



**Tuesday 20<sup>th</sup> October 2020**  
**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)  
Steve Turner (ST)  
Tim Lloyd (TL)  
Andy Lennox (AL)  
Zannah Chisolm (ZC)  
Steve Riley (SR)  
Paul Clarke (PC)

Leisure & Attractions Sector  
Transport Sector  
IEA Sector  
Conference & Convention Sector  
Accommodation Sector  
Eating Out Sector  
Cultural Sector  
Poole BID  
Bournemouth Coastal BID

### **Professional Officers**

Cllr Drew Mellor (DM)  
Cllr Philip Broadhead  
Cllr Mohan Iyengar (MI)  
Graham Farrant (GF)  
Chris Saunders (CSa)  
Jon Weaver (JW)  
Stevie Sainsbury (SS)

Leader – BCP Council  
Deputy Leader – BCP Council  
Portfolio Holder - Tourism  
CEO – BCP Council  
Director- Destination & Culture BCP Council  
Head of Resort Marketing & Events BCP Council  
Board Administration - BCP Council

### **Co-opted members**

Sara Uzzell (SU)

LEP representative

### **Apologies**

Martin Davies (MD)  
Bill Cotton (BC)

Bournemouth Town Centre BID  
Executive Director – BCP Council

### **Guests**

Samantha Richardson (SR)  
Nicola Goode (NG)

National Coastal Tourism Academy  
Marketing Manager – BCP Tourism

## **1. Welcome & apologies**

Chair welcomed everyone to the meeting and asked if anyone had any objections to the meeting being recorded. In the absence of any objections the meeting was recorded.

**Apologies** had been received from Bill Cotton and Martin Davies.

Chair apologised for the cancellation of the previous meeting which had been as a result of a number of key members of the Board being unable to attend on that date. Although the next meeting will now take place on 17th November, only one month away, Chair felt it was important to continue with that original date so that meetings can get back onto the original schedule.

Chair confirmed that there were no declarations of interest.

Chair welcomed the new leader of the Council, Councillor Drew Mellor, and the deputy leader, Cllr Philip Broadhead who is also portfolio holder for Regeneration, Economy & Strategic Planning. He also welcomed Councillor Mohan Iyengar portfolio holder for Tourism, Leisure and Culture.

## **2. Changes to Board representation & the Constitution**

- Ratification of appointment of Eating Out Sector Representative to the Board. Chair asked that the Board agree to creating a new sector – Eating Out – and that Andy Lennox (AL) from Wonky Table be appointed as the representative for that sector. MI asked for confirmation that AL would be able to commit the required time to represent that sector and Chair reassured him that although AL had not yet joined this meeting he had represented the sector at meetings over the last few months and he was confident that he would be able to commit to the necessary time. There were no objections and the motion was carried.
- Proposed change to the Constitution to move representation of Culture/Creative Sector from Group 3 to Group 1 which would enable the sector to have a vote. Chair asked the Board to consider this change given the importance of that Sector to the economy. There were no objections and the motion was carried.
- Chair then welcomed Zannah Chisolm (ZC) to the Board as the representative for the Culture & Creative Sector and asked ZC to say a few words.
- ZC thanked the Board for agreeing to make the Culture/Creative sector a formal position on the Board, pointing out that having chaired a recovery group of cultural organisations (The Cultural Action Group) since March she felt she was in a good position to represent the sector on the Board. ZC referred to an Arts Council commissioned report on the economic impact of the arts published the previous week that predicted a strong recovery by 2022 and she felt that BCP is really well placed to work with its cultural partners in supporting a year-round destination offer. ZC also confirmed that she will convene the Cultural Action Group to meet prior to each DMB meeting so she will be able to bring feedback to the Board.

## **3. Introduction from the Political Administration**

- Chair invited Cllr Drew Mellor (DM) to address the Board. DM confirmed that the current administration are fully behind the Board and support Tourism in the destination as a priority and appreciate the need in many sectors for political leadership from BCP in the coming months. DM affirmed that there is a lot of work to do but that the Cabinet massively value the contribution that the Board and Tourism Sectors bring to BCP.
- DM then invited Cllr Philip Broadhead (PB) to address the Board. PB echoed the points made by DM confirming that the current administration intend to 'step up to the role and hit the ground running'. PB confirmed that Cllr Mohan Iyengar will be the 'go

to' person for the Board but he and DM intend to be very involved at all times pointing out that you cannot extract tourism sector from the economy. He confirmed that the Cabinet have some very strong views on redevelopment which is vital to ensure that BCP remains one of the best tourist resorts in Europe. Long term vision on redevelopment and economy will be really important moving forward.

- Chair thanked DM and PB for their comments and support for Tourism.
- Chair then invited Cllr Mohan Iyengar (MI) to address the Board. MI confirmed that he, along with DM and PB are available at all times to support the Tourism sectors and the Board. He has been in contact with Tobias Ellwood to ensure his support.

#### **4. Industry Overview – Samantha Richardson, National Coastal Tourism Academy (NCTA)**

- SR took the Board through a presentation, a copy of which will be circulated with the Minutes. The presentation provided an overview of the national picture on the Coast including consumer data, followed by an insight into recovery at a national level and some of the thinking of other DMOs.
- At the end of the presentation SR provided the Board with some suggestions of what they could be thinking about moving forward and when considering the Board's priorities for the coming year.
  - What will consumers look like post-covid?
  - Which habits will be permanently changed or revert?
  - If considering new markets – what is the impact on your original core markets? Who will be your market in 3 – 5 years' time?
  - Public confidence will take time to recover. Will people switch to domestic? How important are residents and local regional markets?
  - Likely that more businesses will fail – how can DMB help survival and recovery?
  - What is DMB and BCP's role at local, regional and national level?
- Following the presentation Chair expressed surprise that the data showed an increase in people choosing city breaks given that it was not long ago that Coastal resort towns were being reported as in a better position for recovery than cities. SR agreed that she was surprised at this change but pointed out that the weather is a big factor in people's decision on where to visit and they tend to revert to cities in poor weather. This has been exacerbated by the fact that the booking cycle is so late now which means the weather is a much higher factor in the decision making process than previously.
- Chair reported that Expedia are currently saying that 2021 is looking strong with 12% of bookings received for Bournemouth at the moment being for stays more than 3 months in advance. Bookings from March onwards are up 33% year on year to date.
- Chair asked SR what her opinion was on whether it was better for BCP to align more with Great South West or stay in a BCP/Dorset bubble. SR suggested that at the moment it is a difficult question to answer as it depends on what funding tourism sectors get in the future and how many zones there are. At the moment focus is on those areas that can evidence that they have been hit really badly by COVID – which at the moment means favouring the North. SR felt that for the time being BCP needs to do both basing decisions on what the campaign/project is.
- Chair stressed the importance of BCP starting to put together a programme of festivals and events for future years, so that not only visitors but also sponsors and the corporate market know where the destination is heading. Sponsorship will be much easier to secure with a good forward plan. MI supported this wholeheartedly.
- MI asked for more clarification on what the European press are currently saying about the UK. SR confirmed that coverage is mainly around regional lockdowns and

not a sweeping 'Britain is closed' and the international education market is slowly rebuilding in the medium term. However, coverage is not good in relation to how the UK is dealing with COVID. We are still currently considered to be one of the worst in Europe.

## 5. Priorities

Chair confirmed that a copy of the 2019-20 priorities had been circulated in advance of the meeting and suggested that initially the Board look at the situation in relation to each of these as he felt that basically they still represented the direction in which we should be heading.

- I. *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.*

Now have a Director for Destination & Culture in place but important to make sure that the status of that position is maintained and understood throughout the trade and the Council. It therefore remains a priority. GF pointed out that it would be appropriate to reflect on the status of the members of the Board pointing out that the fact that the Leader, Deputy Leader and Portfolio holder were all at the meeting was significant, reflecting the importance of not just officers but of maintaining the right level of links and contact with the political leadership of the Council. He felt that the current priority target was perhaps a little narrow and should reflect the importance of the relationship with the Council. Chair agreed that the Board had benefitted from full support from the administration.

- II. *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.*

Formation of tourism zones has obviously been pushed down the agenda as a result of COVID but the priority to ensure full engagement remains relevant.

- III. *Closer cross sector integration – to work closely with the Culture and Creative sectors ensuring they are well represented to improve the destination offer.*

This has been achieved by moving the Cultural sector representation to a full voting position on the Board. Need to continue to work together.

- IV. *International Education – Expand Bournemouth, Christchurch and Poole's profile internationally as educational tourism destinations and fully engage in government consultation.*

COVID position has made that even more important. Remains a priority

- V. *Transport – To develop and improve sustainable transport options for residents and visitors including support and input into the Transforming Cities Fund (TCF) process*

We have input into the TCT. Need to put emphasis on the sustainability and green agenda and how we move people around the conurbation.

- VI. *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.*

Want to continue to push for new funding to come into the area.

- Chair asked CM if he would like to comment. CM felt it was important that the priorities remain aligned to the political administration aims and what they are trying to achieve, particularly as we move through the COVID recovery phase. It is important that everyone is singing from the same hymn sheet.
- MI commented that he felt that in relation to priorities 2,4 and 5 in particular, the Board needs to look at which specific Ministers and Ministries they need to be engaging with and developing relationships with so we know exactly who we need to see and whose door we need to knock on to get results. **ACTION: Compile a list of relevant ministers/ministries.**
- Chair thanked TL and CS for sending in suggestions in relation to marketing as a priority in the current climate. Chair suggested that it could be considered that marketing is more operational than inspirational and is something that we should be doing anyway. Currently there is an excellent team in place doing this. DS commented that it was more about aligning the marketing campaigns to ensure things do not go off at a tangent but are underlying the same message around the Coast with the Most. Need a constant theme ramming home the message that BCP is safe to visit.
- There was some discussion around the upcoming BID re-ballots in relation to future funding. The first re-ballot is Poole, followed by the two Bournemouth ones. Christchurch BID is in the process of being set up. There is also concern that the result of the Poole BID re-ballot could impact on the subsequent re-ballots depending on whether it is successful or not. Any uncertainty over the result of the re-ballots will impact on funding for Tourism activity. The possibility of a BCP 'Super Bid' rather than individual ones has been put forward but there may be legal reasons why this cannot go ahead. AL suggested that there needs to be further discussion on this and a Steering Group should be created to take this forward. PB confirmed his support for more joined up strategic thinking with the need for the BIDs to work more closely together. There was agreement that there is a need to understand the strategic role of the BIDs and this should be reflected in the priorities.
- ST would like to see business tourism reflected in the priorities. PC supported the importance of this.
- MI felt it was important to understand what we are looking to optimise as that will provide the drivers to which groups the Board wants around the table, so they are as focussed as possible.
- CM pointed out that BCP as a conurbation has a real opportunity to be an 'event full' centre for tourism. We Make Events, a nationwide campaign has been set up to highlight support for events with 80-90 people from within the events industry across the area coming together and providing an opportunity to consolidate representation for events. DM expressed his complete support for this, which he felt was reflected in recent new appointments, one of which is directly related to events. He confirmed that the Council sees itself as an influencer and stakeholder in the process and pointed out that Beverly Dunlop should be included in future conversations.

**ACTION: Chair proposed that he would take away everything from today's discussion and come back to the next meeting with some reviewed priorities for further discussion.**

## **6. Marketing report – Nicola Goode**

NG presented an overview of the last quarter and plans for the next quarter in a presentation which will be circulated with the minutes and can also be accessed via the recently reinvigorated BCP Tourism partner hub. <https://business.coastwiththemost.com/>

The final part of the presentation provided an overview of the outcomes from the Brand essence workshop held back in March, just prior to lockdown.

At the end of the presentation there was some further discussion around where Bournemouth, Christchurch and Poole need to position themselves moving forward particularly in view of how little BCP got out of the Enjoy Summer Safely campaign where we were included in the wider South West bid and where the focus ended up being almost entirely on Devon and Cornwall. However, SR pointed out that Enjoy Summer Safely was a Cabinet Office campaign and feedback was that it was a 'complete disaster' across the board with most of the ideas put forward not making it to fruition.

MI felt that BCP needs to have a foot in every camp and make decisions on an individual basis on who to work with, positioning itself in the best possible place to secure the maximum funding and impact. This position was supported by SU who pointed out that things are changing rapidly and the focus is going away from large pots of money for capital projects to change programmes and transforming our economy for the long term.

GF reported that there is a discussion going on at the moment within the leadership of the Council over where BCP fits because in economic terms the Great South West has got a Green/Fisheries agenda which is not the BCP economy driver. BCP therefore needs to rethink its position as historically the three separate councils were too small to influence anything but now, representing over 400,000 people, we should be exerting more power, but currently face the dilemma of where we fit as a new Council. DM agreed that as a sizeable Council BCP now needs to 'punch its weight' nationally and internationally and have a clear vision statement of where it wants to be, moving forward.

## 7. Director's Report

- Destination Strategy. Work was done earlier in the year around developing key aims and ambitions for a longer term, five-year destination strategy, creating a framework that can be developed as part of the Council strategy. It is key that we get buy in from stakeholders as that will be fundamental to success. Much of the work previously done was pre-covid and was therefore pushed aside as result of the pandemic. Now need to move forward with aims and objectives for a 5 year strategy but with an 18 month action plan which is flexible and allows for change as things unfold. The effect of Brexit is also a consideration, particularly around skills and workforce. Council timeline was to have the strategy adopted in the New Year. CS proposed the forming of a small strategic group comprising the Chair, Vice Chair, Portfolio holder, NCTA and representation from Sectors. Needs to be fairly small and flexible or the timeline will not be achieved. This group will feedback to the main Board. **ACTION – Set up this group and put date in diary for the first meeting.**
- NCTA – funding has been gradually running out. Took advantage of furlough over the summer. Have now been awarded £150,000 which will keep it going a bit longer but unfortunately this means that three people have had to be made redundant.
- Cultural Compact – strong recovery predicted for the cultural sector. BCP undertook a cultural enquiry in 2019 and the recommendations were widely accepted around culture and Place, talent and infrastructure. All slowed down due to COVID with Cultural Conference cancelled and funding that had been put aside has had to be allocated elsewhere. Culture Action Group was been set up to ensure that the recommendations are now taken forward and they go to Cabinet in November. The

report has just been finalised. **ACTION: Report to be circulated to the Board when available.**

There are a number of recommendations relevant to the Board – CS highlighted three:

- Setting up the Compact as an arms-length body to kick start opportunities across the conurbation
- Developing digital, physical culture and heritage trails and Wayfinding. Untapped markets to be developed
- Developing and supporting Place shaping activity. Fits in with the festivals and cultural heritage.

Southampton Council are bidding for the City of Culture in 2025 and CS has been asked to work with them on regional impact so there could be some benefit for BCP should they win. If they do not win then it could open up some partnerships for BCP to bid for it in future years. If Southampton are successful, then BCP would not be in the running for some time as it does not return to an area in the short term

## **8. Destination Awards**

CM gave a short update on the Awards:

- Impacted heavily by COVID with the Gala Awards evening being postponed and ultimately cancelled
- Although disappointing we used the situation to create something new that was very positively received and turned a negative into a positive .
- 9<sup>th</sup> October – Yellow Buses, major award sponsor, provided a liveried Destination Awards bus which took Chair, Vice Chair, David Squire, Portfolio holder and Director of Destination and Culture around the area distributing the Gold Award winner trophies. Incredibly positively received by the winners. Could be a model that can work moving forwards. Silver/Bronze awards are also now being distributed personally across the conurbation.
- MI confirmed that the tour was a great success and thanked everyone for including him in what was a very positive experience for all concerned. This was echoed by AL who had received a lot of very positive feedback from the businesses who received a visit who really appreciated how well it was handled. This was also reiterated by the Chair.

## **9. Any significant changes of which the Board needs to be aware since the July meeting**

- Events Sector (CM)
  - As a sector it has been mainly exempt from national government support. The national We Make Events campaign comprising many different parts of the industry including individuals and freelancers has been working over the past few months to raise awareness of the £84million sector which employs over one million people. There was some action in BCP last week involving many local people which received good media coverage and CM thanked all those involved.
  - Now looking to formalise the sector using some of the work done by AL and the Eating Out Sector and pulling together some key players to

ensure that the industry becomes better represented locally, regionally and nationally moving forwards.

- AL expressed his support to CM and offered to help in any way he could.
- Coastal BID.
  - PC reported that approximately 50% of the £486,000 levy monies has been collected in. This compares with 89% last year at the same point. Eastcliff is back to £60,000 and Westcliff £80,000.
  - PC asked if there was any kind of update on Business Events Bournemouth given its importance to the industry.
  - PC further asked for an update at the next meeting on the pop-up catering in the Lower Gardens. He has met in the last six weeks with Bill Cotton and is waiting for a response to the proposal the BID has put forward.
  - Tourism Minister – recent PR on this and PC felt that as a destination we should be supporting it.
- Eating Out (AL)
  - AL reported that Wonky Table are calling for a circuit breaker as are other large parts of the sector. Tiers 2 and 3 are seen as ‘nails in the coffin’ for the sector and they would rather see a circuit breaker than move to Tier 2. Written to MPs. Disappointed that Tobias Ellwood did not vote against the curfew.
  - AL pointed out that there is already a Tourism Minister. The current call is for a Hospitality Minister and currently the sector do not consider this is a particularly good idea or a priority.
- Conference & Convention (ST)
  - ST gave a quick update on the Business Tourism Sector confirming that through the Coastal BID and with the assistance of DB funding has been secured moving forward for BEB which is still operating. This week, BEB along with Conference sales staff have been at the Virtual Meeting Show at the BIC, engaging with the Industry and discussing the way forward with partners
  - ST offered some reassurance that despite not being able to operate conferences at all at the moment they did have two events booked for October who wanted to go ahead socially distanced, until they had to be pulled due to a change of guidance. Looking at the next financial year 2021/22 they currently have confirmed events booked and contracted, provisional events where the deal has been agreed and pencilled in events where they are just holding the dates waiting to confirm. There are 193 days already in the diary for conferences/ exhibitions (not events/shows) which equates to about 58,000 delegates. Although GMB cancelled yesterday, ST is already talking to another organisation looking for dates in June so the market is still moving and still healthy so as soon as regulations are lifted ST felt that the sector will come back strong.
  - Within BIC there are already 46 confirmed entertainment events for next year – inc. Cliff Richard, Simple Minds, David Essex, Bill Bailey

and the Pavilion has already confirmed 155 shows for next year. BIC in a positive place moving forward.

- National Arenas Association Board and Concert Promoters Association. Meet every 6 months. There is some nervousness amongst promoters who think that restrictions may limit them to starting with only outdoor events in the summer, moving to indoor in the Autumn but they are holding dates for April, May & June with secondary dates being held in case they have to move.

## 10.AOB

### Planning Updates

- Hilton want to extend their facilities for banqueting.
- Two hotels on Westcliff (Ullswater and Capital) applying for part change of use to be part HMO and part Hotel. There was concern expressed by Chair over this as possibly being a way of getting full change to HMO status if the 50% does not work. AL agreed that the Board need to take a robust approach on this as it is not in the best interests of the destination. DB asked MI to look into this and get an indication from the Planning Officer. **ACTION: MI to look into the position and feedback to the Board**

### City of Culture

- MI asked if there was something else 'big' BCP could go for if City of Culture is not an option. **ACTION: NG to look into this and feedback.**
- MI asked if there is a forum for monitoring whether businesses are applying for everything they need to, are they getting the money, are they getting it fast enough? DB confirmed that he knew from feedback that the Council had been incredibly helpful over this and that the BID companies had worked hard with their levy payers to help where they could. JW confirmed that Adrian Trevitt from Econ Dev was leading on that work with Chris Shephard and they should be able to provide a good update.

**11. Date of next meeting** – 17 November 2020 2:00 – 4:00pm