

ROYAL LONDON HOUSE

THE LANSDOWNE, BOURNEMOUTH, BH1 3LT

PROMINENT C.45,000 SQ FT MIXED USE PROPERTY WITH DEVELOPMENT POTENTIAL (STP)

GUIDE PRICE £5,995,000



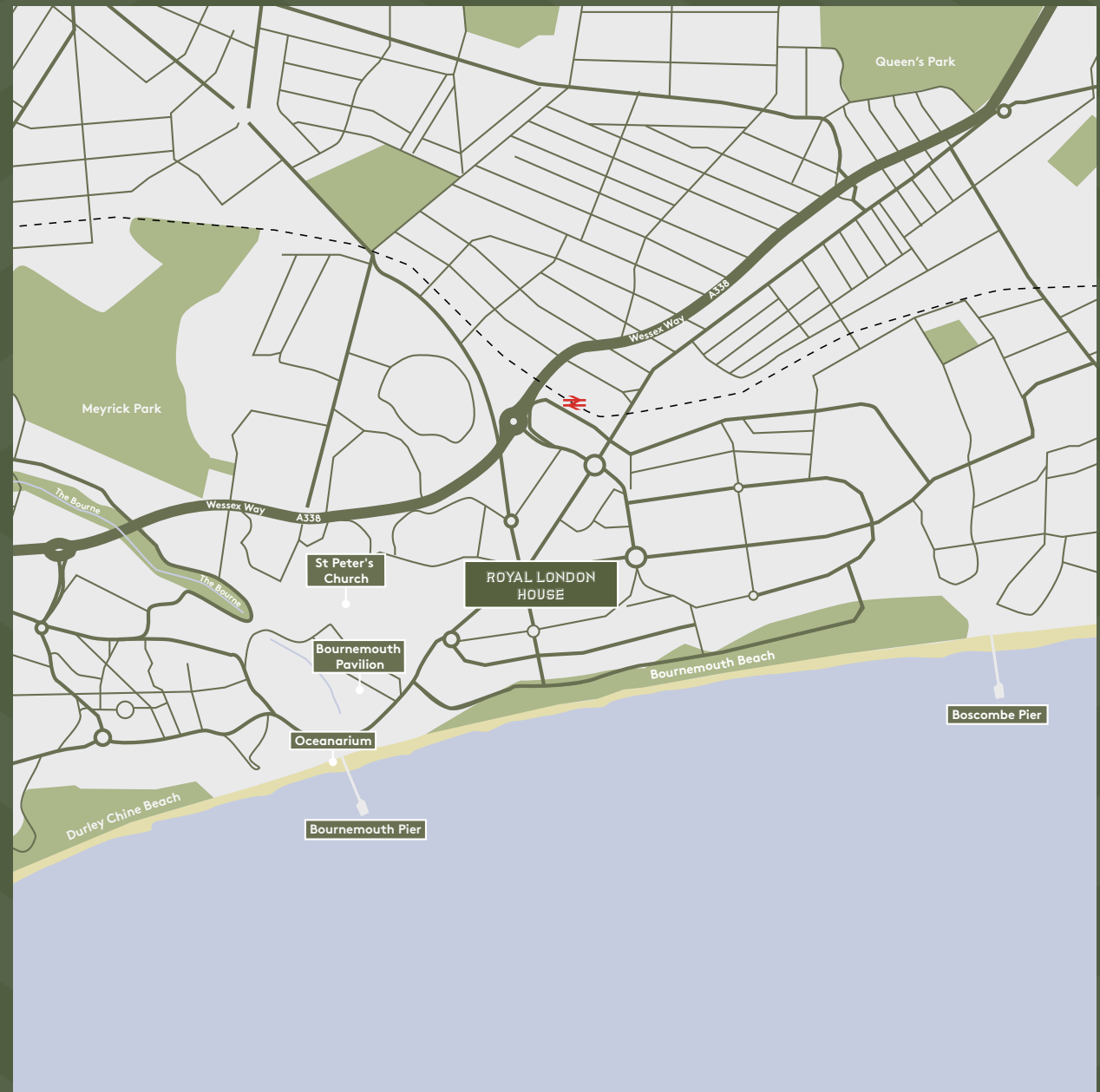
ROYAL LONDON HOUSE

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PROPERTY SUMMARY

- ❑ Prominent corner freehold building with vacant possession
- ❑ Central Bournemouth Location
- ❑ Short walk to the beach
- ❑ 9 storey building with GIA of 45,208 sq ft (4,200 sq m)
- ❑ 4 unrefurbished floors available to refurbish and lease or redevelop (STP)
- ❑ 4 floors comprising 40 apartments fully turnkey to a high standard of C1 holiday accommodation
- ❑ The seventh floor benefits from approved planning consent for 5 residential flats (C3)
- ❑ Extensive views over the town and sea from the upper floors
- ❑ Opportunity to secure planning consent for a number of different uses, redevelop and lease or sell.
- ❑ Guide Price of £5,995,000
- ❑ [Internal Matterport Walkthrough](#)
- ❑ [External Drone Video](#)



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 0.3 miles (0.5 km) 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 (0.8 km) 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 4.1 miles (6.6 km) 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.

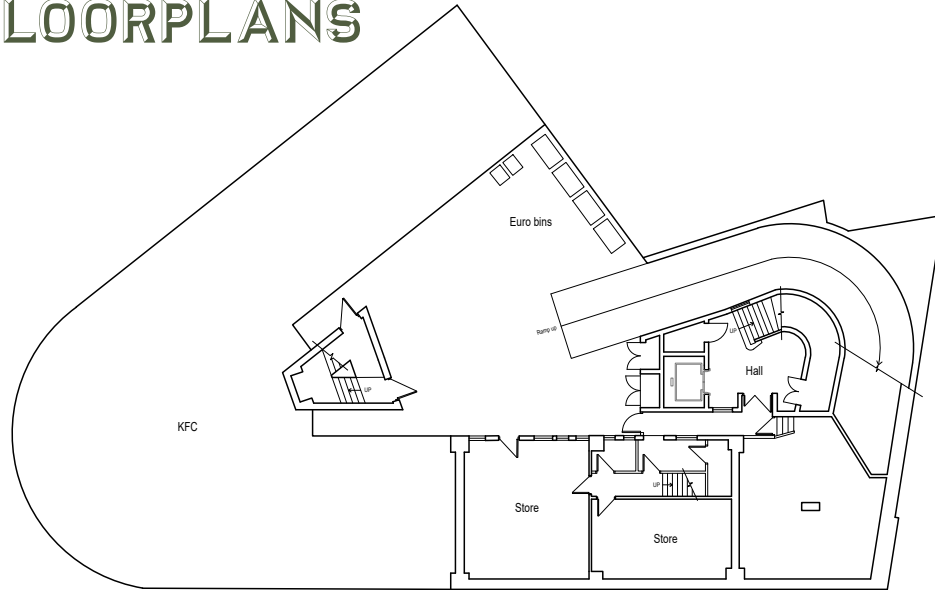
The ground floor is largely excluded from the sale and falls under separate ownership held under a separate 999-year lease. Floors one and two are currently in office use, while floors three to six have been converted to immaculate high specification holiday accommodation. The seventh floor comprises vacant office accommodation which has been taken back to a shell format, with planning consent secured for its conversion into five residential flats (Use Class C3). The eighth floor benefits from additional vacant apartment and 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'

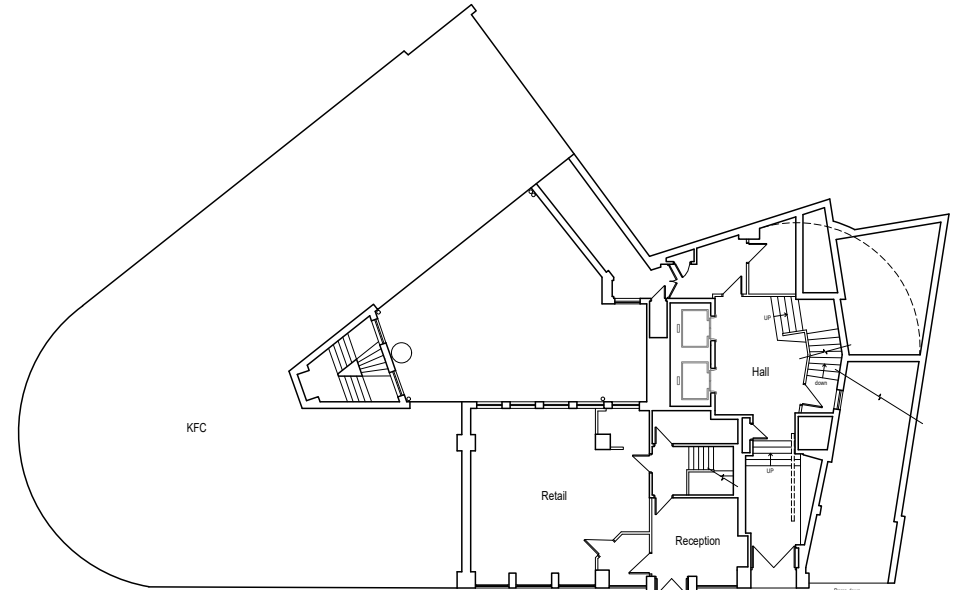


Floor	Use	Sq.ft	Sq.m
Basement	Ancillary	887	82
Ground Floor	Entrance Foyer	1,032	96
1st Floor	Office	5,917	550
2nd Floor	Office	6,132	570
3rd Floor	Holiday Apartments	6,029	560
4th Floor	Holiday Apartments	6,029	560
5th Floor	Holiday Apartments	6,029	560
6th Floor	Holiday Apartments	6,029	560
7th Floor	Office (Residential PP Granted)	6,034	561
8th Floor	Roof Storage	1,091	101
Total		45,208	4,200

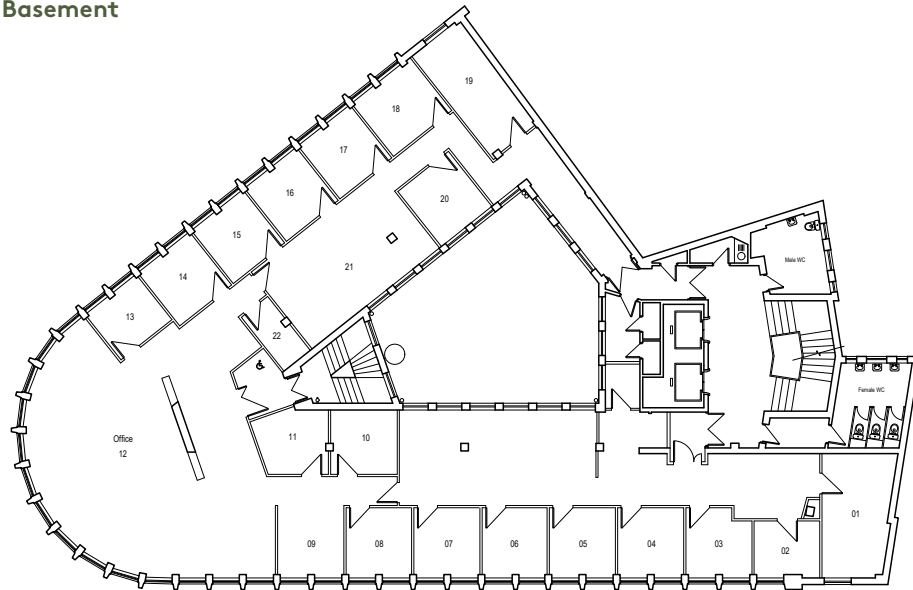
FLOORPLANS



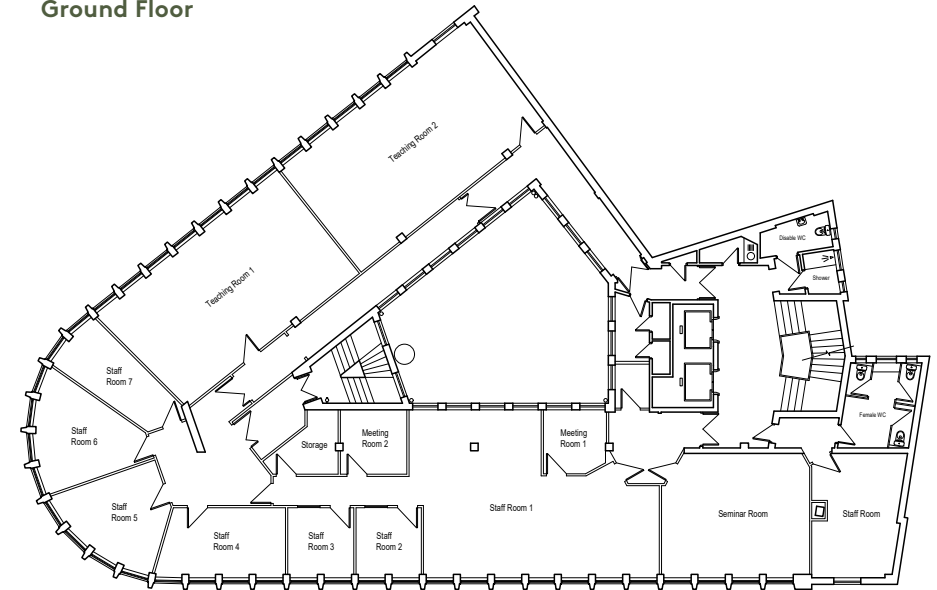
Basement



Ground Floor

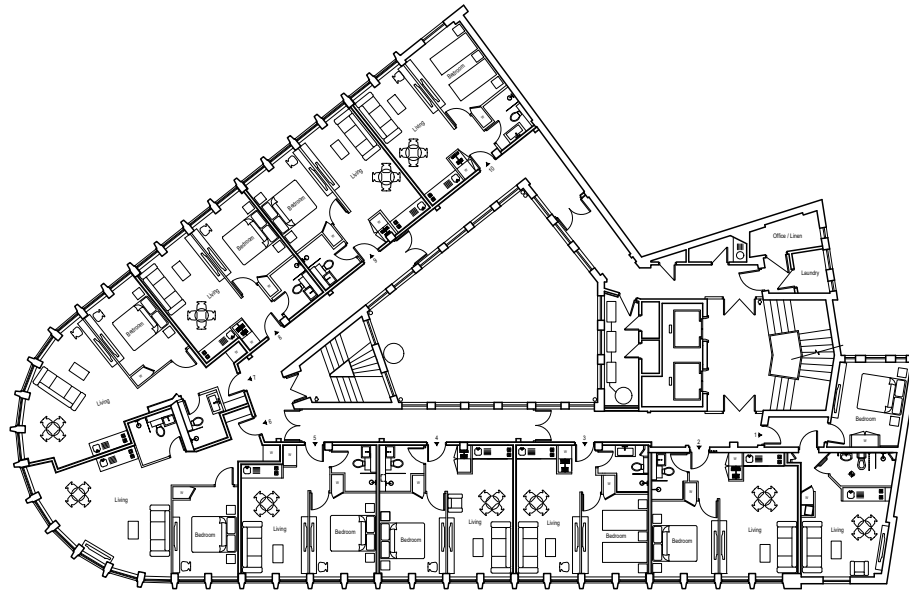


First Floor

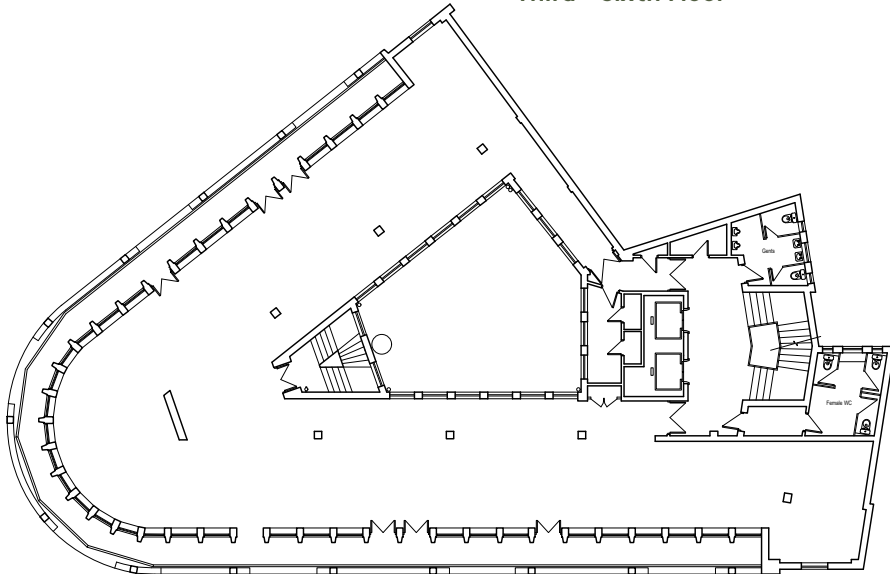


Second Floor

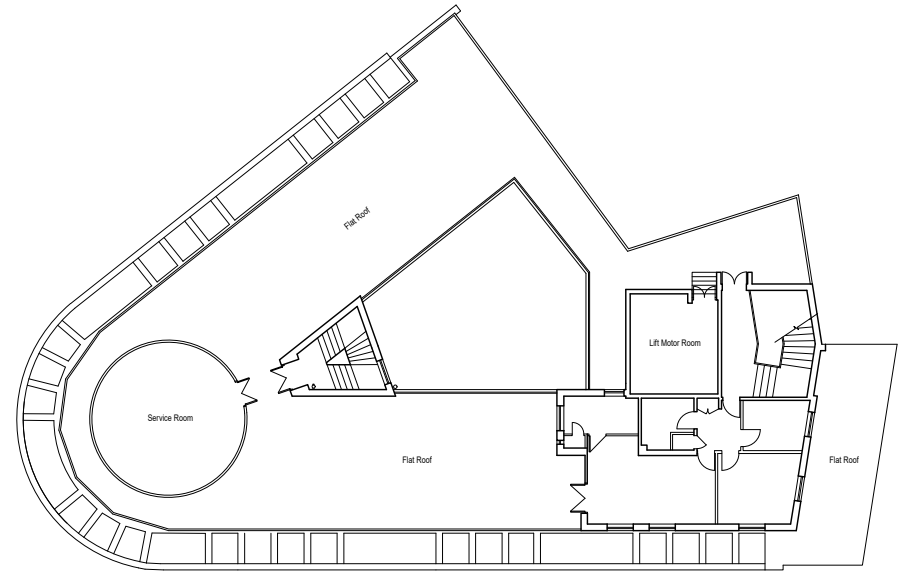
FLOORPLANS



Third - Sixth Floor



Seventh Floor



Roof Floor

PLANNING

The property currently has a mixed use planning consent. The building 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 (Now 'E Class' 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) 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 permission 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.

Savills can provide a planning summary on the site (subject to status) but in our professional opinion the property presents a planning-led investment opportunity at the heart of Bournemouth's Lansdowne district. With extant permissions, a highly adaptable building structure, and strong policy support for new housing within the Town Centre, the property is well positioned for strategic planning gains. All parties to satisfy their own enquiries.

LOCAL AUTHORITY

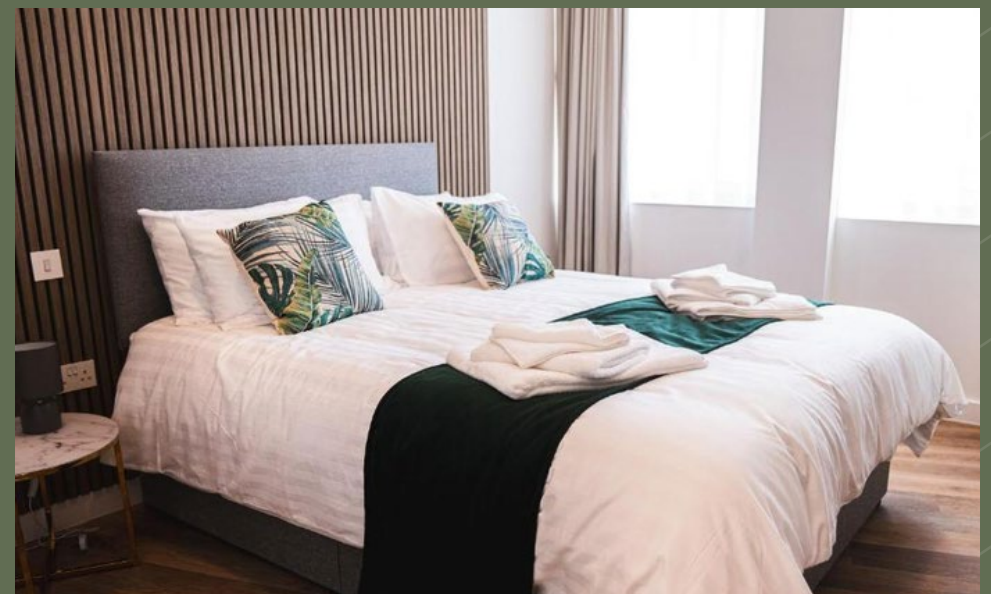
www.bcpccouncil.gov.uk

REVENUE PROJECTIONS

Four floors are in a turnkey state and therefore could be income producing immediately. Whilst Savills and their client can not warrant any historic trading information, revenue projection figures can be made available to seriously interested parties, subject to status.

DEVELOPMENT OPPORTUNITY

The opportunity exists to lease out the holiday accommodation upon acquisition. Alternatively change of use could be applied for open C3 on whole or in part. The remaining refurbished floors can then either be converted to C3 private residential, Co-living or BTR (STP). Finally given the proximity of the property to Bournemouth University a Sui Generis Student Accommodation consent may also be obtained (STP).





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FURTHER INFORMATION

Energy Performance Certificate

The EPC's for the building will be provided to seriously interested parties upon request.

Tenure & Opportunity

The property is available for sale freehold with vacant possession on part basement, part ground and the entire upper floors. The remainder of the ground floor and basement is subject to a long lease (999 years) at a nominal ground rent of £1pa. Offers are invited on an unconditional basis only. **Guide Price of £5,995,000.**

VAT

We understand VAT is not applicable.

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.





VIEWING AND CONTACTS

For a formal viewing strictly by appointment with Savills, please contact:



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