

**BOURNEMOUTH  
AND POOLE TOURISM  
MANAGEMENT BOARD**

**Tuesday, 20<sup>th</sup> February 2018  
2pm – 4pm  
Room 4, RNLI College, Poole  
MINUTES**

**MEMBERS PRESENT**

Andy Woodland (AW)	Chair
John Green (JG)	Vice Chair
Paul Dredge (PD)	Vice Chair

**Sector Representatives**

David Bailey (DB)	Accommodation (Serviced) Sector
Helen Challis	Accommodation (Un-serviced) Sector
David Squire	Transport Sector
Carol Scott	Leisure & Attractions Sector
Guido Schillig (GS)	IEF Sector
Paul Clarke (PC)	Coastal BID (Bmth)
Jackie Richmond (JR)	Poole Marketing Partnership
Justin Hundley-Appleton (JHA)	Town Centre BID (Poole)
Martin Davies(MD)	Town Centre Sector (Bmth)
Sara Uzzell (SU)	LEP

**Professional Officers**

Bill Cotton (BC)	Bournemouth Borough Council
Jon Weaver (JW)	Bournemouth & Poole Tourism
Graham Richardson (GR)	Bournemouth & Poole Tourism
Stevie Sainsbury (SS)	Board Administrator

**Elected Members**

Cllr Mohan Iyengar (MI)	Portfolio Holder Poole
Cllr Patrick Oakley (PO)	Portfolio Holder Bmth
Cllr Ron Parker (RP)	Elected Member (Poole)

**APOLOGIES**

Cllr John Beesley (CJB)	Co-opted member (Bmth Leader)
Cllr Janet Walton (CJW)	Co-opted member (Poole Leader)
Cllr Robert Chapman (RC)	Elected Member (Bmth)
Kate Ryan (KR)	Co-opted member (Director - Poole)
Jim Stewart (JS)	Poole Harbour Commission
Jonathan Sibbett (JSi)	Town Centre BID (Poole)
Mike Francis MBE (MF)	President
Steve Turner (ST)	Conference & Convention Sector

## 1. Welcome

- Chair welcomed everyone to the meeting and as everyone is still getting to know each other asked people to introduce themselves individually.

## ADMINISTRATION

### 2a. Actions from Minutes of last meeting

- **Clarification on rep and deputy rep for Town Centre BID(Poole).** Chair agreed that JS is to remain main rep with JHA as deputy with the understanding that JHA will attend most of the meetings. This keeps representation in line with Bournemouth BID companies
- **BC to update the Board on the current position regarding the appointment of a Resort Director.** BC reported that we are still awaiting a decision from the Secretary of State on LGR. Once the green light is given a Chief Exec of the new Authority will be appointed following which Senior appointments will be made. Until that time it is not going to be possible to appoint a Resort Director. BC confirmed that he remains committed to recognising the importance of Tourism but realistically an appointment is very unlikely until January 2019. In the meantime, BC reiterated his complete confidence in the Officer team currently covering the position. In response to a query as to why he could not go ahead and appoint a Resort Director regardless of the outcome of LGR BC explained that until the whole structure is agreed that was simply not possible. The appointment could ultimately end up as a much wider position with a bigger overall role but that could not be confirmed until the rest of the structure has been agreed.

### 2b Are the Minutes from the previous meeting correct?

- Proposed by PD and seconded by CS. Minutes were agreed as correct.

### 2c Tracker – Actions and matters arising not on today's Agenda

- Planning Updates. Chair shared a short report on ongoing planning applications with the Board. (attached)
- BC reported that the application for the proposed 4\* Hotel Project adjacent to the BIC had now been passed by Planning and was going to Overview and Scrutiny shortly and then the Cabinet on 27<sup>th</sup> February.
- There was discussion around the need to get updated bed numbers for accommodation across the conurbations to ensure that the Council are making the right decisions when approving/not approving change of use to residential. CPO pointed out that the new Local Plan will be the facility through which this will be managed. AW pointed out that in order for the Board to have faith in the Local Plan it was essential that the Board had accurate figures. It was agreed that the NCTA should be approached to find out what figures they currently have and what they feel is the best methodology to provide accurate figures. AW to provide 2014 list for comparison.
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### **ACTIONS:**

**JW to ask Amanda Barrie to approach NCTA re methodology and costs for obtaining accurate bed numbers**

**AW to provide 2014 list of bed numbers across conurbation**

## MATTERS FOR DECISION

### 3. Priorities 2018

#### a) Agreement

The Priorities were agreed with the following amendments:

- Wording of Priority 7 to be amended to include Wayfinding and Public Transport
- The Board Mission statement to be added to the top of the document.

#### b) Assigning of responsibilities

AW proposed responsibilities as per the attached document and these were agreed. JG to be asked to take on responsibility for Priority 5 supported by Amanda Barrie.

**ACTION :** JW to ask JG to take on responsibility for Priority 5.

SS to make amendments to the Priorities and then circulate with the Minutes

## MATTERS FOR DISCUSSION

### 4. Joint working marketing campaigns for Bournemouth and Poole – Presentation

Nicola Goode was unable to attend to present as planned but Grace Lovelass and Sheena Leaman from the Marketing Team presented on her behalf.

The Presentation was well received and Chair thanked GL and SL for attending particularly at such short notice. Presentation to be sent out with the Minutes.

**ACTION:** SS to send out presentation with the Minutes

### 5. Tourism Awards – RoutePR contract

AW reported that the contract with RoutePR expires this year (March 2018) and that a decision needs to be made as to whether the contract is tendered or whether an extension is given for a further 2-3 years. Chair proposed that all Sectors gain feedback from their members to try and gauge the success of the awards in their current format. A decision on future Awards will then be made at the March meeting. The BAPTA event takes place on 15<sup>th</sup> March.

**ACTION:** All Sectors to seek feedback from members and businesses on their view of the Bournemouth and Poole Tourism Awards

## ITEMS FOR BOARD INFORMATION

### 6. Main issues from each sector requiring Board consideration and/or action

- Reports had been circulated in advance of the meeting and were distributed around the table.

- SU asked Board members to be pro-active in promoting Tourism to local LEP reps as at the moment it still does not feature very highly with the LEP. It was suggested that Tourism should consider joining up with the Digital Sector to create a new Tourism Digital Sector as this could possibly increase support for Tourism and provide an enhanced view of the industry. It was agreed that Tourism needs to look at expressing itself in a different way in order to increase its gravitas. SU confirmed that the LEP are looking for 'scale' which will necessitate collaboration on a regional level and focussing on what will really make a difference.

### **7. Coach Friendly Status – Poole**

GR reported that John Burch from the Transport Sector has agreed to take this forward and it will be discussed in more detail at the upcoming meeting on 7<sup>th</sup> March. It was suggested that the Sector may wish to call on the experience of CRC as he had been heavily involved when Bournemouth was applying for CFS

**ACTION:** DS and GR to report back to the Board on progress for obtaining CFS for Poole following the meeting on 7<sup>th</sup> March

### **8. Director's Report**

- Christmas Tree Wonderland Business Engagement Launch taking place on 21<sup>st</sup> February at the Hilton Hotel.
- Pier Approach – works are still on schedule
- Poole Maritime Festival – planning going ahead to include a number of events under the canopy of 'Poole Maritime Festival' which will take place in June this year.
- Poole Regeneration – There will be a report on this at the Board meeting on 17<sup>th</sup> April
- M&S are closing down their Bournemouth Store in April. There is concern over the possible look of the site until it is re-let. It was suggested that someone look into putting vinyls on the windows to improve the overall appearance.

**ACTION:** JW to speak to Paul Kinvig, Bmth Town Centre BID Manager, about contacting M&S regarding possibility of vinyls.

### **9. AOB**

GS reported that a business vocational school in Switzerland wishes to place 6 unpaid interns who are 18 years or older in a variety of businesses in Bournemouth and Poole from 13 August 2018 to 25 January 2019. They will work and gain administrative experience for 4 ½ days per week with a half day take to studying English at Anglo-Continental. GS asked if this could be circulated and if anyone felt they might be interested in benefitting from an unpaid intern then for them to contact him.

### **Next Meeting**

Tuesday, 20 March 2018. **Venue:** Bayview Suite, BIC, Bournemouth **Time:** 2pm – 4pm