

Hengistbury
Head
Outdoors



Business Information Pack 2025

Be part of a bright new future for Hengistbury Head Outdoors

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What is HHO?

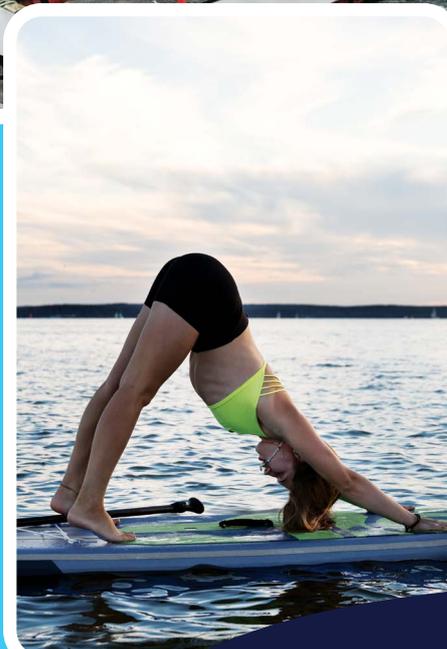
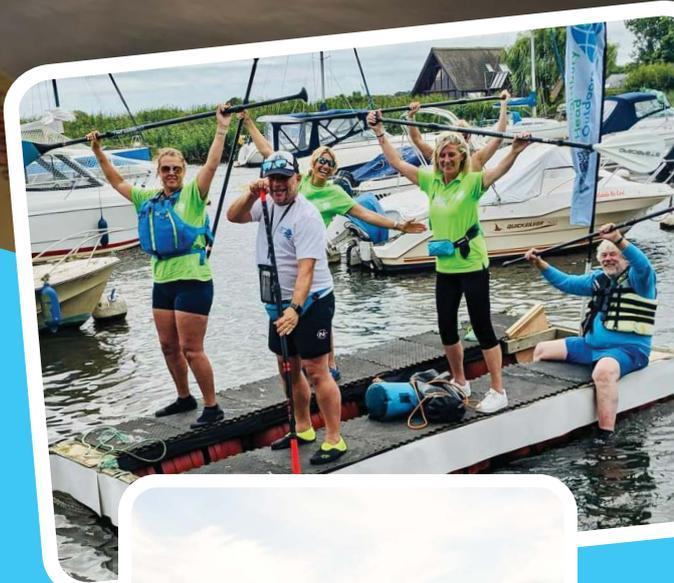
Hengistbury Head Outdoors (HHO) is a local, community-led charity with a big ambition – to breathe new life into the beloved activity centre at Hengistbury Head.

Originally opened in 1964, Hengistbury Head Outdoor Education Centre was a thriving hub for schools, groups and nature lovers. It was a place where people of all ages and the local community came together to explore, learn new skills, and spend time in nature. It was used by 75 schools, supporting around 15,000 school sessions and 5,000 public sessions each year.

HHO sits at the heart of a stunning protected Site of Special Scientific Interest and nature reserve beside Christchurch Harbour. The Harbour is home to

many activities, clubs and associations, including sailing, rowing, SUP, swimming, running, birdwatching, hiking, and a poetry club and historical society. However after decades without major investment, and with the impact of the COVID-19 pandemic, the centre closed in 2020, and its facilities have since fallen into serious disrepair.

We have taken ownership of the site from BCP and signed a 99 year lease. Renovations are now actively underway to get the reinvigorated site open again in 2026.



Our vision

To transform this stunning natural site into an inspiring community destination.

A place where everyone, of all ages and backgrounds, can connect with nature, enjoy outdoor adventures, and thrive in body and mind.

It will:

- Be inclusive and accessible for everyone
- Offer both land-based and water-based activities
- Provide education, development and training
- Support both physical and mental wellbeing
- Respect and nourish our unique natural environment
- Be financially sustainable

We are building a new future for HHO – better, brighter, and bolder than ever



Who we are

We are a group of passionate, local volunteers who have stepped up to save this precious place.

Through public meetings, widespread consultation and huge local support, Hengistbury Head Outdoors Ltd (HHO) was formed, a Community Benefit Society (CBS), recognised as a charity by HMRC. In February 2025, we secured a 99-year lease with BCP Council to take over and manage the site.

Since then, we've brought together a skilled Board of Directors, a group of trusted advisors, and over 900 community members – and have already secured more than £600k in funding to support the centre's restoration.



Check out our plans for the centre [here](#)

Why It Matters

We live in an amazing area with 10 miles of award winning beaches, flocked to by crowds every summer. But not everyone in our area has access to the proven healing power of nature and movement.

With high levels of deprivation and health needs within BCP, HHO will be a beacon of hope, inclusion and positive change.

Our plans support not only the wellbeing of local people but also the priorities of wider public strategies, including BCP's Seafront Strategy, and improving connections to the wider harbour sports offer.

We are uniquely placed to help address issues such as deprivation, youth provision gaps, and physical and mental health challenges across Bournemouth, Christchurch, Poole and beyond.

HHO has a potential catchment area significantly bigger than just the BCP Council area with no other facility of its kind between Calshot (c. 28 miles east) and Weymouth (c. 38 miles west).



4.43% of over 65s in BCP have dementia, significantly higher than national or regional levels

BCP is increasingly diverse, with 60% increase in minority ethnic groups since 2011 and 85 languages spoken across the region



Increasing levels of loneliness across all age groups

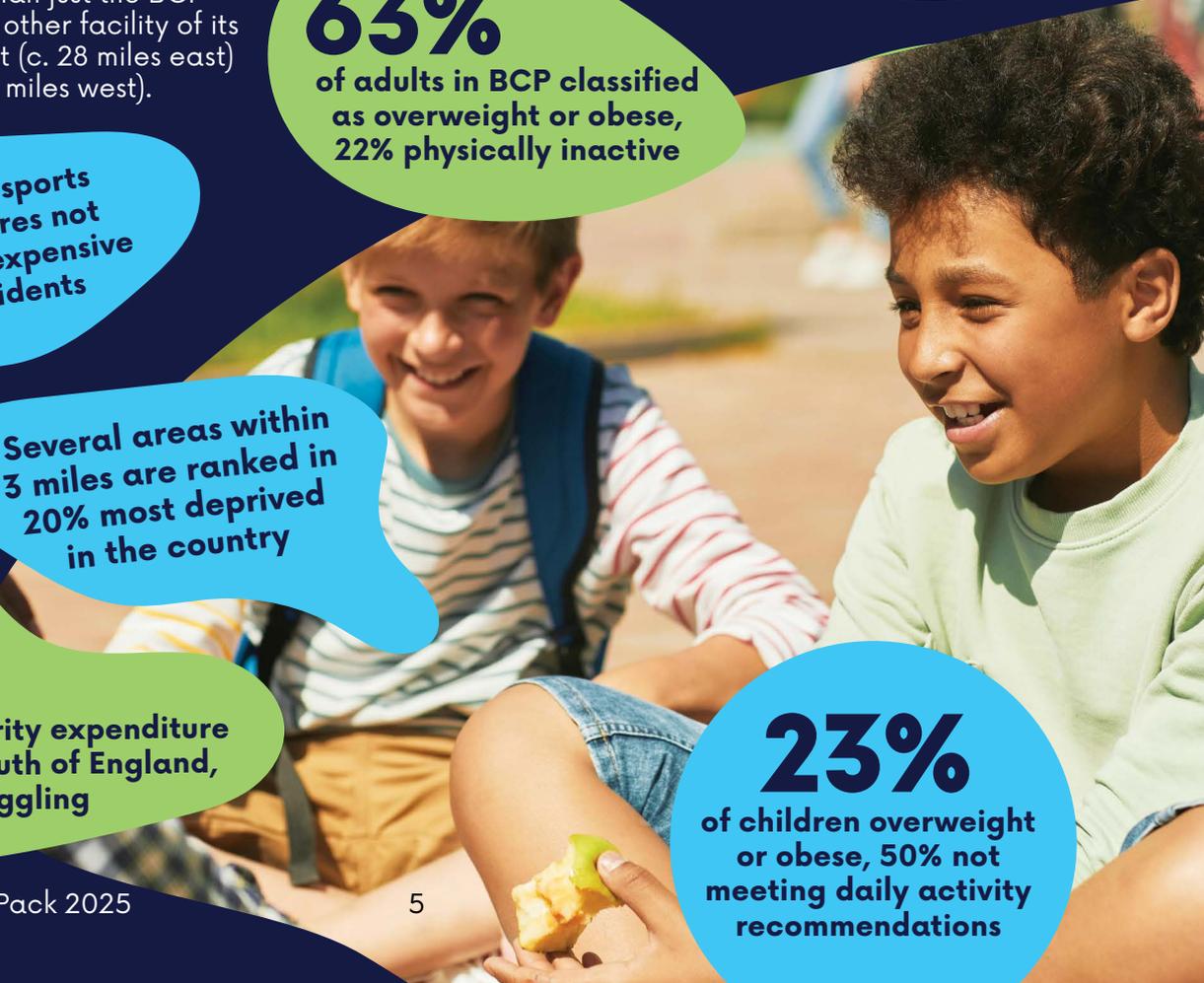
Concerning level of poor mental health of 10 to 24 yr olds

63% of adults in BCP classified as overweight or obese, 22% physically inactive

Existing water sports clubs and centres not accessible/too expensive for many residents

Several areas within 3 miles are ranked in 20% most deprived in the country

73% decline in Local Authority expenditure in youth services in south of England, charities struggling



23% of children overweight or obese, 50% not meeting daily activity recommendations

The story so far

The full restoration of the centre depends on the completion of essential Phase 1 works which started in July 2025.

This upgrade includes waterside launching facilities, boat and equipment secure storage, increased shower, toilet and changing facilities, multi-use education rooms, a wildlife pond, spaces for land-based wellbeing activities, quiet spaces for birdwatching and meditation, and outdoor Personal Training areas.

Phase 1 works are expected to cost around £754k, of which approximately £620k has already been secured. We aim to close the remaining funding gap through a combination of funding streams including community share offers and £47k from business investments. Ongoing fundraising will allow us to further expand and enhance what we can offer in the future as we continue to develop the site and grounds as a whole.



Our approach

HHO is built by the community for the community. We're working with local clubs, schools, volunteers, businesses and partners to create something amazing – together.

We will run the centre through a hybrid approach, working with long-standing clubs and user groups, trusted delivery partners and our own activity programmes – with a careful, conservative financial model designed to grow steadily and sustainably. Our 5 year financial forecast shows a positive cash flow and is strengthened by our opening cash position – for more information please see our business plan on our website www.hengistbury.org

Our Partners

A Collaborative Ecosystem

We're building HHO with a broad range of community and commercial partners.

Here's a snapshot of how our ecosystem will work:

- **Core User Groups.** Water based clubs and charities with historic ties to the centre
- **New User Groups.** Up to 3 additional clubs expected by 2026
- **Schools, Alternative Provision and Holiday Clubs.** Land and water-based skills for small group learners
- **Land-Based Groups.** Wellbeing, nature and movement practitioners
- **Local service providers, organisations and charities**
- **Corporate Wellbeing.**
- **Courses & Training.** RYA sailing/powerboat and Paddle UK programmes



Ways you can get involved

We welcome your support across all areas:

- **Donations (all eligible for Gift Aid)**
- **Sponsorships**
- **Resources and materials**
- **Fundraising**
- **Volunteering**



For more details, please visit our [website](#) or contact

info@hengistbury.org



We'd love you to become a Partner. More details of our Partnership packages are on the following pages

We'd love you to become a partner

Be an integral part of this amazing project and help us transform lives. You, your business and your team can be an integral part of HHO

Benefits to you:

- Brand halo and engagement with the community
- Long term partnership as HHO grows
- Delivering meaningful impact on people's lives
- Unique space for team-building, development and wellbeing activities



We offer 3 different partner tiers.

HHO Partner

"For visionary partners who want to be part of the future HHO"

YOUR CONTRIBUTION:

£10,000+

or equivalent in-kind support (e.g. materials, specialist skills, team time)

VISIBILITY & RECOGNITION

- Logo/name displayed prominently on a Partners Wall at the site
- Branding included in core communications (website, newsletters, signage)
- Featured in launch press release and local media outreach
- Special "HHO Partner" badge for digital use and social sharing

ACCESS & ACTIVATION

- One annual free full-day team wellbeing session at the centre for 3 years (tailored to your needs)
- Priority booking for any private or community events at HHO
- Invitations to all launch and VIP community events

LEGACY & IMPACT

- Co-create a named feature (e.g. "Your Company Outdoor Classroom")
- Annual impact update showing how your support is transforming lives
- Opportunity to co-host a community or family day as a thank-you

Community Champion

"For partners who want to play a key role in helping HHO grow and thrive."

YOUR CONTRIBUTION:

£2,500–

£9,999

or equivalent in-kind support (e.g. materials, specialist skills, team time)

VISIBILITY & RECOGNITION

- Name listed on the on-site Supporters Board
- Logo featured on HHO website and select newsletters
- A personalised thank-you on our social media platforms

ACCESS & ACTIVATION

- One half-day or discounted full-day team session per year at the centre for 3 years (tailored to your needs)
- Advance invitation to special events and networking gatherings

LEGACY & IMPACT

- Annual partner impact report
- "Community Champion" supporter badge for use online or in-store

Wellbeing Pioneer

"For smaller businesses and individuals who want to support in a meaningful way."

YOUR CONTRIBUTION:

£500–

£2,499

VISIBILITY & RECOGNITION

- Name listed on the HHO website under "Wellbeing Pioneers"
- Social media thank-you with logo/tag

ACCESS & ACTIVATION

- Discounted hire for team wellbeing days (as available)
- Invitations to community open days and supporter events

LEGACY & IMPACT

- Annual supporter newsletter
- "HHO Wellbeing Pioneer" digital badge

OPTIONAL ADD-ONS OR CUSTOMISATION

- Multi-year partnership commitments
- Co-branded fundraising events
- Team volunteering days with public recognition
- Naming opportunities for major spaces (by separate agreement)



Hengistbury Head Outdoors

Be part of something
truly special

This is a once-in-a-generation opportunity to create something truly extraordinary that serves the whole community – and keeps Hengistbury Head Outdoors alive for decades to come.

Please contact info@hengistbury.org for an introductory call and more information.

Please visit our website to see our full business plan
www.hengistbury.org

Built by the community, for the community

**Yeah
Buddy**
CREATIVE

HHO would like to extend a huge thank you to:

Yeah Buddy Creative for their expertise and creative design for this sales pack.
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