



Royal London House

The Lansdowne, Bournemouth, BH1 3LT

Prominent Freehold, Income-Producing C1 Property with Newly Consented Five Residential Units
Guide Price: £5,995,000



Property Summary

- Prominent Central Bournemouth Location
- Short walk to the beach
- Prominent 9-storey building
- 3 Vacant office floors available to either lease or redevelop
- 4 floors refurbished to a high standard of of C1 holiday letting accommodation which is income producing
- The seventh floor benefits from approved planning consent for 5 residential flats (C3)
- Extensive views over the town and sea from the upper floors
- Guide Price of £5,995,000 + VAT

LOCATION MAP

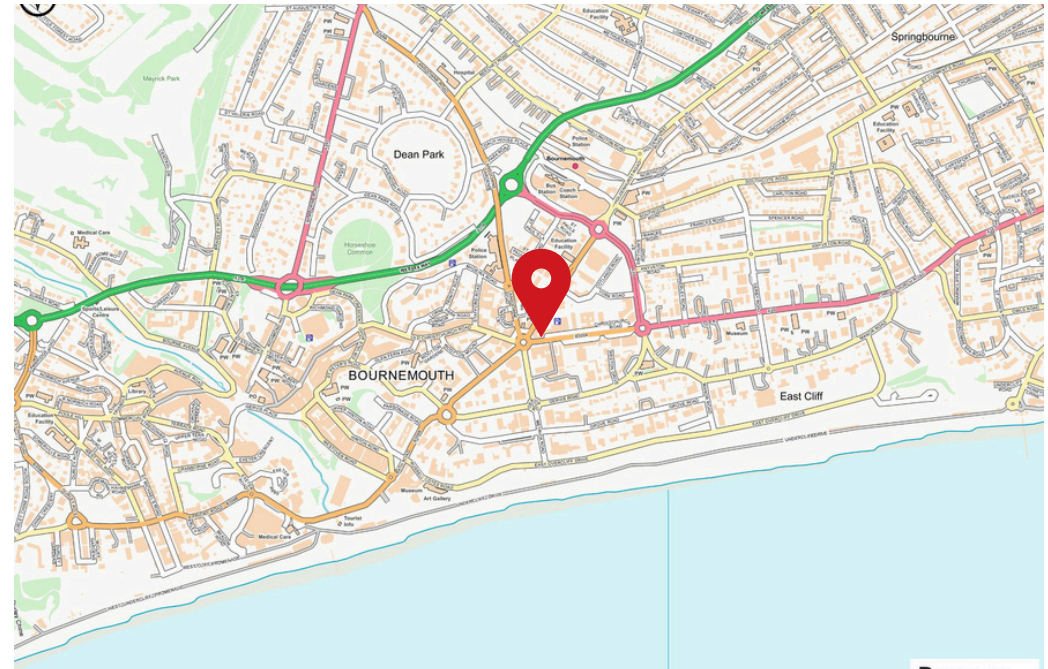
STREETVIEW

WHAT3WORDS

360 PANORAMIC

360 DRONE VIDEO

VIRTUAL WALKTHROUGH



Location

Royal London House occupies a highly prominent position on the northern side of Christchurch Road at the Lansdowne roundabout, at the southern end of the B3066. The immediate area is a vibrant mixed-use district, home to offices, student accommodation, restaurants, bars and retail.

Bournemouth railway station is approximately 0.5 km (0.3 miles) from the property, just a 6-minute walk, and provides frequent direct services to London Waterloo with journey times from 1 hour 47 minutes. The prime retail core of Bournemouth town centre lies less than 0.5 miles to the west.

Bournemouth's award-winning beaches are located approximately 1 mile (1.6 km) from the property, or around a 15-minute walk. The town's 7-mile stretch of sandy coastline is one of the most popular visitor destinations on the south coast, attracting millions of tourists each year and supporting a vibrant leisure and hospitality economy.

For international travel, Bournemouth Airport is situated approximately 6.6 km (4.1 miles) to the northeast, around a 10-minute drive, offering a range of UK and European connections.

Bournemouth is also a major university town. Bournemouth University, ranked among the UK's top modern universities, has more than 19,000 students and a strong reputation in media, business, and hospitality. Together with Arts University Bournemouth and Bournemouth & Poole College, the student population adds significantly to local demand for accommodation, amenities, and services.



Site Description

The property comprises a 9 storey (plus basement) former office building, most recently used as a combination of offices and holiday let accommodation. Access is provided via a dedicated ground floor entrance, with stairs and two passenger lifts serving the upper levels. The building is constructed around a central lightwell extending from the basement, which allows for good natural light throughout. With the exception of the eighth floor, the floorplates are largely consistent in size, although layouts vary. Each floor benefits from access to the main service core, incorporating staircases, male and female WCs and the two lifts, and all levels are also served by a secondary stairwell.

The ground floor is largely excluded from the sale and falls under separate ownership. Floors one and two are currently in office use, while floors three to six have been converted to immaculate high specification holiday accommodation. The seventh floor comprises vacant office accommodation, with planning consent secured for its conversion into five residential flats (Use Class C3). The eighth floor benefits from additional storage space.

On the vacant office space the specification includes suspended ceilings with recessed lighting and double-glazed UPVC window units. The specification of floors three, four, five and six is to a high standard, including modern fitted kitchens and bathrooms, with decorative styling throughout. Please refer to the Savills ['Virtual Walkthrough'](#)



Floor Areas

Floor	Use	Sq.ft	Sq.m
Ground Floor	Entrance Foyer	654	60.79
1st Floor	Office	5,055	469.62
2nd Floor	Office	5,044	468.60
3 rd Floor	Holiday Apartments	5,042	468.42
4 th Floor	Holiday Apartments	5,053	469.44
5 th Floor	Holiday Apartments	5,094	473.25
6 th Floor	Holiday Apartments	5,090	472.88
7 th Floor	Office (Residential PP Granted)	4,170	387.40
8 th Floor	Roof Storage	628	58.34
Total		35,830	3,328.74

Planning

The property has planning permission for Use Class E and C1 under alterations, conversion and extension of the existing building from a mixed D1 (non-residential education) and B1 (office) use into a mixed-use scheme consisting of Serviced Accommodation (Tourism C1 use), flexible co-working and shared office space (B1 use) and ancillary hospitality, café, restaurant and event space with associated cycle and bin storage. This was granted under planning reference 7/2019/1102/BX.

Both subsequent planning applications have also been granted. The first is a variation of Condition 7 (holiday apartments) of application to allow the apartments to be rented for up to six months over the winter period, while maintaining holiday-let use only between Easter Monday and 30 September each year under reference P/25/03176/CONDR. The second permits the change of use of the seventh floor from hospitality space to five residential flats (Use Class C3), granted under application 7/2024/1102/BZ.

Local Authority

www.bcpCouncil.gov.uk

Revenue & Projections

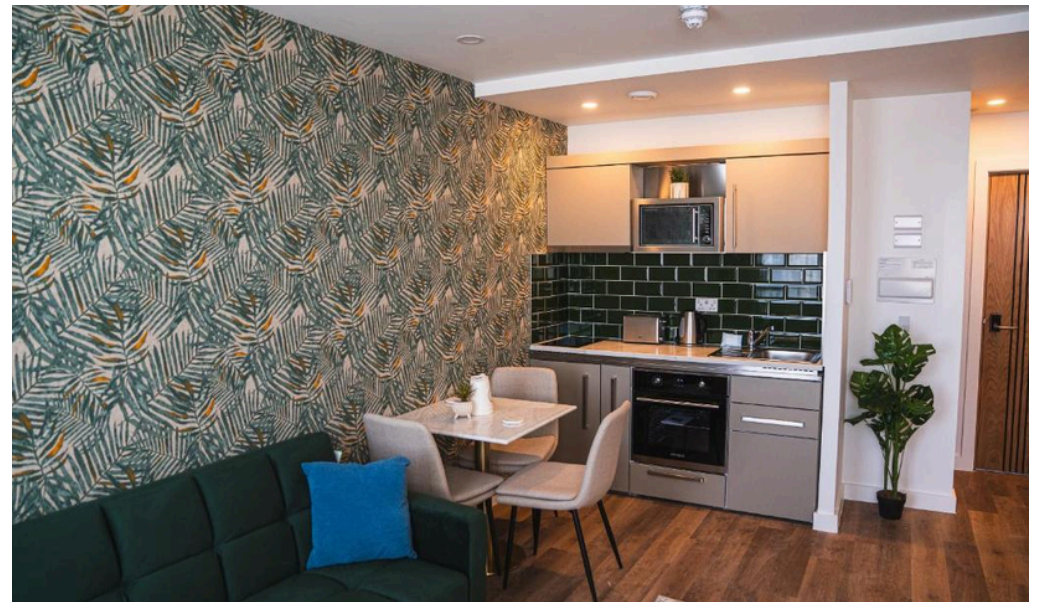
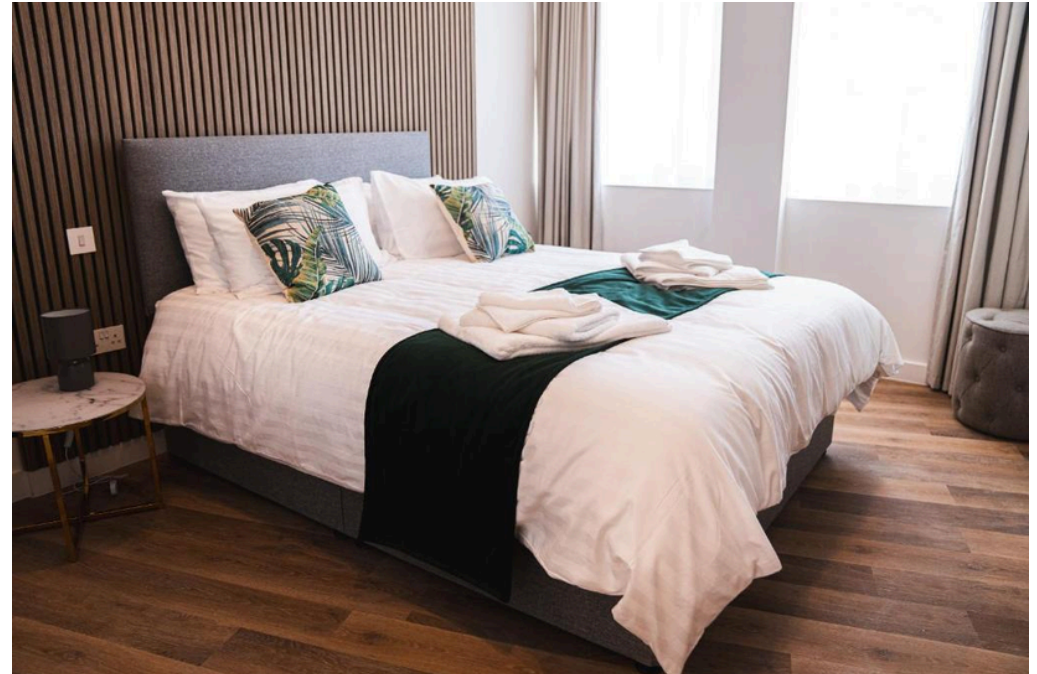
Four floors are currently managed by holiday accommodation providers and have been operational for approximately 6 months. Revenue & projection figures can be made available to seriously interested parties, subject to status.

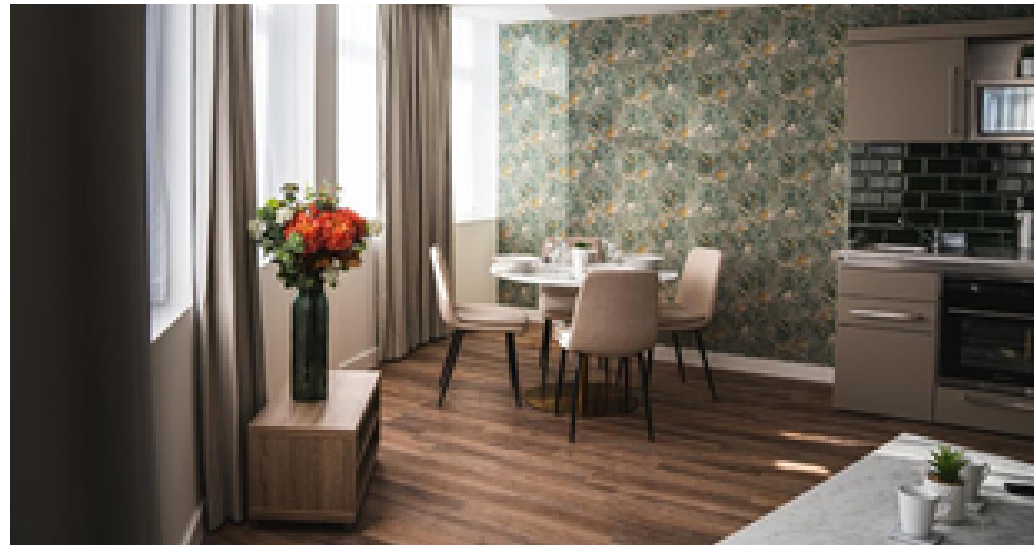
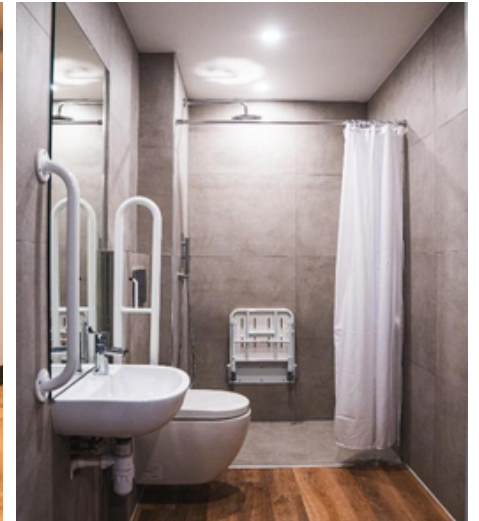
Development Opportunity

The opportunity exists to continue leasing out the holiday accommodation which is achieving month on month growth. There then exists the opportunity to convert the remainder of the building to C3 private residential, Co-living or BTR (STP). Finally, given the property's proximity to Bournemouth University a Sui Generis Student Accommodation consent may also be possible (STP).

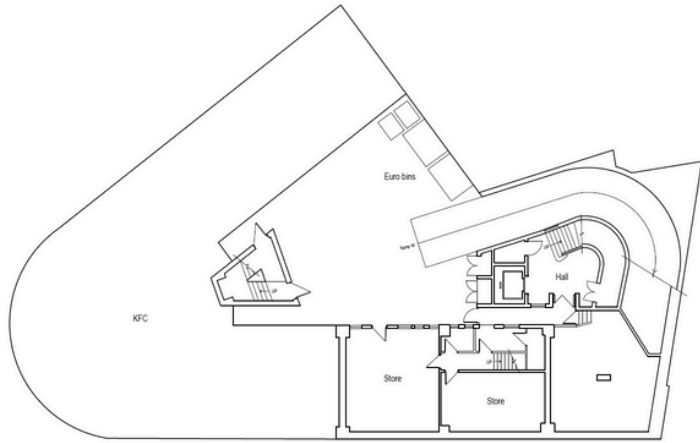
EPC

B-35 & D90



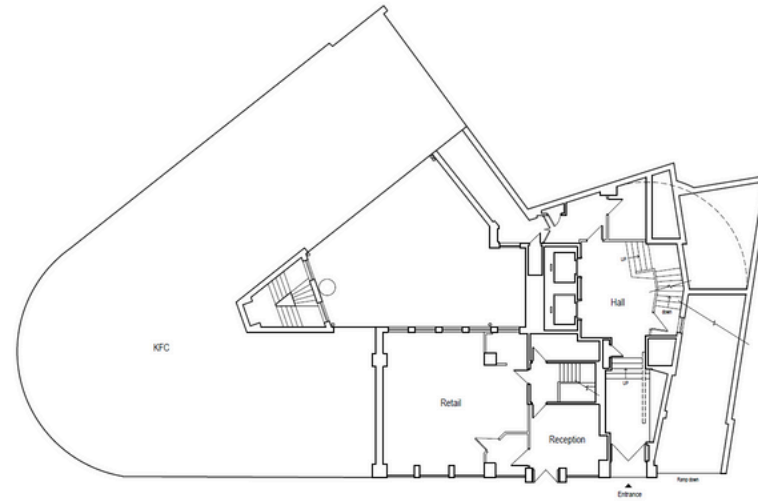


Floor Plans

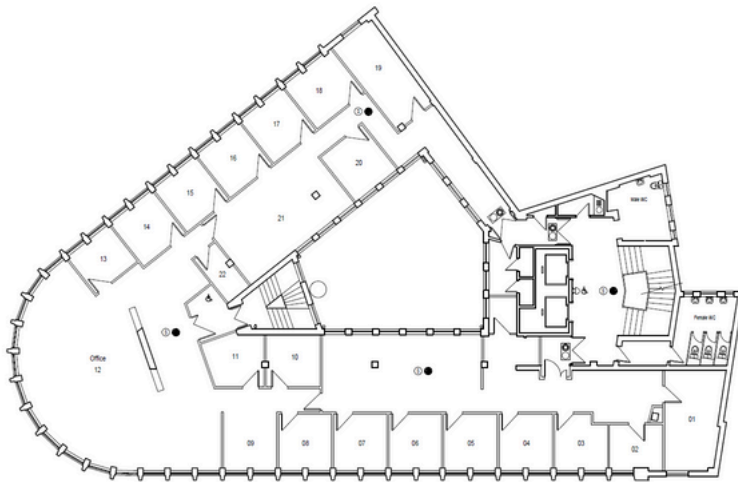


Basement Plan

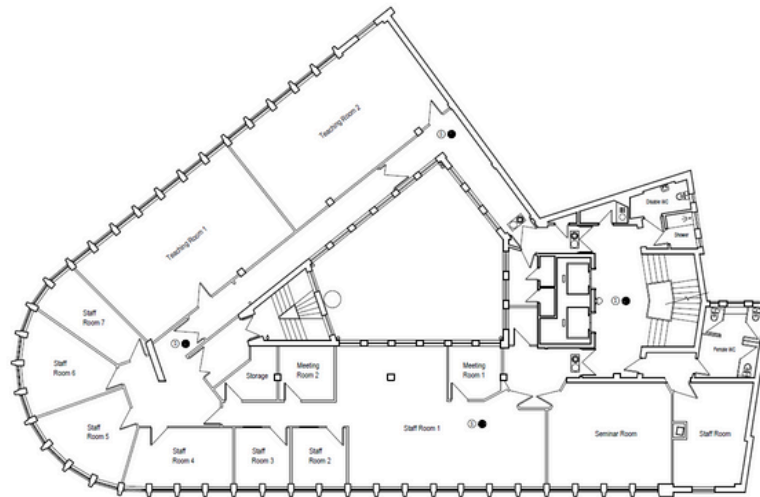
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Ground Floor Plan



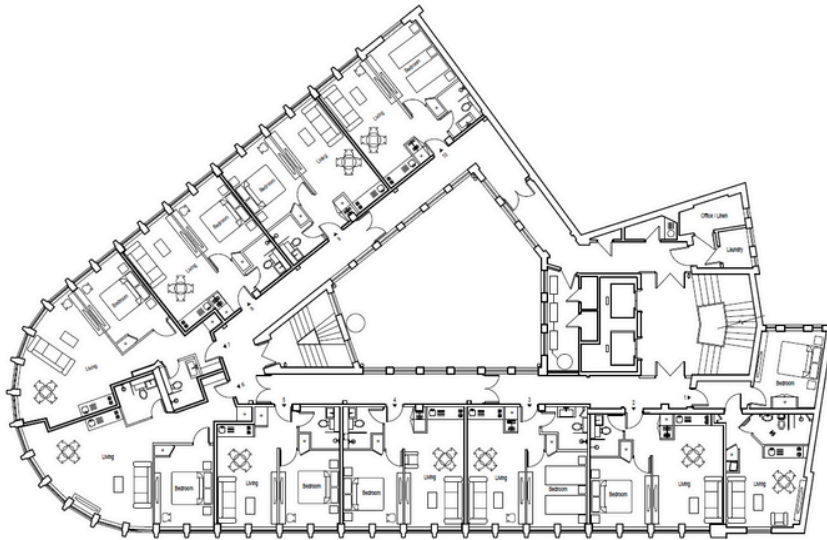
First Floor Plan (office)



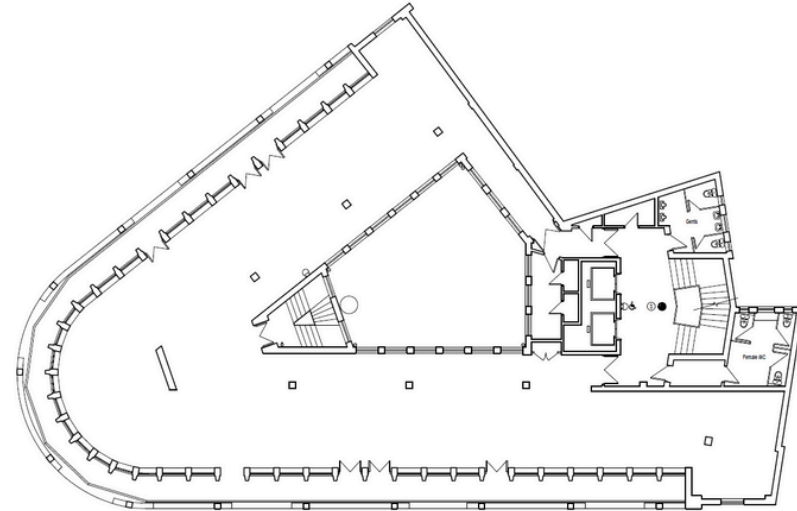
Second Floor Plan (office)

1 : 200

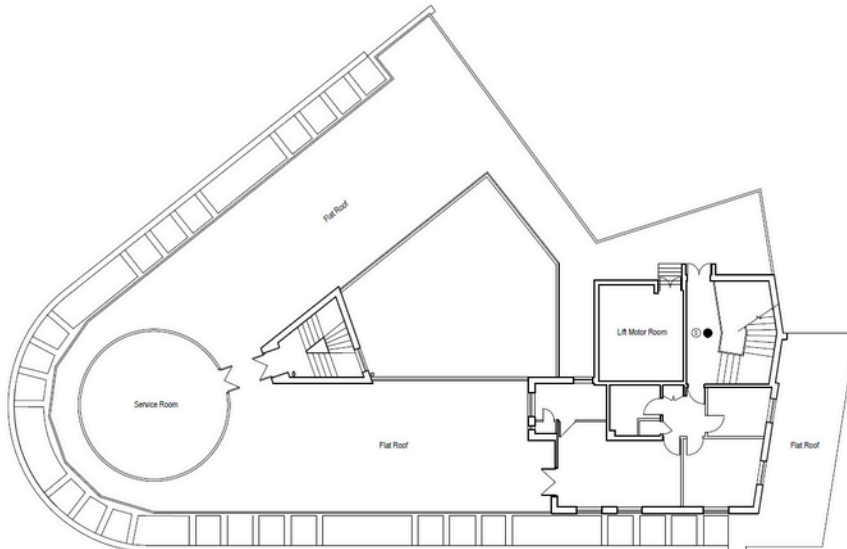
Floor Plans



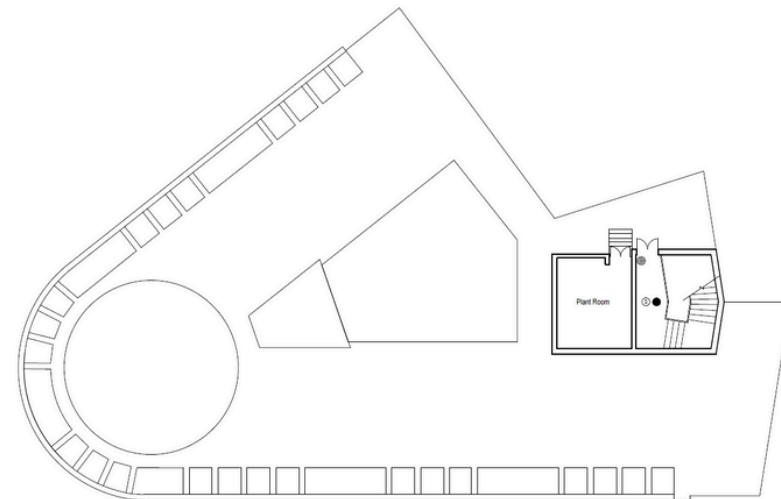
3rd ~ 6th Floor Plan (holiday accommodation)



7th Floor Plan (vacant)



8th Floor Plan



Roof Plan



Tenure & Opportunity

The property is available for sale freehold with vacant possession on the upper parts and the ground floor entrance hall serving them. The remainder of the ground floor and basement is subject to a long lease (999 years) at a nominal ground rent of £1pa. Offers will be considered on both an unconditional and conditional basis. Guide Price of £5,995,000 + VAT.

VAT

VAT is applicable and will be payable at the appropriate rate in addition.

Legal Costs

Each party to be responsible for its own legal costs incurred in any transaction.

Anti-Money Laundering Regulations

In accordance with Anti-Money Laundering Regulations, the preferred purchaser will be required to provide identification and proof of address, prior to exchange.

Viewing

For a formal viewing strictly by appointment with Savills.

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