

**BOURNEMOUTH
AND POOLE TOURISM
MANAGEMENT BOARD**

**Tuesday, 15th May, 2018 2pm – 4pm
Hallmark Hotel, Bournemouth East Cliff**

MINUTES

MEMBERS PRESENT

Andy Woodland (AW)	Chair
Paul Dredge (PD)	Vice Chair
Mike Francis MBE (MF)	President

Sector Representatives

David Bailey (DB)	Accommodation (Serviced) Sector
David Squire (DS)	Transport Sector
Steve Turner (ST)	Conference & Convention Sector
Guido Schillig (GS)	IEF Sector
Jackie Richmond (JR)	Poole Marketing Group
Paul Clarke (PC)	Coastal BID (Bmth)

Professional Officers

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

Co-opted Members

Elected Members

Cllr Patrick Oakley (PO)	Portfolio Holder (Bmth)
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 Ron Parker (RP)	Elected Member (Poole)
Jonathan Sibbett (JS)	Town Centre BID (Poole)
Justin Hundley-Appleton (JHA)	Town Centre BID Deputy (Poole)
John Green (JG)	Vice Chair
Carol Scott (CS)	Leisure & Attractions Sector
Kate Ryan (KR)	Strategic Director - Borough of Poole
Bill Cotton (BC)	Executive Director - Bournemouth Borough Council
Sara Uzzell (SU)	Dorset LEP
James Eels (JE)	Leisure & Attractions deputy

Guests

Amanda Barrie	Bournemouth Borough Council
Ian Kalra	Bournemouth Borough Council

1. Welcome

- Chair welcomed everyone to the meeting
- Declarations of Interest – None

ADMINISTRATION

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

- **GR to advise on suitable replacement for Un-serviced accommodation sector.** Still ongoing. GR has approached a possible replacement from Rockley Park but is awaiting a response
- **JW /SS to circulate links for information on current/planned road works** Done
- **Invite Martyn Underhill or Jared Parkin to a future meeting to update on measures to combat unsocial behaviour.** It has been agreed to invite both to the next meeting in June. This may mean reallocating other agenda items to subsequent meetings.
- **Information on BAF to be sent to IEF** JW reported that this has not yet been actioned as the flying programme has not yet been announced. This is now imminent and information will go out widely following the announcement.

ACTIONS:

- Chair to invite Martin Underhill and Jared Parkin to attend the June meeting.
- BAF information to be sent out as soon as flying programme has been announced.

2b Are the Minutes from the previous meeting correct?

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

MATTERS FOR DISCUSSION

None

3. Leisure and Attractions Sector update – Jackie Richmond (deputising for Carol Scott)

- JR gave an update on the Attractions Sector (please see attached Sector Reports for detail) Additional information covered was:
 - Dippy the Dinosaur exhibition in Dorchester had a knock-on effect for the rest of the town and surrounding area.
 - JW uses the Met Office weather forecast for the most accurate information.
 - Rubbish on the beach is an issue in busy periods which was demonstrated during the recent May bank holiday. AW reported that overall Hoteliers felt that the Council have done a good job in the circumstances created by the unusually hot weather for the time of year, which had led to a pent-up demand following the poor Easter.
 - Illegal parking was also a major issue over the bank holiday even though nearly 600 tickets were issued over the weekend, 300 on the Monday alone. Tickets are not a sufficient deterrent. JW pointed out that the level of fines is out of the control of the Council as it is covered by legislation. The maximum fine that can be levied, outside of London, is £50 which reduces to £25 if paid within 14 days

and people are prepared to pay the fine in order to park where they want. 'Tow away' would work but is not a viable option.

- It was acknowledged that all the problems experienced over the bank holiday weekend were a direct result of the very high, un-precedented visitor numbers for the time of year. At 100-200,000 per day, visitor numbers were higher than for the Air Festival when the high numbers are anticipated and mitigated against with additional bins, signage, park and ride etc.
- **Presentation** JR gave a presentation on behalf of Carol Scott who unfortunately was unable to attend. (Presentation attached)
- Questions following the presentation covered:
 - Yellow Buses have updated their website which now has links to attractions
 - Package Travel Directive – needs to be looked into as will have implications for cross selling, linking to other sites etc. which could mean that additional insurance will be required.
 - Hotels/attractions are working together on joint initiatives
 - It was agreed that the situation regarding any possibility of a change to school term dates needs to be monitored on an ongoing basis as a change to the Isle of Wight model with a longer October half term break and shorter summer holidays, would be very detrimental to Tourism businesses.
 - GS reported that evidence suggests that London student numbers are down because it is no longer regarded as 'safe' and there is a perception that students are no longer welcome. London is also now not considered to be particularly 'British' and students and visitors are looking for a 'British experience'. This puts Poole and Bournemouth in a very positive position and we need to capitalise on the options to draw the visitors and students down to the South Coast.

4. Update on Wessex Fields – Ian Kalra, Head of Transportation Services

- IK gave a short presentation (attached) on plans for the work around Wessex Fields and the A338. He then took questions from the group.
 - The planning application was submitted in December and a Planning Board decision is expected in July
 - The primary aim of the development is to unblock development for housing and jobs in the area
 - Work will not start until after the Air Festival. South bound lane closure is planned for Sept 2018 – June 2019. North bound closure will be for 2 ½ - 3mths starting in September.
 - There is a dedicated webpage on the Council website. The link is rather long, <https://www.bournemouth.gov.uk/travelandtransport/projectsconsultationslocaltransportplans/projectsconsultations/a338/a338info.aspx> but it can also be found by typing **A338 info** into a search engine.
 - IK confirmed that the pedestrian bridge will have to come down at some stage but that the Welcome to Bournemouth sign will be reinstated
 - In the first phase only 500 jobs will be created which will avoid any issues over massive increases in traffic using the northbound lanes to get back out of the area before the second phase has been completed.

- JR expressed concern over the impact on traffic over bank holiday weekends and most particularly in the run up to Christmas. IK promised to feed this back to the Planning board with a suggestion that work be stopped for a couple of weeks in the lead up to Christmas.

ACTION:

- JW to follow up on request to look at stopping work in 2-week period prior to Christmas.

AW thanked IK for presenting to the Board and asked that the Board be kept informed if there were any radical changes to the plans.

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 – GS

- There is concern that the anti-social behaviour that resulted in attacks on students last summer, may escalate this year if nothing is done to address the problem. JW pointed out that unfortunately, as reported at the last meeting, the police resources are very limited with cuts in numbers of PCOs. It was agreed that the Chair will write to the Police to see if there is any way in which the Board can support them in obtaining additional resources by lobbying government etc. and to ask Martin Underhill and/or Jared Parkin to attend the next Board meeting to discuss a way forward. (covered by earlier Action)

BAHA – DB

- There is still a great deal of concern within the Accommodation sector over the proposed hotel adjacent to the BIC. It is felt by the group to be unfair competition in an already heavily oversupplied market. CPO pointed out that this matter is now part of a judicial review and is out in the public domain. He was therefore not prepared to add anything to what is currently publicly known at this time. He confirmed that he would keep the Board informed, without prejudice, of any future development in relation to this matter.
- There was concern over an article in the Echo suggesting that a new hotel is to be built on the Happyland site. AB confirmed that the Council is working with Meyrick Estates to agree a final spec in order to obtain interest in the site on the open market. At present, nothing has been decided.

6. Update on Priorities

Priority 6 - To promote as widely as possible the importance of the contribution that tourism directly and indirectly has on the local economy and how it benefits residents.

JW reported that the infographic distributed after the last meeting has now been circulated widely and has received very good feedback. People are being encouraged to put messages on the bottom of their emails linking to the infographic and promoting the towns.

Priority 2 - International Education – Expand Bournemouth and Poole’s profile internationally as educational tourism destinations and fully engage in the Government consultation. GR reported that the IEF is currently looking for a replacement for GS whose term in office has now ended. Hew and GS will update on progress at the next meeting.

Priority 7- To work with transport and a range of relevant stakeholders to address the issues of congestion and in particular the impact of roadworks across the conurbation. GR advised that alerts on current and emergency roadworks/closures are now being received for both towns and will be relayed to board members on a regular basis. Currently seeking information on longer term major capital roadwork programmes/plans across the towns so the Board can then be informed in advance, and where works have potential impact then the Board could potentially have an input.

Priority 3 – To ensure that Tourism has a voice and input in both Bournemouth and Poole’s Local Plans. JW reported that he has been invited to participate in some stakeholder workshops on Bournemouth Town Centre Vision. DS and DB confirmed that they have also been asked to participate. Chair asked if the Board could have some input over who is included in the group and JW agreed to contact the organisers to discuss this with them and report back to the Chair.

ACTION: AB to find out if the Board can have more input to the Stakeholder workshops

7. Director’s Report

- BAF future dates. JW explained that in the last 2 years BAF has clashed with the Scotland dates which has had an impact on the available assets for the Air Festival. It was hoped that this was not going to happen in 2019 but it now appears that Scotland are looking to move their dates next year and the outcome is that Bournemouth will be going head to head with Eastbourne for assets. JW asked for the Board’s opinion on whether a change of dates needs to be considered but it was felt that this would not be viable and that we need to keep to the proposed dates of 29th August to 1st September. The following year BAF dates will move back to prior to the bank holiday weekend so the problem will disappear.
- Due to a shortage of time JW agreed to send out his presentation on Events and Festivals with the Minutes
- Forward Plan – this needs to be amended to reflect recent additions to the schedule. This will be considered at the next pre-meet.

ACTION: Festivals and Events presentation to be sent out with Minutes

8. AOB

- CPO reported that the Arts and Culture Strategy has now been finalised and shared and will be published shortly
- CPO also reported that a new campaign – ‘Leave only footprints’ has been launched and asked JW to update the Board on the campaign. JW explained that it involves colour coded messages on bins indicating re-cycling or general waste, and a PR campaign aimed at educating people to become more conscious about recycling. There is also an initiative to move towards ‘plastic free’ and all disposable cups in

Council outlets have already been changed to a compostable version. Andrew Brown from the Seafront will be presenting to the Board at the next meeting on this campaign.

- CPO reported that Seafront will be running a trial in Pier Approach and the Seafront with litter wardens patrolling the area educating people over litter and if appropriate issuing fines. Their remit will be to reduce the amount of litter left behind at the end of the day. They may also include dog fouling, cycling at speed and unauthorised BBQs in their remit of re-educating the public.
- One world by the Sea – launch event. 21st May 11am at BU.

Date of Next meeting – Tuesday 19th June, 2pm – 4pm. Sandbanks Hotel, Poole