

# BOURNEMOUTH & POOLE TOURISM MANAGEMENT BOARD

## CONSTITUTION To take effect from 1 October 2017

### 1. NAME

- 1.1 The name of the Association will be the “Bournemouth & Poole Tourism Management Board” (hereafter called the Board or BPTMB). This Board will embrace and extend the strategic interests of the previous Bournemouth Tourism Management Board and Poole Tourism Management Board.

### 2. AIM OF THE BOARD

*To develop and assist delivery of a shared vision for a prosperous tourism industry in Bournemouth & Poole that will enable the residents, businesses and visitors to enjoy the benefits of being in a market leading resort.*

This aim will be achieved through high level representation of all Tourism sectors, the Councils and other tourism experts, through decisive and wise actions and through clear accountability.

### 3. TERMS OF REFERENCE

- 3.1 The purpose of the Board is to ~

#### 3.1.1 Support the fundamental values of the Councils' Corporate Plans by:

- ◆ Maintaining and strengthening the strong brand identities of the areas that comprise the resort
- ◆ Building a public sector/private sector partnership to improve the competitiveness of the tourism offer.
- ◆ Promoting quality and year-round activity within all aspects of the tourism product.
- ◆ Encouragement of a high skill, high investment tourism industry.

#### 3.1.2 Support the professional tourism team by:

- ◆ Seeking and generating funding to match and complement the Council's investment in tourism.
- ◆ Guidance and influence on financial performance, marketing methods and events activity.
- ◆ Identification of appropriate market research and visitor management initiatives.

### 3.1.3 Assist the Councils by:

- ◆ Bringing forward proposals, comments and views on matters affecting tourism.
- ◆ Acting as the prime consultation/discussion forum for the Councils on tourism issues.
- ◆ Developing a Tourism Strategy for shared ownership by the Councils, the local tourism industry and other local/regional agencies.
- ◆ Interpretation of research data and local/regional/national trend information.
- ◆ Consideration of tourism industry training needs - and recognising skills gaps.

### 3.1.4 Support the Tourism Industry by:

- ◆ Providing a strong, unified voice for the industry on local, regional and national tourism issues that will have a bearing on business efficiency.
- ◆ Resolving any issues that might damage the reputation of the resort.
- ◆ Ensuring that tourism has an active role within the development programme for the Local Enterprise Partnership (LEP).
- ◆ Providing active representation on any board deemed relevant to delivering the stated aim of the BPTMB.
- ◆ Ensuring that the performance of the resort's tourism management, marketing and development activity is both competitive and effective.
- ◆ Maintaining and strengthening the strong brand identity of the areas that comprise the resort.
- ◆ Giving an active role to the tourism industry sector representatives in influencing the business planning, resource allocation and performance monitoring of Bournemouth and Poole Tourism.

### 3.1.5 Adopt progressive working practices through:

- ◆ Promoting active teamworking across the area
- ◆ Adopting a dynamic, outward looking approach that is in tune with changing market needs
- ◆ Clear accountabilities that recognise the urgency of working in a highly competitive market with a highly perishable service
- ◆ Respect for the contribution of all parties
- ◆ Trust that comes from mutual support and from the confidence that agreed actions will be completed.
- ◆ Encouragement and appreciation for the unremitting initiative and drive needed to keep the area in market leading position.
- ◆ Ensuring a single, clear voice to champion tourism across the area.

#### **4. BOARD STRATEGY**

4.1 Collective support for the achievement of the aim of the Board (Para. 2) will be through commitment to the BPTMB Strategy. This strategy is to be reviewed at least every 24 months to provide a rolling 5 year planning and delivery horizon.

4.2 The latest agreed BPTMB resort wide tourism strategy to be attached to the Constitution as Appendix 'A'.

#### **5. ANNUAL PRIORITIES**

5.1 The annual priorities highlight those primary activities that demand greatest attention during the calendar year. These priorities to be set by a vote of the Board from a short list and published by January each year. Progress to be monitored by the Board with monthly reports from each sector.

5.2 The current annual priorities will be attached to the Constitution as Appendix 'B'.

#### **6. DELEGATED POWERS**

6.1 The role of the Board is to coordinate the direction of tourism in Poole and Bournemouth. It will influence policy, offering guidance and advice to the Councils on the most productive tourism strategy, development and action. The Board has no delegated powers or direct budgetary responsibilities. However, the Board will undertake to provide a balanced and representative input from the tourism industry to guide the allocation of tourism finances to generate the maximum return for the area in financial and social benefits.

6.2 The Resort Director has delegated powers from Bournemouth Borough Council and by agreement with Poole Borough Council. It is recognised that the close professional working partnership between public and private sector, made possible by the establishment of the Board, will have a significant and positive influence on the direction and effectiveness of this delegated activity.

#### **7. MEMBERSHIP OF THE BOARD**

7.1 The Board comprises three main Groups:

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|---------|--|
| Group 1 | Trade representation (Voting)                        |
| Group 2 | Local Authority representation (Voting)              |
| Group 3 | Tourism experts/Co-opted representation (Non-voting) |

7.2 Group 1. The Board has ten trade representatives with named deputies plus the Chair and Vice-Chair (see section 8) who will be responsible for covering all aspects of the tourism offer in Poole and Bournemouth. This sector representative model, allows the Board to take a holistic approach to the strategic development of the tourist industry in Bournemouth and Poole. (The selection process is detailed in section 8.1)

7.2.1 **Conferencing:** Bournemouth International Centre, BICB, The Lighthouse and other venues

7.2.2 **Accommodation x 2:** One from serviced accommodation such as hotels and guest houses. The other representing unserviced accommodation such as self-catering, holiday parks and camping

7.2.3 **International Education:** Accredited language schools, Bournemouth University, Bournemouth & Poole College of FE, the Arts Institute

7.2.4 **Town Centre x 2:** From Bournemouth and Poole, BIDs, Security & safety, Town Watch (licensed premises), entertainment, retail etc.

7.2.5 **Leisure & Attractions:** Attractions, Events, Restaurants, Arts and Culture & Entertainment, Sports

7.2.6 **Transport & Environment:** Buses, Taxis, Airport, Rail, Parking/Signage/Highways and green issues

7.2.7 **Poole Marketing Partnership / Bournemouth Coastal BID:** 1 full member from each funding group

7.3 Group 2. The Board consists of six local authority representatives with named deputies:

7.3.1 **Elected Members:** Bournemouth Borough Council and Poole Borough Council each has two representatives

7.3.2 **Professional Officers:** Tourism Management will have two representatives

7.4 There are 16 voting members of the Board plus the Chair (additional casting vote) and a Vice Chair who has a vote.

7.5 Group 3. The Board has an open invitation to the Leaders of both Council's also invites other co-opted experts to attend regularly who are non-voting:

7.5.1 Council Chief Executive(s)

7.5.2 Executive Directors from Poole BC and Bournemouth BC

7.5.3 Director National Coastal Tourism Academy

7.5.4 Dorset Tourism Association

7.5.5 Dorset Local Enterprise Partnership

7.5.6 Poole Harbour Commissioners

Plus others as identified by the Board. The term of the co-option is by agreement of the Board.

7.6 The Board will also have the power to elect a President. This role and the length of tenure will be at the discretion of the Board. The purpose will be to add gravitas and wisdom to the decisions of the Board, maintain continuity and to support the Chair and Vice-Chair as necessary.

- 7.7 The Board will appoint an honorary secretary (non-voting) from the tourism management office who will arrange meetings, agendas, minutes of meetings and any administration and liaison.
- 7.8 To ensure continuity, only Board representatives or their named deputies may attend and vote.

## 8. SELECTION/ELECTION OF BOARD MEMBERS

- 8.1 Board members will be appointed by the relevant trade organisations, where they already exist covering Poole and Bournemouth, i.e.
- ◆ International Education Forum - International Education
  - ◆ Bournemouth International Conference Bureau - Conferencing
  - ◆ Bournemouth Area Hospitality Association - Serviced accommodation
  - ◆ Town Centre BIDs for Bournemouth & Poole - Town Centre
  - ◆ Bournemouth Coastal Business Improvement District / Poole Marketing Partnership
  - ◆ Bournemouth Leisure and Attractions Group / Poole attractions Group - Leisure & Attractions

For the following sectors where there is no existing coordinating group, the Board will invite nominations for representatives from Bournemouth and Poole:

- ◆ Transport
- ◆ Un-serviced accommodation

- 8.2 The Chair will normally serve for two years and then serve as Vice Chair for one year to provide continuity and support. The election of the Chair will take place at the first Board meeting following 1 September every other year. In the first year both the Chair and Vice-Chair will be elected on this date.
- In subsequent years the election of the Vice-Chair will take place every two years in the middle of the Chair's two year term, serving one year and will be in effect the Chair Elect and will serve for 1 year before taking the chair, subject to formal approval by the Board.
- 8.3 In the event of either the Chair or Vice-Chair being unable to continue in post the Board will elect a replacement at the next Board meeting with a minimum of 14 days notice.
- 8.4 Wherever possible, the Chair, Vice-Chair and Presidential roles should provide a geographic balance with those key roles drawn from Poole and Bournemouth. Similarly for the trade sector representatives, their role and remit will be to speak for businesses across Poole and Bournemouth but, if necessary, the Board will seek to provide a reasonable geographic balance if one does not naturally emerge.
- 8.5 The election of Chair and Vice-Chair (Chair Elect) will be by ballot from the voting Board members.

- 8.6 Sector representatives must maintain a minimum 50% attendance rate of the main board meetings to show commitment.
- 8.7 When unable to attend it is the responsibility of sector representatives to arrange for their named deputy to cover whenever possible.
- 8.8 Board members will be expected at all times to maintain a collective responsibility and positive support for the achievement of the stated objective (Section 2). If this proves impossible the member will not be able to continue to serve on the Board.

## **9. MANAGEMENT OF THE BOARD**

- 9.1 The Board shall initially meet every month scheduled throughout the year and avoiding peak periods (there will be no meeting in August). Meetings will last no longer than two hours. The efficacy of this arrangement will be reviewed in April 2018 to determine whether any adjustment would be beneficial.
- 9.2 A meeting can only be held if the Chair, Vice-Chair or President is present.
- 9.3 The quorum of the Board is 8 members including a minimum of two from the tourism industry and two from the councils.
- 9.4 All members will have one vote. The Chair will not normally vote but will have the ability to exercise a casting vote.
- 9.5 Guests may be invited to the Board by the Chair or Vice-Chair, but will not have a vote.
- 9.6 The Chair and Vice-Chair will agree and draft the agenda. Any Board member may submit items.
- 9.7 No alterations or amendments to the Constitution can be made except by a resolution passed at a Board meeting with at least 6 members voting in favour (minimum 2 private sector and 2 public sector) and where at least fourteen days notice is given to all members prior to the meeting.
- 9.8 The Board has two standing sub groups. These groups cover Finance (including events), and Marketing. No other sub-committee structure exists, although the BPTMB Chair will, in agreement with members, establish small, time-limited working groups to discuss and appraise specific subjects. When formed, they will be noted and added to the record of Working Groups attached to the Constitution as Appendix 'C'.
- 9.9 Each sub group or working group will normally have a chair from the main Board who will report back on progress. Where this is not possible, the chair of the sub group will be co-opted to the Board.

- 9.10 The Resort Director may also call on the Chair and Vice-Chair for consultation on issues when no Board Meeting is imminent.
- 9.11 A Special General Meeting must be convened if there is a written request signed by no less than 8 voting members and will require a minimum of 14 days notice.

## **10. ACTIONS AND ACCOUNTABILITIES**

- 10.1 At every Board Meeting all action points agreed shall be minuted, added to the Tracker and allocated to a named Board member or members for action.
- 10.2 The agreed action points will be summarized on the final item at the end of each meeting.
- 10.3 Where the Board becomes aware that any action point will not be completed by the stipulated date it shall be raised as a specific agenda item at the next Board Meeting and a full explanation provided.
- 10.4 The Board will then either grant a further time period for completion of the outstanding action point, which will be noted on the Tracker, or take such other steps as it shall consider appropriate.

## **11. DISSOLUTION**

- 11.1 If members decide at any time and for any reason that it is necessary or advisable to dissolve the Board, then a Special General Meeting shall be called at which a minimum of 2/3 of voting members must be present. If the Board's decision is confirmed by a majority vote at the meeting the Board will then be dissolved.

## **LIST OF APPENDICES**

- Appendix 'A' BPTMB Strategy (to follow by October)  
Appendix 'B' BPTMB Priorities (to be added by end of Dec 2017)  
Appendix 'C' BPTMB Current Working Groups (TBC)