

**BOURNEMOUTH  
AND POOLE TOURISM  
MANAGEMENT BOARD**

**Tuesday, 20<sup>th</sup> March 2018 2pm – 4pm  
Bay View Suite, BIC  
MINUTES**

**MEMBERS PRESENT**

|                       |            |
|-----------------------|------------|
| Andy Woodland (AW)    | Chair      |
| John Green (JG)       | Vice Chair |
| Mike Francis MBE (MF) | President  |

**Sector Representatives**

|                     |                                 |
|---------------------|---------------------------------|
| Alan Dove (AD)      | Town Centre BID Deputy (Bmth)   |
| David Bailey (DB)   | Accommodation (Serviced) Sector |
| David Squire        | Transport Sector                |
| Guido Schillig (GS) | IEF Sector                      |
| James Eels (JE)     | Leisure & Attractions Deputy    |
| Lis Gordon (LG)     | Poole Marketing Group (Deputy)  |
| Paul Clarke (PC)    | Coastal BID (Bmth)              |
| Sara Uzzell (SU)    | LEP                             |
| Steve Turner (ST)   | Conference & Convention Sector  |

**Professional Officers**

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

**Elected Members**

|                          |                       |
|--------------------------|-----------------------|
| Cllr Robert Chapman (RC) | Elected Member (Bmth) |
|--------------------------|-----------------------|

**Apologies**

|                               |                                    |
|-------------------------------|------------------------------------|
| Cllr John Beesley (CJB)       | Co-opted member (Bmth Leader)      |
| Cllr Janet Walton (CJW)       | Co-opted member (Poole Leader)     |
| Cllr John Challinor (JC)      | Portfolio Holder Poole             |
| Cllr Patrick Oakley (PO)      | Portfolio Holder Bmth              |
| Kate Ryan (KR)                | Co-opted member (Director - Poole) |
| Bill Cotton (BC)              | Bournemouth Borough Council        |
| Paul Dredge (PD)              | Vice Chair                         |
| Cllr Ron Parker (RP)          | Elected Member (Poole)             |
| Carol Scott                   | Leisure & Attractions Sector       |
| Jackie Richmond (JR)          | Poole Marketing Group              |
| Justin Hundley-Appleton (JHA) | Town Centre BID (Poole)            |
| Martin Davies (MD)            | Town Centre Sector (Bmth)          |
| Jim Stewart (JS)              | Poole Harbour Commission           |
| Jonathan Sibbett (JSi)        | Town Centre BID (Poole)            |

## 1. Welcome

- Chair welcomed everyone to the meeting and requested one minute's silence to reflect on the sad death of Tony Williams, ex-Chief Executive of Bournemouth Borough Council, to remember the support he had given to Tourism during his time with the Council.
- Chair advised the Board that Cllr Mohan Iyengar no longer has responsibility for Poole Tourism in his portfolio. This has been passed to Cllr John Challinor who is unfortunately unable to attend today's meeting but will be coming to future meetings whenever possible
- Chair advised that Helen Challis has decided to resign from her place on the Board, representing Un-Serviced Accommodation. The Board will be looking to appoint a replacement as soon as possible for the interim period up to September.

**ACTION:** GR to advise on a suitable replacement for the Un-Serviced Accommodation Sector

## ADMINISTRATION

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

- **Accommodation figures: Amanda Barrie to approach NCTA re methodology and costs for obtaining accurate bed numbers. AW to provide 2014 list of bed numbers across conurbation.** AW reported that he had found the figures for 2016 (rather than 2014). AB reported that work is currently being commissioned to look into accommodation across the conurbation.
- **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** DS reported that the meeting had taken place and that this is now being taken forward by the local group.
- **JW to speak to Paul Kinvig, Bmth Town Centre BID Manager, about contacting M&S regarding possibility of having vinyls on the windows once the building is vacated.** JW reported that he had spoken to PK and that M&S are open to the idea but would want sight of the final designs. AD reported that he was aware that discussions are taking place over the future use of the building and that it will not necessarily be retail.

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

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

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

- Chair asked Board members to ensure that they look at the Tracker and update SS on anything relevant so it can be brought up at the next meeting.
- **Appointment of Resort Director.** Following BC's update to the Board at the February meeting the Government has confirmed agreement for LGR to go ahead. JW re-iterated what BC had told the Board in that an appointment is unlikely to go ahead before January 2019. The result of LGR will be the creation of a completely new Local Authority, with an interim Shadow Authority appointed that will have the responsibility of setting up the new Authority. This will mean the appointment of a new Chief Executive and Executive Directors. JW stressed that until that structure is in place it will not be possible to appoint a new Resort Director. It was agreed that the Board will need to keep up pressure to ensure that the importance of Tourism is reflected in the ultimate appointment and that the Board is kept in the loop over progress. CRC

reiterated that the Council remains very supportive of Tourism and that the new Resort Director post will not be downgraded, but in fact is more likely to be an enhanced position with more responsibility and a wider remit.

- **Planning update** AW updated the Board on progress of planning applications that may be of interest to the industry. This update will be sent out with the Minutes.

## **MATTERS FOR DECISION**

### **3. Tourism Awards**

Chair reported that the contract for RoutePR to deliver the Tourism Awards on behalf of the Board has now expired and a decision needs to be taken on whether to extend the contract. He explained that the options available were:

- I. Award contract to RoutePR for a further year and then go out to tender for following 3 years
- II. Go out to tender now
- III. Award contract for further 3 years' to RoutePR with specific provisos

There was discussion around the recent Awards evening which was held at Lighthouse, Poole on 15<sup>th</sup> March. Feedback included:

- Overall it was a good evening which everyone seemed to enjoy
- The fact that the Awards are delivered on behalf of the Board was completely lost with too much emphasis on RoutePR and no mention of the Board on the invites or in the programme.
- Attendance was very good with up to 600 in the room but the focus was not really on the Awards but on a 'glitzy' networking event.
- Management of the way Dignitaries including the Mayor were received was very poor and overall management and control of the evening was inadequate ie: ensuring that people were quiet during speeches
- Sound levels were not managed well and overall there was agreement that the event was too 'noisy' and people could not hear themselves speak.
- Process of giving out awards was not slick enough at the beginning although this was rectified to some degree later on
- Too many categories and probably too many finalists which meant a large number of people going up on stage. This made the whole process too lengthy.
- It was good to see so many young people attending, celebrating their commitment to Tourism
- Some felt that the event has become too big and was better when numbers were around 250-300. Others felt that the increase in numbers enhances the way people view the importance of Tourism.

After much discussion, the Chair recommended that the Board offer the opportunity for RoutePR to continue to run the event on the basis that:

- They are closely overseen by members of the Finance and Strategy Group and that they consult with this group over all major decisions in relation to theme, date, venue, award categories and judging to ensure that the process

has the full support and engagement of the trade and reflects the wishes of the Board.

- That RoutePR are asked to attend Finance and Strategy Group meetings on a regular basis to report progress and get sign off on any decisions
- That RoutePR agree to look at reducing the number of categories and possibly the size of the final Awards evening
- That there is a review of the geographical boundaries of certain categories to reflect the relative supply of businesses within each category

It was agreed that AW/JG/ST/JW and Des Simmons from the Strategy Group meet with RoutePR as soon as possible to see if they would like to continue to run the contract on the above basis.

**ACTION:** SS to set up a meeting with RoutePR/ AW/JG/ST/JW and Des Simmons

## **MATTERS FOR DISCUSSION**

### **4. Christmas 2018/19 and event overview**

JW gave a short Powerpoint presentation on upcoming events through the year in Bournemouth and Poole and on the progress of the Christmas Tree Wonderland attraction in Bournemouth.

### **5. Erasmus Partnership**

It was agreed to postpone this presentation to a later meeting due to time restraints. JW/AB agreed to the postponement but pointed out that some feedback is required imminently so information would go out along with the Minutes.

**ACTION:** SS to reschedule Erasmus Partnership for a future meeting and send out information along with the Minutes

### **6. Accommodation Review**

Covered briefly earlier in the meeting

## **ITEMS FOR BOARD INFORMATION**

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

Reports had been circulated around the table.

#### **Transport Sector (DS)**

DS reported that Yellow buses has been named as the top operator in Bournemouth and Poole and joint 3<sup>rd</sup> nationally in the latest Bus Passenger survey produced by the independent watchdog Transport Focus. Yellow Buses' overall bus journey satisfaction score was 93 per cent compared to a national average of 88 per cent. The top operator scored 96 per cent.

Bournemouth was also named the top local authority area in England for bus passenger satisfaction, tying with Northumberland on 94 per cent. Poole scored 86 per cent.

### **International Education Forum (GS)**

GS reported that there is still an issue surrounding students feeling unwelcome in the UK and that something needs to be done locally to change this. IEF are working on a suggestion to put together some video clips and a message from the Mayor to try and get the message out. JW assured the Board that at the English Tourism Week conference that he had attended the previous day Kevin Brennan, Shadow Tourism Minister has assured everyone that he and the Opposition are definitely listening and want to help. They are prepared to face up to the Government if necessary to address this issue.

### **Town Centre BID - AD**

AD reported that the BID is currently looking at setting up a Strategic Group to look at what events they should be supporting.

**BAHA – DB** - Nothing to report at present. AGM scheduled for next Thursday

**LEP – SU** - Next meeting on Thursday. Will report back at next meeting.

### **Leisure & Attractions – JE**

JE raised the issue over the ongoing works in Pier Approach and their impact on the local businesses. The Council will require evidence of significant loss of business before it can consider any future action. Meetings are currently being held to update on the works.

### **Coastal BID – PC**

PC asked if there was any update on when the roadworks in Bath Road will be completed. DS reported that they will be ceasing for 2 weeks over Easter but are then returning, with no known finish date at present but he believes they are continuing into the summer.

**ACTION:** JW will look into when the roadworks are due to be completed and report back at the next meeting

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

### **Tourism Alliance Conference March 2018**

See attached report covering points raised and further information.

## **9. BPTMB Website**

SS reported that this has now been updated to reflect the new Board and now has information on Priorities, Forward Plan, Constitution and Membership.

Those who have not yet submitted their photographs and short biogs were asked to do so as soon as possible. SS will let these people know who they are.

**ACTION:** SS to email those who have not yet submitted photos/biogs for website

## **10. AOB**

Dorset LEP Business Conference is taking place on Friday 13<sup>th</sup> April.

### **Next Meeting**

Tuesday, 17 April 2018. **Venue:** Thistle Hotel, Poole Quay. **Time:** 2pm – 4pm