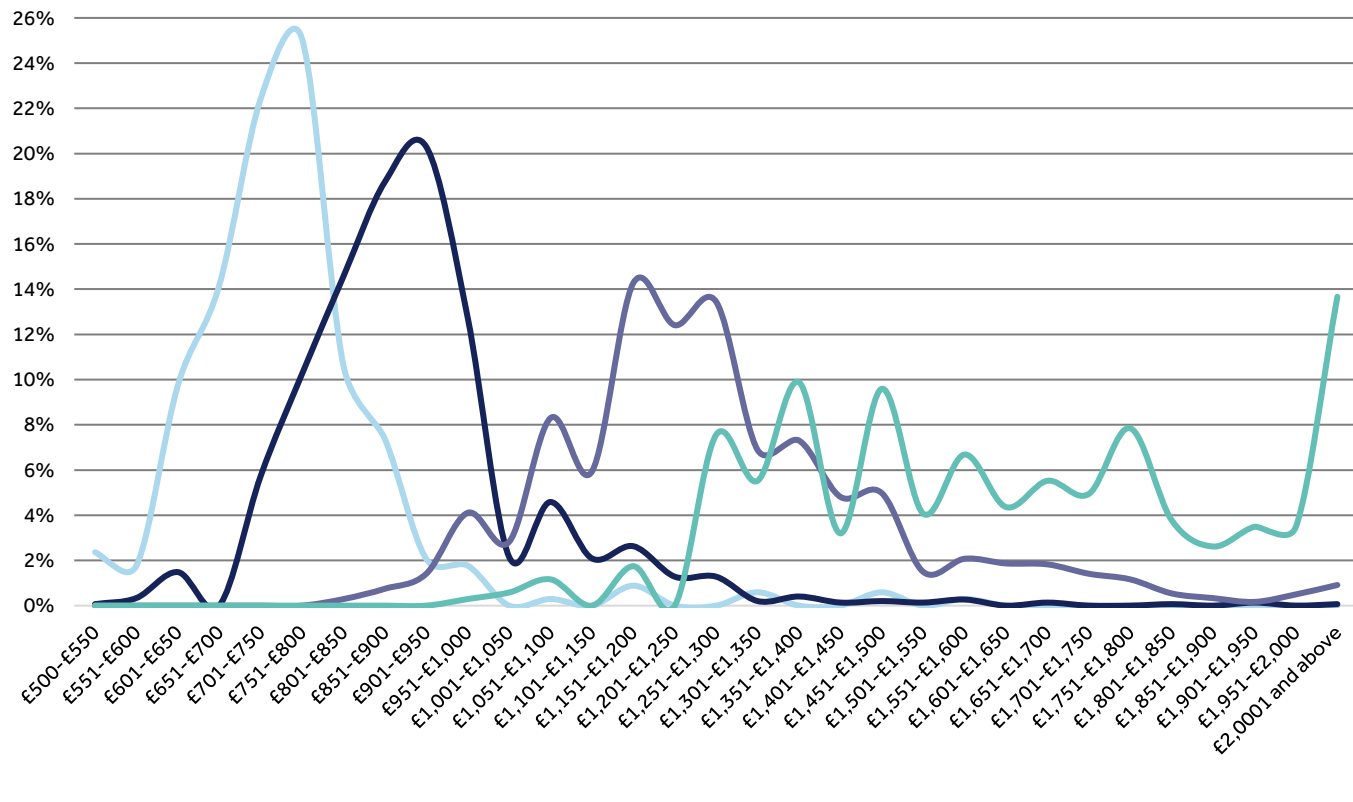
▼ Current average and upper quartile embedded vs BTR rents in Bournemouth and Poole



▼ Number of apartments on the market in the last four quarters



# MARKET SCALE

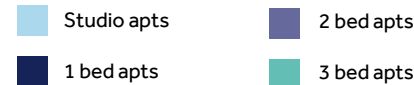


Our Market Scale chart shows how many studio to 3 bed apartments were let between a scale of price points in Bournemouth and Poole in 2024.

In this time frame, 47% of properties on the market were between £801 and £1,200 pcm.

15% of 3-bed properties on the Bournemouth and Poole market are now priced above £2,000 pcm which includes lettings from Savill's The Helm BTR scheme in Bournemouth.

The growth of BTR in Bournemouth and Poole is likely to further develop this area of the market bolstered by the city's strong pipeline of granted BTR schemes.







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