



Tuesday 16 March 2021
2pm – 4pm
Teams meeting

MINUTES

MEMBERS PRESENT

David Bailey (DB)
Craig Mathie (CM)
Mike Francis MBE (MF)

Chair
Vice Chair
President

Sector & BID Representatives

Carol Scott (CSc)
David Squire (DS)
Guido Schillig (GS)
Tim Seward (TS)
Andy Lennox (AL)
Zannah Chisolm (ZC)
James Croker (JC)
Fional McArthur
Paul Kinvig (PK)
Tim Lloyd (TL)

Leisure & Attractions Sector
Transport Sector
IEA Sector
Accommodation Sector
Eating Out Sector
Cultural Sector
Poole BID
Bournemouth Coastal BID (deputy)
Bournemouth Town Centre BID (deputy)
Christchurch

Professional Officers

Cllr Mohan Iyengar (MI)
Stevie Sainsbury (SS)

Portfolio Holder – Tourism
Board Administration - BCP Council

Co-opted members

Samantha Richardson (SR)

National Coastal Tourism Academy

Guests

Councillor Beverley Dunlop(BD)
Keith Wilkes (KW)
Nicola Goode (NG)

Lead member for Festival Coast Live!
National Coastal Tourism Academy
Marketing Manager BCP Council Tourism

Apologies

Chris Saunders (CSa)
Jon Weaver (JW)
Martin Davies (MD)
Paul Clarke (PC)
Steve Turner (ST)
Sara Uzzell (SU)

Director- Destination & Culture BCP Council
Head of Resort Marketing & Events BCP Council
Bournemouth Town Centre BID
Bournemouth Coastal BID
Conference & Convention Sector
LEP representative

1. Welcome & apologies

Chair welcomed everyone to the meeting and asked if anyone had any objections to the meeting being recorded. There were no objections.

Apologies were recorded (as above)

Chair welcomed Tim Seward representing the Accommodation sector, explaining that TL has recently stepped down as the accommodation sector representative but will be remaining on the Board to represent the interests of Christchurch.

Chair then welcomed Keith Wilkes (KW) as the new Chair of the National Coastal Tourism Academy replacing Mike Francis (MBE) who recently stood down as Chair, and invited KW to say a few words to introduce himself to the Board. KW explained that he headed up the Tourism Department at BU for many years and then subsequently the Faculty of Management and was involved in the NCTA bid back in 2010/11 and has been on the Board ever since.

Chair confirmed that there were no **declarations of interest**.

Chair then introduced Councillor Beverley Dunlop (BD) who had kindly joined the meeting to provide an update to the Board on Festival Coast Live! (FCL!) but had another meeting to attend so was unable to stay for the full meeting. The FCL! agenda item had therefore been moved up the agenda.

6. Festival Coast Live! – Cllr Beverley Dunlop

- BD explained that the concept of FCL! was to be an overarching brand for all the activities and events across BCP enabling the Council to promote nationally all the events and activities under that one umbrella.
- The long-term aspiration is to develop BCP as a year round resort driving the visitor economy wider & further with the local trade meeting the demand generated by the increase in events/activities.
- The plan for 2021 is an ambitious programme running from the end of May to end of September animating public spaces in addition to all the usual events that take place (eg. Air Festival) as it is hoped that many of the events scheduled for later in the year will still be able to go ahead under the COVID guidelines.
- The aim is to help the region to recover not just economically but also emotionally, focusing on local businesses, local people & local communities.
- A dozen or so sites have been identified where infrastructure/power/light will be installed. Looking at areas where we need people to be in order to support the businesses in those areas – retail/hospitality/accommodation
- There has been a 'call out' inviting people to register their interest in being involved. This is aimed at not for profit organisations/people/events as there are insufficient funds available to offer assistance to all event organisers. The emphasis is on community, local and inclusivity.
- There is a small amount of grant funding available which they can apply for, not just for existing events where they can apply for help in putting in COVID measures/management etc but also for the setting up of new events which could be across multiple sites.
- The need to help commercial organisers is acknowledged and this may be by way of 'partnering up' with a non-profit organiser so that they can have a presence at the commercial event and enhance that event.
- Initially looking at weekends until we get into the season when the aim is to have something going on every day.
- Focus is very much on community engagement and inclusivity, breaking down barriers to engagement, age, religion, ethnicity.

- Going forward there is the ambition to build a winter programme, ultimately developing a spring and autumn programme too. Aim is to create a 'year-round' resort where something is always happening.
- Ambition is for a Disney type app where you can get a list of everything going on across the area.
- Have produced a logo - which BD shared with the Board. **ACTION Logo to be circulated with Minutes.**

Chair thanked BD for her update, expressing his support for promoting the area as a year-round resort and not just somewhere for people to come for their summer holidays. He wondered if consideration could not be given to extending it through to Christmas this year.

BD responded that basically this year it is all about 'bang for your bucks' which is why the focus is on community, non-profit initiatives and although there is more money than has been available previously for events, extending it through this year might be too much. Although plans for Christmas Tree Wonderland are still ongoing. There are other considerations that need to be taken into account – one of which is manpower. However, long term there is definitely the ambition to create a year-round destination.

Chair asked if the App is currently in development. BD confirmed that it is not yet being developed as we need to get everything off the ground first but is definitely the long-term aspiration. NG confirmed that there is a marketing plan in place which includes some shorter-term, web-based solutions signposting people to different areas. This year the plan is to 'keep it simple'. There will also be a toolkit for businesses/event organisers to brand their event/activity under the banner of FCL!

BD also confirmed that a Programme Steering Group has been set up with a number of Ambassadors representing the different themes who will be working with the Events team to develop the programme of events/activities.

Chair invited any questions from the Board:

- PK pointed out that the BID had not been included in the Steering group but would be interested in being more deeply involved. BD confirmed that the group was for external ambassadors who would be helping to lead on the actual programme of events but that there were plans to meet with the BIDs to discuss their involvement.
- CM pointed out that SCEF is looking at the possibilities of commercial organisers incorporating a community FCL! element into their events in order to brand the event under the banner of FCL! and add value to the event.
- TS asked that consideration be given to extending activity into October half terms that would be really helpful. BD asked for input on how people can help that to happen. At the moment we are still waiting to see how things develop and what the opportunities will be by October to have some indoor events.
- GS supported the concept of an app as he felt that the really important thing will be to communicate information to people – no one will come if they don't know what is going on.
- AL pointed out that Wonky Table developed an app last year that might be of interest. BD thanked AL and said she will take the suggestion away for consideration.

Chair thanked BD for her update.

2. Actions from the Minutes of the last meeting

- *Destination Strategy - Set up meeting for working group to go through Action Plan so it can be moved forward and signed off. Finalising assignment leads and*

will add this item to the agenda for the next meeting. **ACTION – add to agenda for May meeting SS**

- *Tourism Declares – Set up a Task & Finish group to explore options and feed back to the Board* Have received interest in being on the group from David Squire, Andy Lennox and representing PDSW Susannah Greenwood. Will now set up a meeting and feedback to the Board in May. **ACTION: Schedule meeting for group. SS**

- **Are the Minutes from the last meeting correct?** The Minutes were agreed as correct.

3. Confirmation of Chair and Vice Chair positions

Chair reported that it has been two years since he was appointed as Chair and thanked the Board for their support over that time, particularly the second year when COVID took over. He then handed over to CM to address the Board

CM thanked DB for his leadership over the last two years. The Constitution states that 'normally' the Chair would be in position for 2 years. In view of the fact that the last year has been anything but normal CM proposed that DB be asked to remain as Chair for a further year to provide continuity as we move out of the aftermath of COVID. This proposal was seconded by AL and was carried with no objections.

DB thanked the Board for all their kind words and then asked CM if he would be happy to continue as Vice Chair which CM confirmed he would be pleased to do.

4. Ratification of proposed changes to the Constitution – Chair

The amended Constitution had been circulated in advance of the meeting and no amendments had been received. Chair therefore asked that the Board agree to the ratification of the amended Constitution. The motion was carried.

5. COVID-19 Roadmap

Following the announcement by the Government of COVID-19 Roadmap for coming out of lockdown Chair asked that each sector give a brief update on the effect of the announcement and proposed timelines on their particular sector and identify any possible issues.

Leisure & Attractions CS

- Merlin are lobbying government to be able to open from 12th April in view of the fact that shops/retail can open.
- Bookings currently looking good & the sector is keen to get going
- Haven't got International students which has an impact.
- Would appreciate social distancing being removed in June but have to wait and see.

Eating Out Sector – AL

- There are two challenges currently in the High Court this week in relation to hospitality not being able to open on 12th April. They are contending that it is unlawful not to allow them to do so. Whilst being welcomed by the industry were this to be successful it would probably create issues for the supply chain.
- There is concern over the new Vigilante Law enabling Police to go into venues undercover. Trying to engage with licencing and Police to ensure there is a framework around this whereby venues are notified if Police are coming in undercover.
- Getting ready for 12th April – trying to ascertain what open spaces are allowed.
- Not actively campaigning for anything currently. Will be campaigning in the summer though to keep VAT at 5% for all tourism related businesses.

- There is currently some confusion over semi-permanent extensions onto the pavement and issues over licencing/planning requirements. JC reported that Nick Perrins has confirmed that planning is not an issue over this and offered to forward the guidance to AL

Accommodation – TL

- Issues around access on shared corridors for self-catering and self-contained accommodation which is preventing some establishments being able to open some units. The rules do not allow for shared access corridors even though the actual accommodation is completely self-contained.

Transport - DS

- Big issue is how long social distancing continues for as until it is relaxed, they are unable to carry proper passenger numbers
- Resilience Plan: Concern that as stakeholders they have received no information on this and that there are likely to be congestion issues.
- Chair invited MI to comment
 - MI confirmed that the plan had been published that morning and that a need for speed & sensitivity had meant it was not possible to liaise with everybody in advance.
 - £2.5million from a Central Gov fund has been invested in this and more can be put into it.
 - MI offered to ensure that Yellow Buses were included in stakeholder information in future
 - Basically it covers parking, ticketing, orderliness, beach huts, litter bins, toilets etc. and communication around what we do and don't want as a destination.
 - There will be more CSAS, Police and Rangers on the ground and increased litter clearance.
 - MI offered to give a presentation to Transport Group or any other Board members/groups who would like it.
- NG confirmed that sitting alongside the Resort Management Plan there is a Communications Plan being led by Carly Hoyle and it is being finalised now, working with the LRF and Dorset Council to share information and issues.

International Education - GS

- Not anticipating any return to 'normal' this year. Probably be 2022/23
- Overseas students are obviously dependent on international travel being possible and it will also require a build-up of confidence before things start to return to normal. Language schools will therefore miss another summer.
- International Tourism will probably return 2023/24
- International Education is very much a part of Tourism bringing in around £300m to the local economy. Language schools were granted 100% rates rebate in the first round for which the Industry was very grateful. However, it is rumoured that this will not be the case in the next round. If that proves true then there are likely to be many more Language Schools closing as a result. GS asked if BCP Council could provide some form of reassurance that Language Schools will be included in future rates rebates. Chair asked MI to comment. MI confirmed that he is attending the upcoming IEA meeting and has taken note and acknowledged GS comments and will pick it up with him outside of this meeting in a 121 the date of which he will confirm shortly.

Accommodation - TS

- Eagerly waiting to reopen on 17th May – still seems a long way away.
- Some hotels will open for al fresco dining – Marsham Court, Cumberland. All hotels with outside facilities are looking at what they can offer.

Culture

- Unlocking slowly. From 12th April some children's classes and activities will be taking place in culture bases.
- Some professional companies are already holding socially distanced rehearsals as well as University students doing training within studios since their return on 8th March.
- Not yet had any communications regarding social distancing requirements in theatres but pilots are due to take place over next 2-3 months
- One metre/one metre plus is still problematic and if that is still the requirement for indoor venues then we will see higher ticket prices. If it is two metres then it is questionable whether many venues will find it viable to reopen.
- At the moment most theatres are planning on reopening from September for indoor shows. Until then there is likely to be a great deal of outdoor work which is costly but does not provide an income. Working on business planning and models.
- Arts by the Sea Festival is working on curating a programme of activities for Festival Coast Live! through the summer. Main ABTS festival is currently scheduled for 2nd and 3rd October.
- Fun Palaces – throwing open of doors of any venues to the public to allow them to see what goes on inside.
- Some amazing content planned but the challenge is the financial side of things
- PK felt it would be useful from a business point of view to start some conversations with the Culture industry regarding what the benefits of sponsoring the arts can be for business. Needs some proactivity. JC and MI expressed support for this and suggested working closely with TC BID to move things forward and get some conversations going.

Bournemouth Coastal BID - FM

- 50,000 Resort Guides to be circulated to hotels across the area.
- Beyond the Beach theme being developed to move visitors to other areas – activity centred around spreading the load.
- No issues around the roadmap although Easter remains a concern with everything remaining shut but everyone working together to prepare for any possible issues

Poole BID - JC

- Remain a lot of issues but gradually overcoming them.
- 12th April will be very significant. Real sense of community with everyone pulling together
- Re-ballot will be in June but at the moment very dependent on what happens between now and then.

Bournemouth Town Centre BID – PK

- Roadmap was very clear
- Challenges for NTE
- Retailers all getting ready
- Deep clean has been undertaken in the Town centre
- Window vinyls being put in place to brighten the place up
- Things are starting to move forward but need to keep 'foot on the gas'.

Christchurch – TL

- Preparations for the BID are moving forward with ballot scheduled for September and there is already a lot of engagement and good feedback from businesses.
- Don't have financial backing for similar deep clean as Bournemouth but looking at what can potentially be done.

Events – CM

- Things much more positive following the roadmap
- A lot of organisers now going on sale for outdoor events with many events already sold out. Starting to see benefit of VAT reduction which was not the case last year.
- Other event organisers are simply not prepared to take the risk through 2021 –eg. the New Forest Show has recently cancelled. Social distancing for large scale events is not viable.
- A lot more confidence in relation to July and August events.
- Much more positive feeling now with money starting to flow again but cash flow remains a real issue which is still impacting on the supply chain.
- CM suggested that thought be given to the idea of filming a 'before' and 'after' scenario in relation to the town centre deep clean – it could be a real good news PR story.

6. Dealt with above

7. Portfolio Holder Update – Cllr Mohan Iyengar

- Festival Coast Live! – now moving ahead but taking feedback all the time. Not just for the short term but is a three-year plan which will develop as it moves forward
- Readiness – plans to spend £2.5m at short notice. Councillors briefing on Friday and then Full Council meeting next week. There will be questions around what the money is being spent on but overall, there is a very positive mood with lessons having been learned from last year.
- Seafrost Works
 - Beach renourishment. 48,000 cubic metres of sand. Work carrying on to the end of March. Sandbanks one of last to be completed. There have been concerns expressed over the quality of the sand but there is no reason to believe this will be an issue. Work also continuing on the groynes.
 - East Cliff - There is still the intention to restore the East Cliff lift but that will not be this year. Work still ongoing on stabilising the cliff face and on trying to make the area look tidier, whilst the long-term solution is found.
 - Durlay Chine Environmental Innovation Hub – still intending to go ahead but will not be until Sept/Oct. Basic groundworks have begun but actual work on the hub will not start until towards the end of the year.
- Seafrost Projects
 - Avon Beach – looking at what can be done with the beach huts. Keen to open the Noisy Lobster as soon as possible
 - Mudeford – looking to get the planning permission in fairly soon – subject to a few more discussions. Aiming to replace Mudeford beach restaurant – new for old.
 - Southbourne Bistro – quite ambitious plans for a restaurant on ground level with some lodges above. Construction hoped to begin Autumn 2022.
 - The BIC. Stage one design been completed. Now looking at how can potentially contract stage two to an organisation who can complete the design work and once agreed they can commit to deliver. There will be consultation at a later date. Very ambitious plans for a prestige venue.
 - Branksome Dene Room - still on the drawing board at the moment
 - Shore Road – almost complete, waiting on the seating which is going in imminently.
 - Sandbanks and the Pavilion - early stages of planning permission
- Community and Infrastructure Levy (CIL)
 - Change in the governance has seen a decision made last week that CIL money raised in future will need to spent in the area where the development

- has taken place in compensation for disturbance etc. Will be done on a ward by ward basis
- Pipeline of projects being developed – bidding for CIL funding for infrastructure projects . Potential next round in May but could be delayed.
- More information can be found on Council website.
- Local Plan
 - Being pulled together by the Council. Consultation in summer.
 - Requires good input from the Board sectors – need to bring thoughts together.

MI then invited any questions:

- ❖ DB asked if it would be possible to have sight of the report on Hotel Stock produced by Andrew Emery. TS also requested sight of the report
- ❖ JC asked if MI could update on the Mental and Physical Wellbeing Hub. MI reported that there is support for a campaign to get everyone in the BCP area back to physical fitness. Discussion is ongoing with regard to what form this hub may take. It will aim at driving a vision for deliverables to engage all visitors and encourage them to exercise in whatever way suits them, working towards Bournemouth, Christchurch and Poole being a leading resort for Health and Wellbeing.
- ❖ CM wanted to draw to the attention of MI a charity that supports Sporting organisations across the regions of which he is currently a trustee. One of the projects they have fund raised for is an outdoor gym at the bottom of Toft Steps – match funded by Talbot Village Trust. Plans are to have it launched and up and running around Sept/October which might fit in well with the ambitions for the Mental and Physical wellbeing hub.

8. AOB

SR reported that the Government has officially archived the Industrial Strategy and it is therefore more than likely that the Tourism Sector deal will also be archived imminently. This will not happen until the DCMS tourism recovery plan has been published which should carry forward a lot of the themes from the sector deal around improving accessibility, improving sustainability, addressing seasonality and upskilling the industry.

The review of DMOs has also been launched with the enquiry during Spring reporting back in Summer. Nick DeBois will be chairing it.

GS reported that he had just been told that the Christian English Language Centre in Christchurch has announced that it has closed its doors permanently.

9. Date of next meeting – Tuesday, 18 May 2021 2:00 – 4:00pm