



MINUTES
Microsoft Teams Meeting
Tuesday 16 November 2021
2:00 – 4:00pm

MEMBERS PRESENT

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

Sector & BID Representatives

Carol Scott (CSc)	Leisure & Attractions Sector
Martin Davies (MD)	Bournemouth Town Centre BID
Paul Clarke (PC)	Bournemouth Coastal BID
Steve Turner (ST)	Conference & Convention Sector
Tim Seward (TS)	Accommodation Sector
Zannah Chisolm (ZC)	Cultural Sector

Professional Officers

Cllr Mohan Iyengar (MI)	Portfolio Holder – Tourism & Active Health
Chris Saunders (CSa)	Director- Destination & Culture 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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Guests

Georgia Turner (GT)	Director of Communications & Marketing
Nicola Goode (NG)	Marketing Manager BCP Council

Apologies

Andy Lennox (AL)	Eating Out Sector
David Squire (DS)	Transport Sector
Guido Schillig (GS)	IEA Sector
John Grinnell (JG)	Poole BID
Jon Weaver (JW)	Head of Resort Marketing & Events BCP Council
Sara Uzzell (SU)	LEP representative
Tim Lloyd (TL)	Christchurch
Andrew Emery (AE)	Development & Strategic Planning Mgr – BCP Council

1. **Welcome & apologies** – Chair

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

- *DMO Review – subgroup*- Still in progress. SR confirmed it has been delayed. Did not get covered in main review so now down to department reviews. Ongoing until January. Provides more time to start subgroup but remains important to do so.
- Verification of the Minutes from the last meeting - Agreed

3. **BIDs update – including Bournemouth Town Centre/Coastal re-ballot** - Martin Davies, Paul Clarke.

Christchurch BID- TL had provided an update on the position regarding Christchurch BID to the effect that following the success of the vote, the meeting for levy payers will take place on Wednesday 24th November when the director's will be appointed. A BID manager has been selected following a panel interview, their details are not being released until the meeting.

Bournemouth Coastal BID – PC

- Still getting in levy from last year.
- Accounts positive
- Are looking for ideas on how to spend remaining funds.
- Re-ballot
 - On schedule. Finalising the business plan to engage with levy payers. Aiming to give notice by 16th Feb 2022.
 - Meeting with specific councillors and planning to meet with Steering Group including the Council next year.
 - Engaging up until 26th Feb
 - Ballot papers will be issued 22nd March
 - Result to be announced on 31st March
 - Mosaic are running the re-ballot. Feedback very positive for a good outcome. Lot of proactivity.
- Business Plan
 - Seeking any ideas as to what people would like from the BID in future – so this can be incorporated into business plan. Aiming to change the focus so it is not on off-peak. Keen to maximise when sun shining.
 - Open call for any ideas if relevant to Coastal BID. Preferably within next 4 weeks.

Bournemouth Town Centre BID

- Currently finishing survey and consultation exercise for business plan.
- Will be covering the same 5 areas - clean, sober, events, marketing & business support.
- Looking at what BCP planning to do. Might be reappportioning amounts amongst the 5 areas.
- Finalising SLA with authority so can complete Business Plan. January Cabinet meeting for sign off.
- Talking to levy payers. Timings will be similar to Poole. Encouraged by Christchurch and Poole BID successes.
- Doing everything in-house – not using a company.

Chair confirmed that it would be good to get BIDs operating across the whole area and working together.

4. **Bournemouth, Christchurch & Poole Tourism Awards 2022** – Chair

- A subgroup has been set up to look at the awards moving forward. Met a couple of weeks ago to look at what had been done in the past.
- Route PR – disappeared – possibly temporarily. Created gap in the market which we hopefully fill. It was agreed that historically the Board gave the operator too much leeway. Can learn from last two operators.
- The change from Tourism to Destination caused some confusion as many people did not fully engage or understand the term - Destination. Tourism means something to them. DB suggested a move back to 'Tourism' awards' which was generally accepted by the Board, although no formal vote was taken. The idea was not opposed. CM supported suggestion confirming that everyone wants people to come to the area for whatever reason – Tourism encapsulates that. MI felt that 'Tourism' can exclude people who live here and just relate to visitors but fully understood reasoning behind the suggestion. MD was concerned that a number of levy businesses couldn't regard themselves as Tourism businesses so could feel excluded.
- Size and venue – historically gone for 500+ people in large venue. It was suggested that it might be better to have an event with 250+ that we can control rather than a larger one.
- Judging - suggested that categories are slimmed down. Keep in line with the BAHA recognition awards which it was acknowledged were very successful and well organised. They were held at Marsham Ct - 210 people. Didn't use people directly involved as judges to avoid complaints.
- TS has expressed an interest in running the events and it was agreed that the organisational group will meet with TS to discuss a way forward and report back to the Board. ACTION: Set up meeting with TS

5. **Marketing**

a. **Destination Marketing Update** – Sam Richardson / Nicola Goode

NG presented a deck showing current position of KPI score card .

Oasis model – government comms model as part of wider Comms directorate.

- Increase by 15% aim- smashed. Invested in websites significantly. Bmth on track for 3m eyeballs across the site.
- Christchurch - launched May 2020 and growing. Success of BID getting in will help – encourage levy payers to become part of it
- Poole – increase in numbers
- Projected 4m traffic – never had before.
- PR – getting good coverage – figures based on 2020. Can't look back to 2019.
- Changes in team structure – continuing to get message out. Could definitely get more – greater focus
- Looking forward to realigning KPIs in 2022.
- Social channels growing day by day. Tracking well. Audiences dipped in summer – overload on social channels.
- Next 90 days – secured money from BAHA for large campaign.
- Partnership scheme – looking at how to move forward. Looking at other competitors.

- Welcome Guide in production at moment with Echo
- Major exhibitions coming up.

Business feedback .

- Chair asked for clarification on what feedback we get from businesses and how that relates to 'bums on seats'. NG confirmed that it is difficult to track – end to end process is not there.
- CM – Partner events – pre-covid. Are there plans to move back into that space? Want to explore. Still run partner groups – Attractions Group very successful. But do need a wider platform.
- DB – good to have some engagement events. Need feedback.
- SR – definitely can start to look at as we learn to live with covid. Pull some NCTA knowledge into it.
- Need to highlight importance of BIDs – impact that destinations with BIDs have is huge compared to BCP. Need to drive the impact – competitors with much bigger budgets (Name towns)

Georgia Turner – joined meeting

b. Marketing & Comms staffing update – Georgia Turner

Staffing a bit of a concern – number of people having left. Being replaced

- Lot of change as well as a lot of churn – NG's team first victims – now pretty much up to full strength.
- Pressure on campaigns etc. 55% capacity – across whole team not just destination.
- Ops to recruit new people – looking for people who want to be in this kind of structure.
- Senior role – Media Comms manager. Recruited someone with media background. Joining Feb
- 3 operational campaign officers. Interviewed last week. 3 strong candidates been offered. Hoping to get in soon
- MR role – gave people an exercise to gauge abilities. Marking that now and have a shortlist of 4 people. Interviewing tomorrow. Some public, some journalists, some charity. Positive attitudes are what we are looking for. Skills transferable but need enthusiasm for what we do.
- Was quality where expected it to be – destination/tourism experience. Prioritising good PR/comms and marketing experience. Two stage process because so many good people.
- MR handover was really comprehensive so know what we are facing.
- Tricky couple of months ahead on capacity side.
- CTW digital assets – available on hub – included in emails/newsletters. Another due this week with a reminder. Also, direct approaches.
- CS advised the Board that GT's post is interim and is currently being advertised. So GT is currently in a somewhat uncertain position.

6. ARG Funding – Tourism and Hospitality - Chair

BAHA put bid in for ARG4 funding which was successful .

3 distinct areas. Been working with SR and NG – 100K research project and £150k marketing project. Working with GS/TS/AL on a skills and employment project

Research Project £100,000 – SR. None has been done for a number of years. (2013?) Idea is to commission consumer research to understand who comes, who could come, what expect to see, what channels, media, influences etc. Each destination and appeal of all three together. Straightforward approach but provides much needed data.

Marketing Project. £150,000 Time is of the essence. Pull together a creative fresh look campaign to promote spring and summer. Going hard in Jan/Feb. Full creative concept through to media buy to deliver.

Skills and Employment Project £250,000. Two-pronged approach. International Education side of project. GS – Students can apply for a youth mobility scheme visa from various countries. Come over – track to BCP area. They don't have assurance of a job. Hospitality can provide and will gain experience in that sector. When finish can leave skilled and experienced ready to pick up jobs in hospitality back at home.

Produce some video – Youth Mobility Scheme - concentrate South Korea, Hong Kong, Japan. Video content to showcase BCP area. Show young people how lovely it is in this area. Available for tourism marketing in these countries as well. Can help students with the visa process and give them some hospitality training so not coming in raw.

NG asked if the plan was shoot brand new videos, or use some already produced? DB confirmed that due to timescale we may have to use some existing footage possibly with additional bits. Waiting for offer letter to come through but once it does will be sitting down and work out strategy – before end of this week.

On a local level looking to recruit a person(s) to go into schools and show other videos to highlight working in hospitality. Take students and work with trade, college, University and show them what it is like to work in hospitality. Speak to those already working in it and try and change image that they have that it is not a proper job. Needs to be seen as a highly skilled career.

Very big project but unfortunately due to the rules it has to be completed by the end of March next year. (2022). Important to leave a legacy which can hopefully be continued into the future.

CM asked if consideration could be given to the Events industry being involved in the work with schools alongside Hospitality as the industry is suffering in a very similar way in relation to staffing issues. It is now the major problem rather than whether events can take place or not – particularly in relation to security staffing.

It was acknowledged that the speed with which this work is having to be done is a major problem. ZC offered assistance in working through these issues based on her experience with working with schools. MI asked if there was any point in seeing if, given the circumstances, there was any leeway on the timescale and it being extended beyond March – particularly in relation to the Skills / Employment project. SR felt it was worth trying but that it was looking very unlikely that there would be any flexibility.

DB confirmed that he has also been liaising with BCHA and LEP and ZC suggested he contact Rebecca at LEP whose details she would pass on to him as she could prove useful.
ACTION: ZC to pass on contact details

SR further suggested that it might be worth speaking with Cumbria who have been doing a lot in this space recently and use the same platform.

7. Christmas Update - SS

In the absence of JW, SS presented an overview of Christmas Tree Wonderland (presentation attached) ST provided an update on the BH Live offer including the ice rink in Purbeck Hall

8. Planning updates

AE unable to attend but sent through a written update which will be circulated with these Minutes

9. BCP Council Update – MI

- **Seafront Strategy** – coming to cabinet Feb 22. Needs to be done properly and succinctly which is why there has been a delay. Try and get a preview of the work for the Board
- **Covid**. There has been a shift of responsibility and MI has been asked to take on Covid reporting on behalf of the Council, so he will be keeping close tabs on things. Vaccination results are what they are but looking reasonably positive. The question of what becomes of school exams next year is up in the air. Depends when people come out. Could be announcement after Christmas re exams. No intended further lockdown.
- **Overview & Scrutiny Committee - Summer response**. There was an analysis of this year and overall there was praise. Now looking to next year. This year the full amount allocated was not spent – spent around £2.6m. Underspent by £900K – which cannot be carried over without discussion – MI however is hopeful that if we are transparent over what we want to use it on then government will agree to carry it forward but that is not a given. This year lessons were learned along the way over where we could have saved money – eg. fewer bins required etc. Next year there will be some Government grants for which we will apply and the Council will have something in the budget for it.
- **Seafront Projects** - Eco hub – going ahead. All others are still in plan the but all being rechecked regarding the cost , business case and timescales. In respect of Southbourne Bistro and Mudeford – having to have a relook and hard discussions are currently being had. Everything is still in scope.
- **BIC** – remains intention to knock down and rebuild something in its place. Need to keep Future Places focused on the big picture.
- **Cleaner, greener safer**. Within Big Plan – ambition is to give a big push to this area. Particularly cleaning the place up.
Safer – this needs to be taken up a level in order to drop the level of fear.
Homelessness – sensitivity very important
Greener – how can we take a significant, even if small, notch up the pole towards more sustainable travel etc.
- **Active Health** Think about the whole resort where health and wellbeing is at the centre of it. Would like a bigger discussion at some point. Need to make it a destination to come to for wellbeing. Needs further conversations in order to establish area as a Health and wellbeing mecca. Back to original roots of the region.

CM confirmed that permission has not been obtained to go ahead with gym on the beach. Progressing well. Also reported that the Bournemouth International Triathlon has been awarded to Bournemouth for next year.

Chair reported that it has been reported that regarding Active Living the level of activity in this area is above national average MI agreed that whilst it is good that we perform well statistics like that can mask a lot of problems and can be reflected in less funding being made available to the area.

PC asked that we explore possibility of having the Marathon back in the area as it has a very positive impact on the hospitality industry.

SR – Reported that there is some interesting work going ahead in Lincolnshire working with Dorset through active partnerships.

SR reported that when people were asked through a Consumer study what they think about sustainability, 86% said it was very or somewhat important to them to reduce environmental footprint on a holiday. 60% said they intended to take more UK breaks and 40% said they would use more local transport if possible, if it was made easy. This is no longer 'niche' but has moved into 'mainstream' and we need to address it moving forward.

SR suggested that, as discussed in earlier meetings, it was probably the right time to pick up on a 'Tourism Declares' statement for the BCP area. **ACTION:** Set up a group to take this forward.

10. AOB – To include Sector updates if notified in advance

Transport report submitted by DS

1. BCP submitted its Bus Service Improvement Plan to the DFT before the 31 October deadline, this is due to unlock monies from the Government's National Bus Strategy – designed to put the bus first ahead of car from April 2022, all the three local operators have signed up to an enhanced partnership approach, this includes elements aimed at tourism related travel.
2. Christchurch Coach Friendly status – work on-going to start over winter in readiness for next year's coach season.
3. Boscombe Regeneration work proceeding with traffic modelling undertaken.
4. Pokesdown Station lifts – some movement on the station refurb with BCP Council now involved.

Areas of concern:

All transport operators are affected by the national staff shortage.

The issue of unlicensed taxi's operating as Facebook lifts has started again with the return of students – this is a big cause of concern from a safety aspects. Taxi operators have held a meeting with BCP Licensing and Dorset Police, and further work is needed on this.

Covid cases rising locally are now seeing a negative effect on public transport customer numbers – affecting bus and rail.

Conference & Convention - ST

Confirmed that currently seeing massive attendance Although recommending wearing of masks they are lucky if 10% are doing so. Becoming nervous about lack of concern over restrictions. Stepping up on checking vaccinations before allowing people in. MI agreed that it is self-selecting and those not complying are spreading it to more vulnerable people.

Schools – massive increase in cases. Very challenging

PC reported that the proposed Ringwood Bypass works will impact on the area and needs to be on everyone's radar.

11. Date of next meeting

Tuesday 18th January 2022. 2 – 4pm Teams meeting

Chair proposed that with the Board meeting 6 times a year and although Teams is very convenient for people he would like to see 2 of those meetings to be physical meetings moving forward when possible – keeping the remainder on Teams. At the 2 physical ones he would be asking for full attendance, to include the Leader, CEO etc. There was general agreement to this. **ACTION:** Chair to take this forward with SS.

SR – asked if we could co-ordinate meetings with the DTA to avoid clashes.

MI – confirmed that he has been invited onto the DTA. Would be good to discuss what is the most appropriate representation from the Board on DTA, **ACTION:** Clarify Board representation

Chair thanked everyone for attending and wished them a Happy Christmas.