OmniPlaza: Experiential Retail & Entertainment Hub

Deep Innovation Report

Executive Summary

OmniPlaza proposes a modern, open-concept lifestyle and commercial destination combining high-street shopping, immersive entertainment, and a curated multi-cultural food hall under one roof in BCP.

By integrating smart navigation, interactive gaming lounges, performance spaces, and a digital loyalty platform, the hub aims to generate year-round footfall and redefine physical retail.

A low-risk pop-up trial in an existing vacant town centre space during off-peak months can test cross-generational visitor engagement before committing major capital.

The Better Everyday

What if a physical destination transformed traditional high-street shopping into an interactive, multi-sensory community hub for all generations?

OmniPlaza combines experiential retail, digital indoor navigation, interactive gaming, live performance, and a multi-cultural food hall within a modern open-concept complex.

Imagine a Saturday afternoon in Bournemouth town centre where families gather in an open atrium, moving seamlessly from interactive gaming lounges to local culinary stalls without navigating fragmented high street spaces.

The project addresses the human desire for shared social experiences in physical spaces, replacing isolated online shopping and disjointed venue visits with an integrated indoor gathering point.

Establishing this hybrid model could reset expectations for commercial property across BCP, encouraging existing retail centers and high streets to blend physical leisure with digital connectivity.

Who It Could Matter To

Different members of the local community seek shared indoor spaces for leisure, work, and family connection.

Local Family Parent

A parent looking for safe, all-weather leisure options with children of varying ages.

They visit on rainy weekends needing varied activities like dining and entertainment under one roof.

Clear indoor navigation and affordable entry options give them confidence to visit regularly.

Independent Food Vendor

A local culinary entrepreneur wanting high footfall without the overhead of a standalone restaurant.

They seek a stall within the multi-cultural food hall to test new menu concepts with diverse visitors.

Shared dining infrastructure and flexible lease terms lower their financial risk.

Digital Creative Professional

A local technologist interested in deploying interactive gaming and immersive media in public spaces.

They encounter the space during weekday working hours or evening gaming events looking to showcase interactive projects.

Reliable digital infrastructure and collaborative showcase spaces make it a viable testing ground.

What This Could Change for BCP

Reimagining retail spaces can revitalize local town centres and strengthen year-round indoor community activity.

The initiative aligns directly with BCP Council's stated regeneration ambition for inclusive, sustainable regeneration that strengthens town centres and supports year-round economic growth.

Consolidating shopping, dining, and interactive entertainment under one roof provides year-round footfall that reduces seasonal economic dips across Bournemouth town centre.

A successful hybrid leisure destination could spark surrounding street vitality, encouraging independent shops and cafes in nearby streets to benefit from increased visitor traffic.

While high-street visitors gain a unified destination, smaller independent traders outside the complex might face competition for footfall, requiring careful balance in town center planning.

Who Must Connect

Bringing an experiential retail hub to life requires coordination between operators, creators, and local stewards.

A commercial property operator partners with local entertainment creators to curate interactive gaming and performance venues within the destination.

Local resident groups and student representatives shape the selection of food vendors and community performance spaces through open design workshops.

BCP Council provides planning guidance and town centre spatial framework alignment to integrate the complex into existing urban routes.

Commercial brand tenants and food hall operators pay venue fees that subsidize public performance areas and shared digital infrastructure.

The missing link: The critical missing relationship is between local digital creative agencies and retail property managers, requiring a matchmaking forum to co-design interactive tenant experiences.

Why This Fails

Unclear operator models and uneven seasonal visitor flow pose significant risks to long-term viability.

High capital overhead: Heavy upfront expenditure on digital infrastructure and open-concept builds strains operating margins before tenant occupancy stabilizes, signaled early by slow anchor tenant sign-ups.

Seasonal footfall slump: Reliance on leisure visitors creates severe revenue drops during off-peak winter months, signaled early by dwindling weekday food hall visits.

Digital experience fatigue: Interactive gaming and immersive displays become outdated quickly without continuous content refreshes, signaled early by falling repeat visitor engagement with digital loyalty tools.

One Experiment to Start

A small-scale pop-up trial can test visitor appetite for hybrid retail and entertainment before major capital investment.

The core uncertainty is whether local residents will visit a unified retail and interactive venue during off-peak seasons, which determines full-scale commercial viability.

Test a weekend mini-market and digital gaming pop-up in an empty town centre unit during late autumn, featuring three food vendors and local game developers.

Keep going if visitors linger across both food and interactive zones for extended periods; stop or rethink if footfall remains strictly transactional without cross-zone exploration. You will learn whether digital gaming drives food sales.

Next step: A commercial leasing lead hosts a 90-day workshop with local food vendors and digital creators to design a shared pop-up concept.