

**BOURNEMOUTH  
AND POOLE TOURISM  
MANAGEMENT BOARD**

**Tuesday, 15<sup>th</sup> January, 2019 2.00pm  
Lucullus Room, Pavilion Theatre, Bournemouth**

**MINUTES**

**MEMBERS PRESENT**

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

**Sector Representatives**

Carol Scott (CS)	Leisure & Attractions Sector
David Bailey (DB)	Accommodation (Serviced) Sector
David Jones (DJ)	IEF (Deputising)
David Squire (DS)	Transport Sector
Paul Clarke (PC)	Coastal BID (Bmth)
Jackie Richmond (JR)	Poole Marketing Group
Justin Hundley-Appleton (JHA)	Town Centre BID Deputy (Poole)
Martin Davies (MD)	Town Centre BID (Bmth)
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 - Bournemouth & Poole Tourism

**Co-opted Members**

Bill Cotton (BC)	Executive Director - Bournemouth Borough Council
Cllr John Beesley (CJB)	Co-opted member (Bmth Leader)
Jim Stewart (JS)	Poole Harbour Commission
Sara Uzzell (SU)	Dorset LEP

**Elected Members**

Cllr Patrick Oakley (CPO)	Portfolio Holder (Bmth)
Cllr Robert Chapman (CRC)	Elected Member (Bmth)

## Apologies

Cllr Janet Walton (CJW)	Co-opted member (Poole Leader)
Cllr John Challinor (CJC)	Portfolio Holder (Poole)
Cllr Ron Parker (CRP)	Elected member
Geoffrey Smith (GS)	Accommodation (Un-Serviced) Sector
Guido Schillig (GSh)	IEF Sector
Joan Rees (JR)	IEF Sector (Deputy)
Kate Ryan (KR)	Strategic Director - Borough of Poole

## 1. Welcome

- Chair welcomed everyone to the meeting
- Declarations of Interest – None
- **Leader of Bournemouth Council – the importance of Tourism within the new authority**

The Leader, Cllr John Beesley, (CJB) addressed the Board emphasising his support for Tourism based on many years' experience in the industry, addressing concerns around the position of Tourism within the new local authority, his vision and support for Tourism moving forward and issues that may need to be faced in the future.

Points covered were :

- Clarity over the Officer role that will head up Tourism.
- Shortage of labour and skills.
- Opportunities around planning through involvement in the Local Plans
- International Education – challenges being faced
- The economic and social benefits around Tourism.
- Opportunities from the Government.
- How the new authority can manage and achieve things not previously done.
- Changes in economic development
- Congestion
- Investment

CJB pointed out that his comments were based around how he would see things going forward if he were still to be involved in the new authority, stressing his commitment to Tourism - an industry in which he has been involved for many years and where his business expertise sits.

AW confirmed that the issues and challenges referred to by CJB were reflected in the Board's Priorities for 2018 and as such had been the focus of the Board over the last 18 months and would continue to be so in the future.

AW referred to a major piece of work carried out by BAHA in relation to the Local Plan and his regret that there had been no acknowledgement from the Council to this input. CJB pointed out that he was addressing the Board in his capacity as Leader of the Council and

not as a Council Officer. He suggested that the Board would be better advised in future to involve members at an early stage in any dialogue.

CJB thanked the Board for the opportunity to address them, acknowledging the importance of the new Director of Destination working closely with the Board in the future.

CPO asked the Board to be aware of the amount of work that has gone on in the background to ensure that the importance of the Director of Destination position is recognised as he felt that perhaps some Board member may not fully appreciate the work that has gone into supporting this post.

MF asked if the Board would be able to be involved in the appointment when it is made. BC assured him that Stakeholder input would be welcomed at the appropriate time.

MD pointed out that things always work best when everyone works together – this had been proved by the recent success of Christmas Tree Wonderland, where stakeholders and the Council had worked in partnership and collaboration to make it happen – he hoped that things would change in the future as a result of LGR.

## **ADMINISTRATION**

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

- I. *JW to seek forward plan for roadworks in 2019 from Transport.* JW reported that this is not yet available and asked that the **Action be cfwd.**
- II. *AW & JW to seek clarification over A338 disruption at February half term and Easter.* This is being considered at the next Stakeholders meeting on 28<sup>th</sup> January

### **Recommendation from the Finance & Strategy Group (FSG) that the election of Chair be deferred to the March meeting.**

AW queried the process by which this recommendation was made to the Board as he felt that it may have undermined his position as Chair.

JW pointed out that the recommendation was made on behalf of the Finance and Strategy Group and that the required protocol was adhered to. The matter was discussed at length at the last FSG meeting, chaired by JG and attended by MF and ST. The recommendation was made in the interests of fairness to both nominees, one of whom is not a current Board member. Had the vote gone ahead today there would have been no opportunity for the Board to meet with the external nominee prior to voting. Normally recommendations from the FSG would be put to the Board at the next meeting but given the timescale involved it was felt appropriate to communicate the recommendation via email to both voting and non-voting Board members in order to obtain a Board decision prior to today's meeting - this was agreed by JG as Chair of the FSG.

JW further pointed out that following the email vote the required number of responses were received, with all responses agreeing to the recommendation.

MD proposed that, as Board members were not disputing the result of the decision to delay the vote, the meeting be moved on. This was seconded by BC.

It was therefore agreed that both nominees for the position of Chair be invited to attend the next Board meeting on Tuesday 19<sup>th</sup> March at the RNLI in Poole and to give a 10-minute presentation to the Board outlining in more detail their vision for the Board and how they would ensure this was delivered. This will be followed by a short Q&A session in order to ascertain the nominees level of commitment to the role. Following this a vote will be taken and the nominees informed of the result.

**ACTION** Nominees to be written to informing them of the above decision and inviting them to present at the meeting on 19<sup>th</sup> March.

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

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

### **MATTERS FOR DECISION**

#### **3. Recommendation for the ratification of the DMB constitution and future priorities**

It was agreed that the setting of new Priorities, normally done in January, be deferred until the new Board is in place. These will therefore be set at the May meeting.

**ACTION** Setting of 2019 Priorities to be on Agenda for May 2019 meeting

The new draft DMB constitution had been circulated to the Board before Christmas with some requests for minor adjustments being received. All these adjustments have now been made and the amended Constitution will be recirculated for ratification at the next meeting.

**ACTION** SS to circulate amended Constitution with the Minutes and 'Ratification of the Constitution' to be carried forward as an Agenda item on the March Agenda.

### **MATTERS FOR DISCUSSION**

#### **4. Marketing Strategy Review**

JW gave a presentation to the Board (attached).

Discussion and suggestions following the presentation:

- A need to look at how the stats are monitored on the new Poole Site
- How to incorporate the Jurassic Coast as this is a global offer bringing international visitors to the area.
- Add Cruise ships to the Strategic Destination Goals.
- Invite the Rigby Group (Bournemouth Airport) to meet the new Board
- Adventure Golf – work to commence in February but not now expected to be open until after Easter.

## ITEMS FOR BOARD INFORMATION

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

Those sector updates received in advance of the meeting were circulated. (attached)

#### LEP – JS / SU

- Excited by concept of City by the Sea
- Upcoming event taking place in London promoting the Great South West
- Overall fixation on technology products and Dorset is fighting to get its voice heard but there is a good team in place and progress is being made and things working well

#### BAHA – DB

- Working closely with the College – have 10 hotels on board offering places
- New website will be up next month representing the whole area
- Working with secondary schools (Bourne Academy) and students are gradually coming through

#### Town Centre BID (Bmth) – MD

- Will be reporting back on Christmas at the next meeting. Overall those businesses that engaged did better than those that did not engage.

### 6. Planning Updates

Report circulated and attached

Additional Input:

- BC reported that the procurement process for the proposed development adjacent to the BIC has had to be renewed and has another month to run. He will update on progress at the next Board meeting.  
**ACTION** BC to report progress to the Board at the March meeting
- ST asked if anyone had any information on the planning application in relation to the former Traveller camp site opposite the BIC. He still has concerns over congestion in that area with all the proposed new building/homes etc. BC will investigate and report back.  
**ACTION** BC to seek information on this planning application

### 7. Director's Report - JW

#### Christmas Tree Wonderland (CTW) -

- Very successful event with footfall figures up considerably on last year, both in the Lower Gardens and across the town. Despite being the wettest pre-Christmas period for many years over 800,000 footfall was recorded on one camera alone at the entrance to Lower Gardens over the period.
- Initial feedback from trade suggests that 1/3<sup>rd</sup> did better, 1/3<sup>rd</sup> stayed the same and the final 1/3<sup>rd</sup> did worse than last year. This means that overall 2/3<sup>rd</sup>s bucked the national trend of sales being down.
- Business Engagement event is being planned for Wednesday 27<sup>th</sup> February – information will be going out shortly

### **Comments on CTW**

- AW thanked Yellow Buses for their investment into the event. DS responded to say that they had found it really good value for money and were very pleased with the outcomes. Success breeds success so the next year will hopefully be easier now people are aware of the event and word spreads.
- MD commented that the lesson to take forward is that those who get involved benefit. The challenge now is to get more people/businesses engaged. The event can draw people to the town but businesses need to engage and think ahead if they are going to utilise the opportunities and draw people into their businesses. This year required an act of faith – we now have something to sell
- CPO commented that although it took some time to gain confidence in the event, that has now been achieved and the success of the event is to be celebrated.
- An approach to SW Rail was suggested

### **BAF 2019**

- Putting together a challenging programme to mitigate the non-appearance of the Reds this year. Focusing on 'Festival' element with a really strong offer.
- Two Europeans Jet teams want to come
- Waiting to hear about the Typhoon but hopeful. They are looking at having 2 ground crews this year.
- Navy is in a stronger position this year and are working with the US Navy to see what can be achieved. They are already talking at a much earlier stage than last year and are looking at some form of DDay celebration/display.
- Jet Suit team want to return – are looking at ways of flying horizontally and racing. Also developing a Base-Jumping team (similar to Red Bull one in USA)
- There is a new Flying Display Director who is working on re-programming displays to have chunks of flying time, interspersed with other activities, to provide more variety.

### **Additional information**

- JS reported that the Maritime Boat Show planning is well advance with aspirations to increase the size of the event – it is already the second largest in the UK. Plans to include a fly past, helicopters and rescue dogs amongst other things.
- GR reported that Poole is looking to introduce a seafood festival. Tenders have already gone out. Discussion is also underway in relation to a New Year's Eve event.
- JW reported that the tender for a contractor to run the Destination Awards has now gone out with a reasonable level of interest being shown.

## **8. AOB**

### **Letter of Support –**

- JW asked the Board to consider agreeing to providing a Letter of Support in relation to a bid to the Coastal Communities Fund being submitted on Friday for an Environmental Innovation Hub on the Dorset Coast dedicated to achieving a step change in the reduction and elimination of single-use plastics along Bournemouth and Poole Seafront. The cost of the CCF funded build will be £2.4m with

Bournemouth Borough Council contributing a further £2.4m of investment by way of improvements to leisure facilities.

- CPO asked the Board to support the vision and aspirations behind this initiative which was flying the flag for the area with Oban the only other place in the UK doing anything similar (on a smaller scale).
- AW agreed to provide the Letter of Support on behalf of the Board.

#### **Twinning Visit from Lucerne**

- DB advised that there is an upcoming Twinning visit for 22 people from Lucerne and asked if anyone would be able to help with hospitality for these guests.

#### **Patrons BAF**

- DB thanked those Board members who are already Patrons for their support and asked those not currently members to consider joining to support the Air Festival. There are plans to increase the amount of NightAir content this year and this is funded through the Patrons Club.

#### **9. Date of Next meeting:**

**Tuesday 19<sup>th</sup> March, 2pm – 5pm. RNLI Poole**