

**BOURNEMOUTH  
AND POOLE TOURISM  
MANAGEMENT BOARD**

**Tuesday, 15<sup>th</sup> November, 2018 2.00pm  
Best Western Royale Hotel, Bournemouth**

**MINUTES**

**MEMBERS PRESENT**

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

**Sector Representatives**

Geoffrey Smith (GS)	Accommodation (Un-Serviced) Sector
Guido Schillig (GSh)	IEF Sector
Paul Clarke (PC)	Coastal BID (Bmth)
Jackie Richmond (JR)	Poole Marketing Group
James Eels (JE)	Leisure & Attractions Sector (Deputy)
Justin Hundley-Appleton (JHA)	Town Centre BID Deputy (Poole)
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**

Sara Uzzell (SU)	Dorset LEP
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**Elected Members**

Cllr Patrick Oakley (PO)	Portfolio Holder (Bmth)
Cllr Robert Chapman (RC)	Elected Member (Bmth)

**Guests**

Amanda Barrie (AB)	Bournemouth & Poole Tourism - DDS
Nigel Reeve (NR)	BAHA

## Apologies

Adam Keen (AK)	Transport Sector (Deputy)
Bill Cotton (BC)	Executive Director - Bournemouth Borough Council
Carol Scott (CS)	Leisure & Attractions Sector
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
David Bailey (DB)	Accommodation (Serviced) Sector
David Squire (DS)	Transport Sector
Kate Ryan (KR)	Strategic Director - Borough of Poole
Martin Davies (MD)	Town Centre BID (Bmth)

## 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

- I. *AB to take up question of coach parking in Christchurch with the LGR Working groups.* AB reported that there is no movement on the decision to put in height barriers to the car parks thus preventing coach access. The drop off points in the town will remain as they are currently.
- II. *Albion Language Schools continued use of Lighthouse to run courses.* . **ACTION cfwd**  
GR has met with KR to discuss this and will report back to the Board at the next meeting.
- III. *PO to look into the position regarding the non-enforcement of HMOs.* PO reported that he is currently aware of 2 illegal HMOs in his area and these are being dealt with successfully. The usual procedure is for the Council to identify illegal HMOs through looking at properties where no Council Tax is being received. He confirmed that the Council is not deliberately avoiding taking action on illegal HMOs and could see no reason why the situation at St Michael's Hotel was not being addressed. It was agreed that JW will make enquiries of the Planning & Enforcement team (Kelly Ansell) to ascertain what the current position is regarding this property and why it has not been addressed.
- IV. *Obtain an update from Mark Axford on the Local Plan* The original proposal was to have 2 or 3 separate plans but it is now proposed to combine them into one overall plan for the new Authority, but this will not be in place until 2024. Discussions are ongoing, and things are on hold until a decision is reached. AW stressed the importance of ensuring that if there is a delay then it does not negatively affect the Destination/Tourism part of the plan. CRC reported that there is a Planning Policy Steering Group meeting on 10<sup>th</sup> December which he is chairing, and he promised to take the Board's concerns to the meeting. **ACTION**

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

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

## MATTERS FOR DECISION

### 3. Future Structure of the Board

#### a. Scope of the Board

- Chair reported that he had met with the Sector Representatives prior to today's meeting and discussed with them the importance of ensuring the strength of the Board moving forward and that the scope of the Board must cover the whole of Destination Management.
- Chair proposed that the Board be renamed the **Destination Management Board** from April 2019. Proposal was carried.

#### b. Representation

- Chair proposed that representation on the Board be:
  - Chair
  - Vice Chair (may be from within sector representatives)
  - President
  - Portfolio Holder
  - Executive Director
  - Snr Tourism Officer
  - Leader of the Council
  - 6 Sector representatives
    - Accommodation
    - Transport
    - Leisure & Attractions
    - Conference & Convention
    - International Education Forum
    - BIDs
- Each Sector will be asked to nominate someone to sit on the Destination Management Board. This would normally be the Chair of the Sector Group. In the event that the Chair was unable to attend a meeting he would be expected to nominate someone to deputise for him, normally the Vice Chair of the Sector Group.
- The three BID companies to form their own Sector Group and meet on a regular basis similar to other Sectors. The Chair of this group would represent the BIDs on the main Board, similar to other Sectors.
- The above proposal was put to the Board and carried.
- The Chair/Vice Chair can invite other experts/representatives to attend on a regular or ad-hoc basis eg: LEP. These will be non-voting.

#### c. Voting for Chair & Vice Chair

- AW reported that he and JG have made the decision to step down from the Board.
- Nominations for the position of Chair to be sought by the 11<sup>th</sup> January
- Nominees do not have to be from within the current Board, anyone with the appropriate knowledge and experience can be nominated.
- Permission and agreement must be obtained from the nominee prior to any nomination being made.
- Voting will take place at the January meeting with the new Chair/Vice Chair taking up their position from 1<sup>st</sup> April 2019.

- JW emphasised that it is a critical time for the Destination making it vital that the Board is pro-active in seeking a dynamic Chair to enable the Board to remain strong and present a united and positive message moving forward.
- SS to advise members of procedure for seeking nominations and voting. **ACTION**

## MATTERS FOR DISCUSSION

### 4. A338 Update

- Chair reported that work is currently about 4 days ahead of schedule which may allow for an earlier opening from the 8<sup>th</sup> December, but this is not confirmed.
- JE expressed the opinion that the impact of the work has been considerable and that he has been led to believe that a message of 'don't come to Bournemouth' is still prevalent in the surrounding areas.
- PC reported that in October there was 69% occupancy, down from 73% for the same period last year. Castlepoint is reporting a 12% drop in footfall – however, this is more likely to be as a result of the car parking issues than the A338
- JHA reported that he was not aware of any big impact on Poole from the A338 roadworks. The works going on around the Civic Centre and Poole Park are having a greater impact.
- AW asked if JW could seek an advance 2019 Roadworks Plan from Transport to enable it to be reviewed before too many decisions have been reached. JW pointed out that a major issue for the Transport team, which impacts heavily on the forward planning for roadworks, is the statutory works that have to be carried out and for which there is often little notice.  
**ACTION: JW to seek forward plan for roadworks in 2019 from Transport.**
- Chair reported that he had sent a letter on behalf of the Board supporting planning permission for Wessex Fields as, if this is passed by January, then there is a chance that the Cooper Dean works will be able to be included in the first phase rather than being delayed until the second phase of work. PO confirmed that the Council are working hard to make this happen.
- PO pointed out that whilst not underestimating the impact the A338 works may be having on people's decisions to come to Bournemouth there have been more people in and around the town and the Lower Gardens over the last few nights than ever before. He also pointed out that both Southampton and Portsmouth are experiencing traffic issues of a similar nature, so Bournemouth is not alone in having to overcome these problems.
- JE expressed concern over future disruption which may affect February half term and Easter next year. **ACTIONS: AW agreed to seek clarification at the next Stakeholders meeting. JW will also ask Gary Powell for an update on plans and seek a similar update from Poole and Dorset.**
- JR expressed concern over the possibility of decisions being made around shorter school summer holidays and increasing half terms to compensate. Should the decision to add days to the October, rather than the May, half term be made then this could impact heavily on Tourism businesses. GS pointed out that any decision to reduce the number of weeks holiday in the summer would also inevitably have an impact on the cost of summer holidays for visitors as there would be less availability and hence the prices would increase. **ACTION: AW asked JR to supply him with a**

letter putting forward the arguments that he could then circulate to local MPs on behalf of the Board.

## **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 had already been circulated.

#### **Poole BID – JHA**

- Martyn Underhill will be attending the December meeting to talk about the introduction of CSAS to the area. JHA pointed out that Poole will be pushed to be able to fund this.

#### **Coastal BID – PC**

- The BID has been very happy with the success of Christmas Tree Wonderland (CTW)
- In addition to the main offer there have been 48 trees decorated with 600 snowflakes up on the East and West Cliffs.
- PC confirmed that it is still his intention to resign as he has yet to receive an apology from the Council in respect of remarks made in relation to his recent email to the Managing Director on the subject of pop up catering in Pier Approach.

#### **Conference and Convention – ST**

- The next sector meeting is next week
- The conference sector is anticipating a strong year in 2019
- There is currently no update from Poole who have not attended the last couple of sector meetings.

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

- One World by the Sea was very successful
- The sector is still struggling with the major competition, particularly from Australia and Canada, who have seen a 15-20% increase in their share of the market.
- GS has met with the Immigration Minister and is pushing for working rights to students. He is meeting with Conor Burns again at the end of the week.
- It is hoped that there will be an amendment to the Immigration Bill in relation to the inclusion of student numbers, but this would only be a draft and not confirmed.

#### **LEP – SU**

- A presentation had been circulated in advance of the meeting outlining the change of focus of the LEP (attached)
- The LEP network in the North is considerably stronger than in the South and this remains a concern.
- PO asked what action can be taken to make the South stronger and SU confirmed that they are fighting hard on all fronts and in particular to improve productivity, as a way to move forward. There are lots of stories, but they are not 'joined up' at the moment and this needs to be rectified by looking for different collaborations and through improved technology.

## 6. Finance and Strategy Group Update - JG

- Finance
  - The impact from the loss of income from East Cliff lift is still being felt
  - The Golf attraction in the Waterfront has been delayed which will have some impact on the projected income but is within budget for next year.
  - There will be no Red Arrows at the Air Festival this year as they are going on a 6 weeks tour of America
  - Tourism has shown a 145% swing since 2014/15 from a £2.9m cost to a £1.3m surplus for the Council (this includes the Russell Cotes Museum costs).
  - This success needs to be celebrated as it shows the importance of Tourism and how essential it is to retain a Destination (Resort) Director within the new Authority. PO agreed that the danger is complacency and he is lobbying hard.
  - GS expressed the opinion that it is more important than ever to move in the direction of Destination, rather than Tourism, as that is now the tone nationally
  - AW asked that it be noted that although JG is stepping down from the Board he would however be keen to retain a place on the Finance & Strategy Group. AW felt that this would provide continuity.

## 7. Planning Update

(Report circulated and attached)

## 8. Update on Priorities

- **ACTION:** AW asked SS to chase up with DS and BC regarding the Traffic Congestion Conference referred to by DS at the last meeting to see if that is going ahead.
- MF asked AB to update the Board on the current position of the National Coastal Tourism Academy (NCTA). AB reported that funding was due to come to an end in March 2019, but that Visit England have provided some additional funding to enable it to continue in the short term. It is hoped that more funding will be forthcoming in January to extend the NCTA for a longer period.

## 9. Director's Report - JW

BCP -

- New Chief Executive now appointed.
- Interviews for the 5 Executive Directors are being held next week with the new CEO on the panel.
- A date for Service Director appointments has yet to be confirmed but it is unlikely to be before 1<sup>st</sup> April.

CTW -

- Launch took place on Friday 16<sup>th</sup> and was filmed live on ITV Meridian. The attraction has received over-whelming, positive feedback from everyone, including on social media and in the press.
- JW pointed out that the priority now is to ensure that the good start is followed up by 6 fantastic weeks.
- There is a comprehensive animation programme which starts on 7<sup>th</sup> December with a light/pyro show centred on the Big Wheel in Pier Approach. On selected days,

identified by the Investor's Group, there will be animation in the Lower Gardens, Beale Place and Pier Approach. Up to date info on this can be found on the website and is being proactively promoted through social media/A boards etc.

- Representatives of Seafront traders expressed some concern over the impact/content in Pier Approach in relation to the amount of levy payer money they are putting in, making particular reference to the positioning of the large Moscow Christmas Tree.
- JW explained that over £50k has been spent specifically on this area, far exceeding the levy payer investment. This includes the 6 Pyro/light shows on Friday/Saturdays in December. He pointed out that the positioning of the tree was carefully thought about, taking into account the various logistics involved including access to electricity and the need for it to be seen from the Gardens in order to draw visitors down into Pier Approach. All the major Christmas trees in the Lower Gardens have been positioned at the lower end with a view specifically to drawing audiences towards the seafront.
- JW further confirmed that original concerns over pop-up catering were no longer relevant as there is nothing planned in this area for 2018.
- There was over-whelming support from the majority of the Board for the whole attraction.

#### **BAF 2019 –**

- JW confirmed that the Red Arrows will not be performing at the Festival in 2019 as they are on tour in the USA for 6 weeks. It is not just Bournemouth affected but the majority of the major air shows in the UK as they are away over the prime air show period. Whilst appreciating that there will inevitably be some impact from the loss of the Reds we are working hard to mitigate against this and are confident that we can still deliver a dynamic Festival.
- Talks are ongoing with Clacton, Eastbourne and Southport to see if we can work together to bring over some major civilian teams sharing the transit costs, which make up the majority of the overall costs.
- Working with Gravity on an innovative new display involving flying suits. They will be trialling this new technology in Bournemouth.
- RN have already secured one ship and are hoping to secure a second. The Admiral who attended this year's Festival is keen to reinstate the beach assault for 2019.
- JG asked if any of the other major UK shows have cancelled as a result of the Redsm non-appearance. JW confirmed that they have not.

#### **Tourism Awards –**

- The tender will be going out in the New Year with a closing date of mid-February 2019
- The Awards are to be renamed the Destination Awards and will be launched in June 2019 under new branding.
- The actual Awards ceremony taking place in March 2020.

#### **10. AOB**

- Chair expressed disappointment that neither of the Executive Directors were present at the meeting

- CTW - MF put forward the suggestion that JW get in touch with embassies with a view to getting them to sponsor a tree in 2019. He felt that GSh would be able to help with contacts

**11. Date of Next meeting:**

**Tuesday 15<sup>th</sup> January, 2pm – 5pm. Lucullus Room, Pavilion Theatre, Bournemouth**