

**BOURNEMOUTH
AND POOLE TOURISM
MANAGEMENT BOARD**

**Tuesday, 19th June, 2018 2pm – 4pm
Sandbanks Hotel, Poole
MINUTES**

MEMBERS PRESENT

Andy Woodland (AW) Chair
John Green (JG) Vice Chair

Sector Representatives

Geoffrey Smith (GS) Accommodation (Un-Serviced) Sector
Steve Turner (ST) Conference & Convention Sector
Adam Keen (AKO) Transport Sector Deputy
Guido Schillig (GS) IEF Sector
Paul Clarke (PC) Coastal BID (Bmth)
Justin Hundley-Appleton (JHA) Town Centre BID Deputy (Poole)
Carol Scott (CS) Leisure & Attractions Sector

Professional Officers

Jon Weaver (JW) Bournemouth & Poole Tourism
Graham Richardson (GR) Bournemouth & Poole Tourism
Stevie Sainsbury (SS) Board Administrator

Co-opted Members

Sara Uzzell (SU) Dorset LEP

Elected Members

Cllr Patrick Oakley (PO) Portfolio Holder (Bmth)
Cllr Robert Chapman (RC) Elected Member (Bmth)
Cllr John Challinor (JC) Portfolio Holder (Poole)
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)
Kate Ryan (KR) Strategic Director - Borough of Poole
Bill Cotton (BC) Executive Director - Bournemouth Borough Council
Mike Francis MBE (MF) President
David Bailey (DB) Accommodation (Serviced) Sector
David Squire (DS) Transport Sector
Jackie Richmond (JR) Poole Marketing Group
Martin Davies (MD) Town Centre BID (Bmth)
Jim Stewart (JS) Poole Harbour Commission
Jonathan Sibbett (JS) Town Centre BID (Poole)

Guests

Karina Gregory
Grace Lovelass
Andrew Brown

BH Live (BEB)
Bournemouth Tourism, (Marketing)
Seafront Operations

1. Welcome

- Chair welcomed everyone to the meeting, in particular Geoffrey Smith from Rockley Park who joined the Board for the first time representing the Un-serviced accommodation sector, replacing Helen Challis who had stepped down earlier in the year. Introductions were made around the table.
- Declarations of Interest – None

ADMINISTRATION

2a. Actions from Minutes of last meeting not covered under today's Agenda

- *Chair to invite Martin Underhill and Jared Parkin to attend the June meeting.* The invitation was sent and a response was received from Martin Underhill who was unable to attend. Jared Parkin was also unavailable for this meeting but Mark Callaghan, his superior officer, has responded to say that he, or another member of the team would be happy to attend the July meeting.
- *BAF information to be sent out as soon as flying programme has been announced.* Programme to be announced on 27th June at the BAF launch. Information will go out following this.
- *JW to follow up on request to look at work on A338 stopping in the 2 week period prior to Christmas.* JW confirmed that he had received a message from Ian Kalra, who is shortly to leave the Council, to say that he had spoken to the person who will be taking over from him and this was unlikely to be possible. No further information had been forthcoming so JW will chase up on this to get a more comprehensive response for the next meeting.
Action: JW to obtain a comprehensive response regarding A338 work around Christmas for next meeting.
- *AB to find out if the Board can have more input to the Stakeholder workshops.* JW reported that the first workshop has now taken place. He attended along with a representative from the Marsham Ct Hotel and they both felt that there was a distinct lack of representation to push home the importance of Tourism. It is therefore important that there is greater representation from Tourism on the group. AW confirmed that he will be attending the second workshop on 3rd July and asked anyone who could to do the same.

2b Are the Minutes from the previous meeting correct?

- Proposed by GS and seconded by ST. Minutes were agreed as correct.

2c Future makeup and structure of the Board

- Chair asked members to respond to the email that he had sent out earlier in the month asking for feedback and ideas for the future makeup and structure of the Board. These will then be discussed at the upcoming Finance and Strategy meeting on 6th July and a proposal put to the main Board at the July Board meeting.
Action: All members to respond to Chair's email on future makeup/structure of the Board prior to 6th July.
- Chair advised that he felt that at 28 the current number of members was too high and that bi-monthly meetings would be preferable to the current monthly schedule. This would enable meetings to be scheduled alternately with Sector and Subgroup meetings and cut down on the overall number of meetings that individuals were required to attend.
- Chair has written to Bill Cotton and Kate Ryan to gauge their feelings on the future structure to ensure continued support from the Councils moving forward.
- Chair suggested that in order to allow time to get the right structure in place it would be best to keep the current Board going in its present form until the end of the year. This would need to be proposed and agreed at the next meeting.

MATTERS FOR DECISION

None

MATTERS FOR DISCUSSION

3. Conference & Convention Sector Overview.

Steve Turner (BHLive) & Karina Gregory (BEB)

- Please see the attached presentation.
- Presentation was followed by a short question and answer session.
 - AK asked if KG had considered having anything online for booking transport in relation to conference bookings. KG confirmed that to-date she had not received any requests for this but she was happy to discuss it further with AK away from the meeting.
 - AW felt that the impact of Lighthouse, Poole's Centre for the Arts should not be underestimated within the Sector.

Chair thanked ST and KG for their presentation.

4. Waste Management. Leave only Footprints.

Andrew Brown – Seafront Operations Manager

- Please see attached presentation
- Following the presentation, it was confirmed that:
 - A trade pack will be sent out which can be passed on for use by anyone
 - The presentation and presentation will also be sent out with the Minutes
 - As the Seafront is now an integrated service the programme is automatically being rolled out across the whole area of Bournemouth and Poole
 - The Board will act as a conduit to get the message out to all businesses.
 - AB is happy to present to any group of businesses if requested

Chair thanked AB for his presentation and input.

Action: Trade pack & presentation to be sent out with the Minutes

ITEMS FOR BOARD INFORMATION

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

Those sector updates received in advance of the meeting had already been circulated.

- **IEF** - Guido Schillig and David Jones have been re-elected as Chair and Vice Chair of the group. They will now be re-evaluating the priorities moving forward.
- **LEP** – Need to find ways of presenting Tourism within the new parameters as outlined in SU's report. (attached). There has been a distinct shift in the language used, with 'Destination' and 'Place' replacing 'Tourism' and it is important that the Board takes on the challenge of aligning ourselves with the new 'language' in order to move with the times.
- **Leisure & Attractions** – CS reported that there is interest from UKinbound to bring their Conference to Bournemouth in 2020 and she has already been in conversation with the BIC and been working hard to try and achieve this. It would be around 250 delegates many from overseas and would be a very high profile event with massive benefits to the area. The delegates pay to attend but around £12,000 subvention funding is required to pay for the speakers. CS asked the Board for any ideas on how this funding could be achieved. A decision on the venue will be made in approximately 3 months' time.
- **BIDs (Bmth)** Will be presenting with JW to the Full Council on Christmas Tree Wonderland this evening.
- **BID (Poole)** Main issue at present is the public space protection order which they are trying to get agreement on.
- **Transport** – Been a very successful year so far with the open top buses doing extremely well and having to increase the number of buses running threefold on occasions to cope with the high numbers. Main issue is the Ultra Low Emission Zone (ULEZ) proposed for inner London which extends the present LEZ to cover the whole area and although major bus companies have already taken measures to ensure they are compliant this is likely to affect the smaller independent companies and will affect all major arterial routes into London.

6. Finance and Strategy Group Update

- **Tourism Awards** – Chair reported that there are ongoing challenges and frustrations over awarding the new contract and he will report back on the outcome at the next meeting.

7. Planning Update

(Attached)

8. Update on Priorities

- Chair gave a brief update on the priorities, primarily:
 - Local Plans - AW and JW attending second stakeholder workshop on 3rd July

- Skills shortage – Successful meetings have taken place with the College , with presentations to over 70 students. Presenting to Bourne Academy tomorrow.

9. Director's Report

- Christmas Tree Wonderland Engagement Breakfast – Thursday 5th July 8am at Key West
- BAF Launch – Programme announcement. Wednesday 27th June, Collingwood Hotel. 6pm – 7pm
- Marketing Performance – 3 major hits this month
 - Early May bank holiday. Busiest ever – based on takings across the Seafront. Made front pages of the Nationals. AV £590K
 - Selfie Wall Trail. National, regional and local coverage. AV £348K
 - Late May bank holiday. Good Morning Britain did a piece angled on the 'Litter Bomb' effect from earlier bank holiday but it resulted in massive coverage for the Leave Only Footprints project and presented Bournemouth as being seen to be doing something about litter/pollution/plastics etc. Very positive.
 - AW asked that the JW ensures that the BAF Brochure promotes the Board at a strategic level and celebrates the fact that we are the envy of other areas who do not have a similar Board, and thanks all those who give up so much of their time to attend Board meetings, subgroups and sector meetings.

10. AOB

- PC reported that he had just received occupancy rates for May showing an overall occupancy rate of 76%, at an average room rate of £71.20. Over the bank holidays occupancy was 97% (early May) and 95% (end of May). AW confirmed that FJB had 99% occupancy on 6th May. GS also confirmed that Rockley Park had record numbers over the bank holidays which were on a par with a good August Bank Holiday.
- AW asked GS what numbers Rockley Park can accommodate in any week and GS confirmed these to be up to 4500.

11. Date of Next meeting – Tuesday 17th July, 2pm – 4pm. Venue tbc