



Minutes
Collingwood Hotel
Tuesday 15 March 2022
1000 - 1200

MEMBERS PRESENT

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

Sector & BID Representatives

Andy Lennox (AL)	Eating Out Sector
David Squire (DS)	Transport Sector
Guido Schillig (GS)	IEA Sector
Fiona McArthur (FMc)	Bournemouth Coastal BID
Steve Turner (ST)	Conference & Convention Sector
Tim Lloyd (TL)	Christchurch
Jackie Richmond (JR)	Leisure & Attractions – deputy
Paul Kinvig (PK)	Bournemouth Town Centre BID

Professional Officers

Councillor Beverley Dunlop (BD)	Cabinet Member – Culture & Vibrant Places
Jon Weaver (JW)	Head of Destination & Events BCP Council
Stevie Sainsbury (SS)	Destination Development Co-ordinator - BCP Council

Co-opted members

Samantha Richardson (SR)	National Coastal Tourism Academy
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Apologies

John Grinnell (JG)	Poole BID
Sara Uzzell (SU)	LEP representative
Carol Scott (CSc)	Leisure & Attractions Sector
Martin Davies (MD)	Bournemouth Town Centre BID
Tim Seward (TS)	Accommodation Sector
Zannah Chisolm (ZC)	Cultural Sector
Chris Saunders (CSa)	Director- Destination & Culture BCP Council
Cllr Mohan Iyengar (MI)	Portfolio Holder – Tourism & Active Health
Paul Clarke (PC)	Bournemouth Coastal BID

1. **a. Welcome & Apologies** – Chair

b. Declarations of interest - None

2. **Actions from the Minutes of the last meeting** – Chair

- **SR & Jo Edom to discuss possible use of IEA data to contribute towards the consumer research commissioned through BAHA**
Some progress has been made
- **NG to liaise with JR over involvement of Poole BID in campaign work**
Have met with Christchurch BID. All BIDs want to be involved.
- **Update on Tourism Awards sponsorship/launch** Launch event is on 21 March and everyone should have received an invitation. Chair confirmed that TS has done a good job with sponsorship with only one category remaining to be filled. Meetings on judging criteria and process and ongoing. Will open for entries after the launch. All looking very good at the moment.
- *All other actions completed.*

Minutes proposed by GS and seconded by AL

3. Presentations from candidates for position of Vice Chair

- Two applicants – Guido Schillig and Andy Lennox
- Both applicants gave a short presentation to the Board while the other candidate left the room.
- Ballot papers were distributed to the voting members of the Board, collated and counted and the result handed to the Chair.

4. Sector Priorities and Challenges – Round Table discussion

Chair initiated the discussion by putting the question– What does ‘world class’ mean? to the Board

- Everyone sees something different. Not being communicated what it means for each area/sector.
- Who should be defining it? Needs to include key partners who are not represented on the Board
- Being better at everything. All have to work together. Seafront is the asset.
- Striving to be the best you can be

Discussion then centred around the issues and challenges facing the BCP area in defining itself as ‘world class’.

- Pop up catering on seafront now in place – but still issues over infrastructure to support it (generators/drainage etc)
- Making sure toilets/restaurants are perfect.
- Bournemouth never going to be world class as town centre is a ‘dump’.
- DMB can and should do more.
- Need to use the fact that we already have a world class reputation in Europe.
- No written definition which is part of the problem. Some strategies stalling because of that.
- Need to get round the table and put together definition. Not just about tourism but about the three towns. Big piece of work.
- Understanding what the consumer needs are. Then making sure we exceed the expectations. Quite a few things being commissioned but constantly changing environment. .

Future Lab - Thursday 25 March. ARG funding to speak to visitors and residents/ stakeholders. Looking at how consider conurbation. a. Town Centres b. How to make BCP an eventful destination. Potentially involve DMB. Requires engagement from higher echelons of the Council.

The Board was most effective when it had significant buy in from the Leader and CEO
This needs to be addressed moving forward.

Town Centre BID - PK outlined where he saw the Town Centre moving forward

- Will become more residential. Change from office blocks into residential – eg M&S, House of Fraser, Beales. Cinemas.
- Brand new community developing over next 3 – 4 years. Will change out of all recognition.
- Will require massive support - infrastructure / doctors/ schools/ dentists, etc. Community that needs support/servicing 24/7 year-round.
- Consumer needs have changed.
- Will be less retail. Independent retail is going through a period of confidence – doing well. More to offer than mid-range nationals. Same within Hosp/Leisure.
- Safety and security/cleanliness most important in all surveys. Not got that right yet.
- Transport really important. Congestion.
- Parking is not expensive but is focused on medium/long term which was based on people working in the area. That has fundamentally changed – parking needs to change. Short term parking needs to be focus.
- Aiming at a world class experience – no matter what the reason is for visit – short or long term.

This was followed by a discussion around the future of town centres:

- Will town centre still be heart of town?
- Heart of cities moved when large retail parks came in.
- Town centres grow and develop then die.
- In Bournemouth is the heart the beach or geographically the town square?
- Pace of change is so much faster than any local authority can cope with at moment.
- Need to look at what can be done to try and help Council match where they want to go with the processes – need to be quicker. Closing gap is essential. Got to do it or the gap will get wider.
- The area is world class –the question is whether we doing justice to it.
- Falling behind – not giving the area the credit it deserves.
- Need to look at planning/hotel stock/ areas falling into disrepair. Eg opposite the BIC.
- Moving forward the Town Centre will become more like Westbourne/ Southbourne with people living in the centres.
- Good thing, but issues – can't get funding. Eg. update electricals so that the £80k spent on Christmas lights in Boscombe is worth it.
- Number of basic things missing from the jigsaw – gap between aspiration and ability. Need to identify things that really, really need attention. Enable things to happen.

There was then discussion around the role of DMB moving forward.

- What are priorities – will be different depending on areas but not hard to identify
- No one is pulling it together. This is where DMB can help. Could get solved in DMB meetings. Board pick things up and ensure that they happen.
- Project that DMB could take on. GAP analysis. At the moment BCP is a world class destination but not a world class resort.
- Looking at 'experience' is a much better way of looking at it. Not assets but experiences.

- Look at what bits DMB can influence and what needs input from elsewhere. How to add weight to a national problem.
- Not a question of DMB fixing things - Board need to say – this is what we want done and then identify who is going to do it. Not all about world class – it's about putting things right and making the experience right. Until someone is defining what it looks like it won't happen.
- Need to look at - Where is DMB power? How does the Board get things done? How does Council know?
- DMB needs to lead on joined up thinking. **Task Force R3** - came out of covid two years ago. Now needs to decide what it is going to be. A number of board members are on it. There is frustration that no one talks to each other.
- Tourism Advisory Board – years ago – advised the Council and they took it on board.
- Suggestion of setting up a sub – group to take the 'world class' element forward.
- DMB needs strategic aim to feed to Council. **Doing justice to our Destination**

Other topics under discussion were:

- Conference and Convention Sector - Safety and cleanliness – visitors feel standards have dropped. Happened when moved homeless into area. Constantly trying to clean up after them. Now has a run down urban feeling. Books still looking good moving forward. Trade still there. £1.8m being invested into BIC – positive. Long term redevelopment still on cards.
- Events – Shortages. Need people to come to area. Skills piece needs to be part of work. World Class – anything that is events or experience led – not always the most money, need to look at the offer and what contributes towards world class. Communication – really important. Events in challenging situation – now massive demands but shortages across the board. Knock on reputational issues from impact on events this year. Need to ensure standards are kept up.
- Transport. Following Covid people's travel patterns have changed. Some light at end of tunnel with a National bus strategy now in place for first time. Congestion is still stifling everything and needs fixing if area is to move forward. SWR – don't know what financial settlement is for April. Need longevity. InterCity coach and Megabus coming back but still need to sort congestion. Transforming Cities fund. 1/3rd less passengers. Morning peak no longer there. Public told by Government not to use public transport at peak of pandemic but this has never been redacted. Major drop in elderly using public transport as they have learned how to shop online. Funding for transport is completely unrealistic. Will never operate at same level of services as pre-covid.
- Congrats to Rigby group for keeping airport going.
- IEA. Always some problem somewhere in the world – constantly adapting/adjusting. Students concerned about safety and security. Gardens is a major issues. Trouble between students and locals. Housing is a problem for language schools – homestay – people now using spare rooms as offices. Big shortfall in homestay families. Want to see BCP known around the world. ARG funding has helped spread the word

5. Announcement of Vice Chair election

Chair announced the result of the vote and confirmed that Andy Lennox was appointed the new Vice Chair.

Chair thanked everyone for their support over the three years which had been 'amazing'. Particular thanks went to JW, SS and to CM as Vice Chair.

Chair then officially handed over the Chair to CM

CM paid tribute to DB thanking him for all he had done to keep the Board moving through a very challenging period.

CM explained that when he saw the DMB Chair opportunity advertised three years ago he was keen to understand what it was and how could be involved. Having talked at some length about his vision when presenting to the Board at that time he was delighted to be invited to be VC supporting DB.

DMB has set some amazing ground works to move forward. Now need to look at what has been discussed today. Need to cut back on meetings where people just sit and listen. Think DMB can be a voice for the destination and intend to make it so.

CM then thanked MF for staying on as President for the past year when he originally intended to step down in March 2021. He thanked him for his support over many years and proposed that DB be put forward at the next meeting to take on the role of new President.

CM confirmed his intention to work collaboratively with the Council at a high level moving forward. Need to be strategic and get things raised with Council. DMB needs to be about actions and deliverables – not just a talking shop, playing a pivotable role moving forward. Focus on experience/creating something– great place to be, to live and to work.

CM stressed the importance of data – need to know what residents and visitors want – carry that understanding forward in the work that we do. Diversity – think about who the next generation of people are to take DMB forward. Confident that he can work with AL to take things forward collaboratively. The aim is to define the vision and then work out how achieve it.

CM ended by thanking DB once again for his support

6. AOB None

7. Date of next meeting – Tuesday 17 May 2022 Venue tbc Chair would like next meeting to be in person if possible as sees great value in face to face.