



Aim

The aim of the Board is to develop and assist delivery of a shared vision for a prosperous tourism industry in Bournemouth, Christchurch and Poole that will enable the residents, businesses and visitors to enjoy the benefits of being in a market leading destination.

Principles

The Destination Management Board will be:

- C**ollaborative Joint working with local authorities, bodies, business and individuals to ensure tourism has a voice in local strategy and plans
- O**utcome Driven To achieve real and measurable results with genuine benefits for the destination sectors across BCP
- A**gile Maintain a dynamic approach driven by innovation and research
- S**ustainable Engage the sectors to develop a more sustainable destination offer and promote environmentally friendly practice across BCP
- T**ourism Centred Strengthening the Destination brand proposition for the tourism sector working alongside the culture and creative sectors, to consistently promote the wider economic benefits across the conurbation

Priorities for 2019 / 2020

1. Director of Destination & Culture – Support BCP Council in the appointment of the best calibre person and ensure that the status of the position is maintained.
2. Status - Ensure full engagement with central government, Dorset LEP and Visit Britain to achieve Tourism Zone status and to address the skills shortage within local business.
3. Closer cross sector integration – to work closely with the Culture and Creative sectors ensuring they are well represented to improve the destination offer.
4. International Education – Expand Bournemouth, Christchurch and Poole’s profile internationally as educational tourism destinations and fully engage in government consultation.
5. Transport – To develop and improve sustainable transport options for residents and visitors including support and input into the Transforming Cities Fund (TCF) process.
6. Funding – identifying new and existing funding opportunities and streams; particularly through the industrial strategy and the Tourism Sector Deal and utilising public sector investment for the benefit of the area.