



**Tuesday 21 January 2020  
2.00pm – 4.00pm  
Upton House, Poole**

## **MINUTES**

### **MEMBERS PRESENT**

David Bailey (DB)  
Craig Mathie (CM)

Chair  
Vice Chair

### **Sector Representatives**

Carol Scott (CS)  
David Squire (DS)  
Guido Schillig (GSh)  
Martin Davies (MD)  
Paul Clarke (PC)  
Tim Lloyd (TL)

Leisure & Attractions Sector  
Transport Sector  
IEF Sector  
Town Centre BID (Bmth)  
Coastal BID (Bmth)  
Accommodation Sector

### **Professional Officers**

Cllr Vikki Slade (VS)  
Cllr Lewis Allison (LA)  
Bill Cotton (BC)  
Jon Weaver (JW)  
Stevie Sainsbury (SS)

Leader – BCP Council  
Portfolio Holder - Tourism  
Executive Director – BCP Council  
BCP Tourism  
Board Administrator - BCP Tourism

### **Apologies**

Mike Francis MBE (MF)  
Graham Farrant (GF)  
Chris Saunders (CS)  
Steve Turner (ST)  
Jim Stewart (JS)  
John Grinnell (JG)  
Sara Uzzell (SU)

President  
CEO – BCP Council  
BCP Tourism  
Conference & Convention Sector  
Poole Harbour Commissioners  
Town Centre BID (Poole)  
Dorset LEP

### **1. Welcome**

- Chair welcomed everyone to the meeting and introductions were made around the table.
- Declarations of Interest – None

### **2. ADMINISTRATION**

#### **a) Actions from the last meeting**

- i. *Transforming Cities Fund* – No significant updated. Has been deferred to the March for update if available
- ii. *St Michaels VS* reported that she has visited the property and asked for some actions to be taken. She will follow this up and report back at the next meeting.
- iii. *Decision making process for Planning applications VS* reported that there has been some conversation surrounding this and in particular on the impact on the wider area. Nick Perrins is now in past (since December) and proposals will be included in the Local Plan

**b) Are the Minutes from the last meeting correct?**

Proposed by MD and seconded by GS. Agreed

**3. MATTERS FOR DISCUSSION / DECISION**

**a. Destination Awards – Chair**

- I. Chair reported that everything is going well
- II. 75 entries received
- III. Announcement of finalists will be at an event at Lost Paradise on Monday, 3<sup>rd</sup> February, 7-9pm. Chair encouraged as many people as possible to support the event and attend. Adjudication has been done externally and ratified by Kurt Jansen. Chair reiterated that the defining feature of the Destination Awards is based on a raising of standards and providing feedback to everyone, whether shortlisted or not.
- IV. Gala Awards Black evening at the BIC on Thursday 19<sup>th</sup> March, 6.30pm. Tickets are £75 inc. VAT. Please hold the date.
- V. Tony Williams Young Innovator Award. The award is being sponsored by Lynne Williams, widow of Tony Williams (ex CEO of Bournemouth Borough Council) and acknowledges his support for young people and the tourism industry. Two nominations have been received to-date. Chair asked members to submit any further nominations by the end of the week. BC suggested that the final decision on the allocation of Gold/Silver/Bronze be made by the Chair & Vice Chair. This was agreed.

**b. Update on Director of Destination & Culture - BC**

- I. BC reported that following two unsuccessful processes to fill the position he had reflected on the situation and had asked Chris Saunders to take on the position as a secondment for one year. He acknowledged that it was not an easy role but he had every confidence in CS and had given him the authority to go ahead with the restructure of the services.

**c. BIC Re-development – Anthony Rogers, Head of Leisure**

- AR gave a presentation to the Board (attached) - explaining the short-term investments and also the wider long-term vision for the BIC.
- Investment of £4.7m 1 – 5 years
- 25-year lifespan
- The presentation was well received, and MD proposed a resolution of support which was carried unanimously.

**d. Local Plan Submission for Tourism – Chair**

- The first step is underway to develop a new local plan covering Bournemouth, Christchurch and Poole
- Aiming to adopt in November 2022
- Regulation 18 issues and call for sites consultation approved by the Cabinet on 11 September 2019 for a 6-week statutory public consultation

- The closing date for comments was Monday 18<sup>th</sup> November.
- Timeline document attached

#### e. Strategic Update

##### **BCP Tourism Strategy – JW**

- Documents had been circulated to the Board in advance of the meeting. (attached)
- JW reported that work on the Strategy is being developed by the National Coastal Tourism Academy (NCTA) working on a themed basis
- Strategy is directly lined to and complements the Corporate Strategy
- 3 core aims with cross cutting themes
- 5 further aims focussing on the all year round offer
- Will be taken to the Corporate Strategy Group on 28<sup>th</sup> January and then to the Cabinet in March
- JW asked the Board for feedback
  - DS – excellent piece of work which can be used as a base for the wider area. However, DS felt that the word ‘event’ is missing completely from the document and this should be addressed as events are an integral part of the destination underpinning everything.
  - DB – need to ensure that it is a living document. JW reiterated that it is linked to the Corporate Strategy along with KPIs which will need to be achieved.
  - CM – really good base level
  - VS – Delighted that it links to the Corporate Strategy. Felt there needs to be more work on the 4<sup>th</sup> cross cutting theme – “Improve productivity and skills leading to **Brighter Futures**”. Need to consider young people who already live here and how we can retain them and students to work in the area after they complete their educational courses. This also applies to apprenticeships – where focus needs to be on retaining young people to work in the local industries - not seen as a ‘dead end job’ but a career choice.
  - VS also felt that a lot of local businesses, particularly in the accommodation sector, are not good at selling themselves to new markets. They need to be encouraged to tap into new markets so they do not become reliant on one particular event to support their business.
  - JW pointed out that the Erasmus+ project he is currently working on which will be covered in the Director’s report, is specifically targeted at helping local SMEs to improve their digital marketing to improve networking and tap into new and emerging markets.
  - BC – a really good first draft.
  - JW requested feedback from the Board by the end of the following week (31<sup>st</sup> January)

##### **Dorset Tourism Association Tourism Study – CM**

- NCTA have produced the study
- An executive summary and a detailed report – 2 docs
- Work is to support potential bidding process for the Tourism zones – a lot of work has gone into the preparation
- Focus on improving productivity

- Chair of DTA was very strong on the importance of addressing issues surrounding seasonality
- LEP recognise the DTA as the co-ordinating body but BCP needs to be a strong influencer

#### **Sector Deal Update – JW**

- JW reported that CS was up in London as he spoke attending the Visit Britain/Visit England Annual Review and was feeding back information as it came through
  - Focus on 'levelling up the agenda' – pushing investment up north
  - Sector deal money may be lost – no real mention of it in presentations
  - There has been a drop off in European visits

#### **4. Planning and development updates**

- Update circulated in advance
- No particular issues identified on the list
- FJB Hotels – not on planning document but JW reported that there are some issues surrounding the development at Haven Hotel with arguments around the height of the development which, although having been lowered from original plans, is still above the level of surrounding trees. **ACTION: Summary of current position to be circulated with the Minutes**

#### **5. Director's report**

- Attached
- Air Festival – there was a suggestion to look at providing residents with a pass to allow them free travel during the festival to encourage more locals to attend
- World Beach & Coastal Rowing Championships
  - Interested in holding them in Bournemouth
  - Looking for around £30,000 worth of in-kind support including £22K of PR & Marketing.
  - Need to understand their expectations if were to consider bringing it to the area.
  - BC suggested contacting destinations that have hosted it in the past.
    - **ACTION – CM/JW to look into it and feed back to the Board**

#### **6. Sector Updates – key announcements or issues from Sectors that are useful to know or require Board consideration and/or action**

- Reports will be circulated with the Minutes – no issues requiring action/consideration were raised.

#### **7. AOB**

- A31 scheduled work 2020. CM reported that he has been in communication with the Project Lead/Geo-Tech Advisor who has confirmed that a full closure is extremely unlikely and not currently in the plans. CM will keep the Board informed on an ongoing basis.

#### **8. Future meetings**

- Tuesday 17 March 2022, 2-4pm – Christchurch (venue tba)
- Tuesday 19 May 2020, 2-4pm – Bournemouth ( BIC if available)