

# The Bournemouth Tourism Management Board

## Who are we?

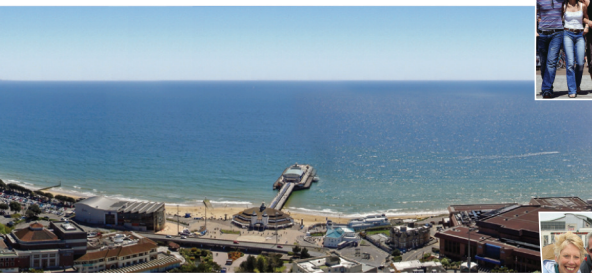
The Bournemouth Tourism Management Board (BTMB) is a pioneering steering group for the local tourism industry, the first of its kind in the UK.

With Chairman James Eels at the helm, this unique partnership involves representatives from all the trade sectors that benefit from tourism. They are collectively responsible for the town's destination management.

Also on the Board are councillors and professional officers, including the Chief Executive from Bournemouth Borough Council and representatives of the Poole Tourism Management Board.

## What do we do?

Established in 2006, the BTMB benefits the tourism industry by providing a strong, unified voice on local, regional and national tourism issues.



## The BTMB

- Oversees the resort's tourism management
- Ensures marketing and development activity is both competitive and effective
- Actively influences the tourism business planning and resource allocation

## Previous Successes

- The introduction of the annual Bournemouth Air Festival (this year 18-21 August)
- Influencing major developments in the area such as the Boscombe Spa Regeneration
- Successful lobbying to protect trade interests
- Significantly raising the positive profile of the resort



# What are the priorities for 2011?



**Maximising funding for growth**  
Fully exploiting opportunities for external tourism funding to boost business performance



**Improving the welcome**  
Developing competitive advantage through achieving exemplary customer care



**Creating a deliverable signage / information plan**  
Coordinating proposals for a modern system of electronic and physical guidance



**Removing international education barriers**  
Exerting appropriate pressure to ease access for international students to learn English and to enter into further and higher education



**Ensuring "fit for purpose" Tourism Management**  
Restructuring the organisation of tourism delivery to provide cost effective, professional support



**Planning a sustainable events programme**  
Improving the appeal of the resort with a balanced programme of events and entertainment

*\* The BTMB 2011 Strategic Priorities highlight areas that merit special attention. They are not intended to be an exhaustive list of all tourism support activity undertaken by the Board.*

# Which Board Members represent *your* interests?

## **James Eels**

*Chairman*  
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## **Alex Carter**

*Vice-Chairman*  
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## Sector Representatives

### **Sue Edwards**

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### **John Green**

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### **Nigel Hedges**

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### **Cllr Ian Lancashire**

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### **Steve Piper**

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### **Kathy Tilbury**

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### **Andrew Woodland**

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## Experts

### **Mike Francis MBE**

*Strategy & Policy Advisor*  
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### **Bruce Grant-Braham**

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### **Jacky Harris MBE**

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### **Gina Mackin**

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## Political Members

### **Cllr Rod Cooper**

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### **Cllr Robert Chapman**

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### **Cllr John Beesley**

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### **Cllr Christopher Rochester**

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## Bournemouth Borough Council Professional Officers

### **Pam Donnellan**

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### **Tony Williams**

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### **Mark Smith**

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### **Jon Weaver**

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For a current list of BTMB members including deputy sector representatives please visit:  
[www.bournemouth.co.uk/site/business/btmb](http://www.bournemouth.co.uk/site/business/btmb)

### **For more information**

on the BTMB please contact:

### **Berenice Webb**

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