DATA & INSIGHT REPORT

Silicon South Future Shapers | Hilton Bournemouth | 13 October 2026

A place to build a business and a life. The 52 analysed ideas connect BCP's business ambitions with transport, affordable homes, shared spaces and everyday support.

Prompt: "It's 2030. What's the business / amenity / service that you'd love to see come to BCP?"

01 / KEY THEMES

What the room wants BCP to have.

Theme	Share	What it opens up
Coastal life, work and leisure	37%	Tech hubs, music, food and recreation share the coast. One winter-food idea asks how this shared asset could serve everyday life throughout the year.
Getting around and connecting places	25%	Trams, buses, bikes and airport links bring different journeys into view. Better connections could widen access to jobs, customers, services and each other.
Skills, enterprise and working life	23%	Business skills at school, creative workspaces and affordable homes sit alongside each other. Building a career here depends on being able to build a life here too.
Bring the high street back	17%	Open shops and clean streets sit alongside an explicit call for large employers to support independents. The business community has a role in the streets beyond its offices.
Culture, attractions and experiences	13%	A museum, galleries, a floating music venue and even space tours stretch the range of experiences imagined. The opportunity is to create reasons to visit and reasons to enjoy living here.
Room to play	13%	Woodland cycling, cricket, tandems and all-weather recreation make room for everyday enjoyment. A place that supports working life also needs places to switch off.
Look after each other	12%	Neighbours checking in, housing with support and childcare beside workspace make participation a practical question: what would help more people take part?
Cleaner places and green energy	8%	Beach cleaning, cleaner streets, wave energy and a green tug connect care for shared places with new ways to power and maintain them.

Percentages are rounded shares of all 52 analysed ideas, not votes or shares of attendees. Ideas can span several themes. Two unclear sketches remain unclassified and included in the denominator.

02 / THE CENTRAL READING

A place to build a business and a life.

• The sketches connect business opportunity with everyday conditions: getting across town, finding an affordable home, combining work with childcare, and having places to meet.

• For BCP's business community, these are opportunities to help shape the place that supports its success.

• The practical question is where you could help: a connection worth improving, a workspace more people can use, or an independent business you could support.

• Keep the human need in view as technology is added. An open-shop sketch became a digital promotions platform in its AI expansion. Check that the proposed solution still serves the original need.

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03 / EDGE INSIGHTS

Four what-ifs from the edge of the room.

What if regenerating Poole Harbour opened the door to a first career?
A green energy tugboat, harbour regeneration and NEET / SEND skills appear together in one drawing. It connects practical training with improving a shared place. For young people outside education, employment or training, and people with special educational needs and disabilities, what support would make that route into work accessible?

What if the fireworks never scared the dog?
"A dog on the beach in Bournemouth watching a drone show at night." The AI expansion develops this into an alternative to fireworks. The dog changes the design brief: whose needs could shape the entertainment from the start?

What if a home came with the support to stay housed?
"Homeless pod village and mental health services." The pairing is the insight: a place to live and help within reach. How could housing and support providers work together so that moving in becomes the start of lasting stability?

What if your workspace made room for the rest of your life?
The sketch puts coworking, childcare and wellness together. Bringing childcare and workspace together raises a practical question: whose working day could become possible here? Explore the ages, hours and costs that would make the difference.

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04 / TENSIONS

Three choices that shape who benefits.

Can the summer economy support a year-round seafront?

The seasonal-food sketch explicitly welcomes tourists and locals. Serving both raises a practical challenge: how could summer demand help sustain winter opening, shelter and prices residents can afford? The choices concern operating costs and continuity, as well as what to build.

Who gets to trade in the revived high street?

A destination mall and family-run independents both appear in the sketches. New development could create space and customers for local businesses, or put suitable premises beyond their reach. What would make independents part of a successful destination?

Can you still afford to stay when BCP succeeds?

One sketch imagines a new Silicon Valley; another asks for an affordable home and meaningful work. Growth could create opportunities while putting pressure on living costs. How could the people already here share in that success?

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05 / BLIND SPOTS

Three places to point the next sketch.

The prompt asked what you'd love to see. These are the next sketches worth drawing.

What changes when you ask from Poole or Christchurch?

Bournemouth is named more often in the typed submissions, although ideas without place names may apply across BCP. Invite a Poole or Christchurch business group to ask the same 2030 question locally. Compare the priorities before assuming they are shared.

Say who pays for free.

A free tram, free parking and a free bus appear in the ideas. Free at the point of use still needs people, funding and maintenance. Add the operator and the payer to the next sketch.

Draw a day in later life.

The exercise asked for desired businesses, amenities and services, rather than designing for every stage of life. Next, explore a day in BCP with older residents, including those who live alone or do not drive. Which existing ideas become more useful, and what needs to change?

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06 / FIVE MOVES

Who could build it: five first moves.

1. Try a winter beach day.

For a seafront café or venue: test hot food and shelter during an existing winter opening, and ask local customers what would bring them back.

2. Find the journeys people give up on.

For a business group or event organiser: ask which journeys across BCP people abandon, and why. Use those obstacles to choose a connection worth testing.

3. Start with one actual empty shop.

For a landlord and a local employer: meet independent businesses around a vacant unit and identify what prevents them using it. Choose a barrier you could help remove together.

4. Bring a founder into an existing school programme.

For a founder: offer your time to a school's enterprise activity. Help pupils explore customers and business ideas, alongside how AI could help them develop and test those ideas.

5. Design the working day with parents.

For a workspace operator: talk with local parents and childcare providers about ages, hours and costs. Find the combination that would let more people use the space.

About this report

Based on ideas drawn live at Future Shapers. Expected attendance was 75. Of 59 portal entries, 4 pre-event tests and 3 duplicate photos were removed, leaving 52 ideas. Theme coding uses readable participant words and drawings. 11 submissions had no typed description. Two unclear sketches remain unclassified and included in the denominator. AI expansions develop possibilities; they do not establish participant intent. AI-generated names and descriptions are not quoted as participant words.

Explore the full Future Shapers 2026 Signal Report