



**Minutes**  
**Nusara, Christchurch**  
**Tuesday, 16 January 2024**  
**11:00 –13:00**

**MEMBERS PRESENT**

Craig Mathie (CM)  
Andy Lennox (AL)  
David Bailey (DB)

Chair  
Vice Chair  
President

**Sector Reps**

Jackie Richmond  
Richard Wade (RW)  
Tim Seward (TS)  
Rosie Radwell (RR)  
Guido Schillig (GS)  
Morag Wood (MW)

Leisure & Attractions Sector Deputy Rep  
Transport Sector Rep  
Accommodation Sector Rep  
Accommodation Sector Deputy Rep  
IEA Sector Rep  
Cultural Sector Rep

**BID Representatives**

Jacqui Rock (JR)  
Paul Kinvig (PK)  
Fiona McArthur (FMc)  
Peter Ruscoe (PR)  
Tim Lloyd (TL)

Poole BID  
Bournemouth Town Centre BID  
Bournemouth Coastal BID  
Bournemouth Coastal BID  
Christchurch BID Deputy

**Professional Officers**

Cllr Vikki Slade (VS)  
Cllr Millie Earl (ME)  
Andrew Emery (AE)  
Jon Weaver (JW)

Leader - BCP Council  
Deputy Leader & PFH for Connected Communities  
Strategic Development Manager, BCP Council  
BCP Council, Head of Events

**Co-opted Members**

Samantha Richardson (SR)  
Bill Perkins (BP)  
Chris Shephard (CS)

National Coastal Tourism Academy  
Bournemouth Chamber of Commerce  
Head of Operations Strategy

**Secretariat**

Stevie Sainsbury (SS)

Destination Development Co-ordinator - BCP Council

## **Guest**

Martin Whitchurch (MW)  
Nicola Khosravi (NK)

Strategic Lead Greenspace & Conservation  
Destination Development Officer – BCP Council

## **Apologies**

Carol Scott (CS)  
Chris Guest (CG)  
Lucy Filer (LF)  
Martin Davies (MD)  
Steve Turner (ST)  
Sarah Stainers (SSt)  
Wendy Lane (WL)

Leisure & Attractions Sector Rep  
Christchurch BID  
Christchurch BID  
Bournemouth Town Centre BID  
Conference & Convention Sector  
Conference & Convention Sector Deputy  
Director of Panning & Destination

### **1. Welcome & Apologies – Chair**

Chair welcomed everyone to the meeting and presented the apologies

**Declarations of Interest – None**

### **2. Actions from the last Minutes (not covered by agenda items) – Chair**

- Further discussion and conversation around Council's implementation of full cost recovery in all departments. Deferred to March meeting
- To look at possibility of reinstating some form of the R3 meetings that took place following Covid. Deferred to March meeting

### **3. Appointment of new Chair/Vice Chair – Chair**

- Chair confirmed that this meeting was his last as Chair of the Board and that Andy Lennox takes up the position of Chair from the March meeting.
- There have been two nominations for the position of Vice Chair, Fiona McArthur (Bournemouth Coastal BID) and Paul Kinvig (Bournemouth Town Centre BID)
- AL proposed to the Board that given current workloads and the increase in the amount of time that Board members are having to allocate to Board issues, particularly in relation to the proposed DBID, it would be preferable to appoint two Vice Chairs on this occasion, spreading the workload across the three positions (Chair + 2 Vice Chairs). He felt that the two nominees bring different skill sets to the post and that having two Vice chairs would be beneficial to everyone.
- There were no objections and the proposal was therefore agreed.

### **4. Update on Destination BID (DBID) – Andrew Emery**

- AE provided a short background to the Board on the plans to establish a new DBID to cover the whole of the BCP area, following the Manchester model, levying a tourism tax on guest room nights in the accommodation sector.
- An initial Feasibility study has already been carried out, using ARG funding allocated to the DMB. Mosaic have now been commissioned to undertake the development and balloting of the new BID. This is to be partly funded with the remaining ARG monies held by DMB with the shortfall being picked up temporarily by Bmth Coastal and Town Centre BID companies. This will be reimbursed once the new DBID is in place.
- The existing BIDs will remain in place with the new BID being managed through a Board of key stakeholders including Hoteliers, BAHA, BCP Council, DMB and the existing BIDs. A Shadow Board to oversee the project through to ballot has been established. Rosie Radwell Chair and David Bailey Vice Chair.

- A working group has been set up with representation from the Council (AE) the BID companies and DB (President DMB)
- A report is being put together which will go to Cabinet in early March followed by a ballot process in April. If agreed it is anticipated that the DBID will be established from 01 May 2024.
- The DBID will be funded through invoicing hotels, 3 months in arrears, towards the end of the summer
- Funding will be focused on Destination Marketing, Events, and Placemaking
- AL pointed out that the challenge was going to be that there will be no funds coming in until September which leaves a funding gap. This is a particular issue in relation to setting up websites as it is his understanding that current council funded websites (e.g Coast with the Most & Bournemouth, Christchurch and Poole individual sites) will not be renewed after the end of March so will cease. A plan is being worked on which he will bring to the March DMB meeting **(ACTION)**
- VS pointed out that the websites will not suddenly disappear, it is just that there will be no funding to continue to support and update them. She suggested that there may be some SPF funding available. CSh to look into this **(ACTION)**
- SR and AE are currently working on figures to define exactly what is required to maintain the websites and will share and explore options going forward with DMB & DBID Shadow Board.
- MW pointed out that she would be very interested in becoming involved once the BID is established so she can feed Culture into plans.
- FMc pointed out that timescales for the new BID are very tight and it was important not to get waylaid over websites etc. As a BID company the DBID will require facts and figures and an agreed Business Plan before anything else.
- ME pointed out that there will be a paper going to Cabinet in March to give power to the Shadow Board in order to take the DBID forward and that it was essential that prior to that a positive message is put out to the public/media through Comms so that they are aware of what is happening. VS agreed that it is really important that we talk about solutions and not problems and put a positive message out in order to avoid attacks on social media when decisions are made and press releases hit the front page.
- VS confirmed that the 2024/25 budget is due to be published very shortly and AL requested that following the Council budget meeting on 20 February 2024, and prior to the next DMB meeting in March it would be useful if the Board could have an update from VS/ME on the position. **(ACTION)**

## 5. Update on the Bournemouth Air Festival (BAF) - Jon Weaver

- JW confirmed that the BAF Task & Finish Group set up last year has now been renamed the Business Engagement and Sponsorship Working Group and will be meeting regularly, every 3 weeks or so, to look at all the options for generating the additional funding required to deliver the Festival in 2024.
- The Festival in 2024 will be a three day event (Thurs/Fri/Sat) and the Council contribution has reduced from £397k in 2023 to just £200k for 2024 leaving a funding gap of at least £100k to deliver the event.
- There is the ambition for some form of Community Event/Day on the Sunday following the festival, but this will have to be organised and funded through community groups and/or the BIDs.
- There are already a number of proposals for generating the additional income including expanding and developing the STEM offer and this is being led by the Econ Dev Team working with the Events Team to bring in local and regional engineering businesses (aviation / marine) to encourage young people into the industry.
- There will be a full day and evening programme of displays on all 3 days, with the Festival finishing at around 10pm on the Saturday

- It is very unlikely that the Red Arrows will be available to display this year, although it is always possible that their plans could change given the current political climate. At present the Flying Display Director (FDD) is in discussions with other countries over the possibility of bringing in another similar display team and sharing the costs, as was done in 2019 with the Swedish Display team, when the Reds were not available.
- Other major military assets will not be confirmed until late March but we are hopeful that the BBMF and Typhoon will display and possibly the Black Cats. Confirmation on the Chinook is always relatively last minute due to operational issues.
- Looking at the possibility of a drone show however, although costs have come down a little since we originally looked at options, in order to get a display of any impact it would need around 200 drones at a cost of in the region of £60-70k and would require a sponsor.
- Sponsorship – The specification will be going out imminently but work has already begun on securing sponsorship with one major sponsor already confirmed and a second hopefully in the pipeline. One of the main tasks of the Business Engagement workstream is to find and secure sponsors. They are also looking at options for donations/prize draws/lotteries etc.
- Premium car parking is another income stream that we are hoping to take forward with pre-booked spaces in prime location car parks. These could be priced at up to £60/day
- The Council have taken the decision that it will not be providing any funding or organisational arrangements for a Festival post 2024 and they wish to go out to the marketplace to try and secure an external commercial organisation to underwrite and deliver the event. VS pointed out that this is being explored more deeply and the parameters around what is being sought are being developed but that today's meeting is not the correct forum for discussing this at this time.
- AL, supported by RR, pointed out that it is essential to have confirmation on the Council's intentions and the future of the Air Festival if external funding is to be achieved and they asked for reassurance on this. VS pointed out that at the present time and in the current financial climate to expect promises is unrealistic. Processes have to be gone through including ratification of the 2024-25 budget and whether or not the DBID goes ahead. Everything needs to be one step at a time, targeted and focused and if the Board starts to push for guarantees then they may not get the answer they want. Legally the Cabinet is not in a position to be able to give confirmations – not just in relation to the Air Festival but across the board. However, she was able to confirm that it is the intention of the current Administration that the Air Festival will go ahead in 2024 and in the future.
- PR asked how confident JW was that the income targets for 2024 would be achieved and whether there was a date by which the £100k had to be reached or the festival would be cancelled. JW confirmed that everyone is pushing really hard but some things are likely to be easier to achieve than others and new options are constantly being explored. VS reiterated that she could not give guarantees or confirm dates but that progress was being made at pace and that the Council had every intention of the festival going ahead.
- JW further explained that weekly Tactical and Strategic meetings were taking place and that the parameters for an external commercial organiser for 2025 and beyond were being put together and would be brought to the next Business Engagement Workstream meeting.
- PK pointed out that the Council needs to build trust with local businesses and requested that the Council were pro-active in approaching the Board with any rising issues rather than waiting until things were public and the Board came to them. VS pointed out that it is not always easy to know what is going to 'hit the headlines' before it happens.

## 6. Green Spaces Around the Conurbation – Martin Whitchurch

Chair introduced MW who works in the Council Conservation Team carrying out strategic work across the BCP area. MW then provided a brief overview of the work of the team including:

- Nationally nature is critically in decline. There is a global 'climate breakdown' rather than the more commonly referred to 'climate change'.
- BCP / NT / TPF Urban Green partnership aligned to a wider greenspace strategic partnership
  - a. Public health, Universities, Colleges, land owners
  - b. Business, SMEs, corporates etc
- BCP was one of eight areas chosen through a competitive UK-wide application process to take part in the Future Parks Accelerator programme, funded through the National Lottery Heritage Fund, and set up to secure the future of the UK's urban parks and green spaces. Four key themes:
  - making green spaces central to everyday community
  - giving the public a bigger role in how greens spaces are managed
  - ensuring green spaces contribute more to mental and physical health
  - transforming the way the green spaces are funded to secure their futures
- Investible Pipeline
  - At multiple scales of space
  - Clear vision and ambitious targets
- Looking at what green spaces can do for people
- Trying to create an investment pipeline to invest in open space
- Facilitation of volunteering days
- Fits closely with the Local Plan
- They will be holding a Business Engagement Meeting when people can sign up. Board members should contact [martin.whitchurch@bcpcouncil.gov.uk](mailto:martin.whitchurch@bcpcouncil.gov.uk)
- For more information, links, video etc [Future Parks project - BCP Projects](#)
- Also attached with these Minutes is a presentation which members may find informative

## 7. Sector Updates

### a. Transport – Richard Wade

- Great British Railway Sale running from January to March offering discounted tickets, up to 50% off
- The £2 bus fare is continuing to end of June – hopefully through to end of November
- The Bus Service Improvement Grant (BSIP) funding has enabled some frequency improvements to routes from Bournemouth via Ferndown to Wimborne. From 18 February 2024 buses will run every 20 mins. Also in response to several new housing developments in the Wimborne area there will be a new 13a bus with 2 buses per hour. The original 13 route will continue once an hour.

### b. BCTC – Bill Perkins

- Nothing to report

### c. Bournemouth Town Centre BID - Paul Kinvig

- Crime Reduction Partnership – have now signed a partnership deal which will be launching shortly. This does not absolve the Police from dealing with issues, it is a reporting process. It is anticipated that reporting figures will go through the roof

once it is launched and the media may pick up on this so it will require a common front to ensure that the correct messaging goes out. VS agreed that it is important to put out information ahead of the launch. BIDs to liaise with CSh over this. **(ACTION)**. Christchurch BID is not signing up to the partnership at the moment as it does not work financially for them.

- There need to be conversations around future strategy for Christmas and all events.

**d. Bournemouth Coastal BID – Peter Ruscoe/ Fiona McArthur**

- Retail sales in December were very tough and January is proving even worse. There is concern that many retail businesses may fold.
- The closure of Kings Park Nursery has had a severe impact on plans for spring planting and a new contractor needs to be found asap.
- Looking at a number of new projects. Awaiting confirmation on a new event going forward in Westbourne

**e. International Education Association – Guido Schillig**

- Student numbers are slowing down
- Major concern is over safety in the Town Centre

**f. BAHA – Tim Seward**

- Main issues at the moment are around the DBID and BAF
- RR reported that hotel bookings are currently about 30-40% down
- AGM taking place on 13 March at the Captain's Club, Christchurch
- Launching the Recognition Awards on 13 March 2024
- TS is standing down at the AGM in March and will be replaced by RR
- BAHA's Got Talent is taking place at the Hilton Hotel on 25 January 2024
- **Tourism Awards** - Final accounts for the Tourism Awards show a profit of £650 to be cfwd to the 2024 event which will be launching in March at Nusara, Poole. The Finalists announcement evening will be held at The Captain's Club in September and the Gala Evening will be at a new venue (The Hilton, Bournemouth) on 7 November 2024.

**g. Attractions – Jackie Richmond**

- Nothing to report except that all businesses are feeling the pinch at the moment, which is reflected in the fund raising currently being undertaken by Swanage Railway

**h. Hospitality – Andy Lennox**

- Situation is not great at the moment in the sector with high numbers of businesses closing.
- Business over Christmas was not too bad, although in Bournemouth it was a disaster, mainly as a result of the impact of the Christmas market. On a positive note Christchurch is currently doing well as are some of the outlying areas.

**i. Christchurch BID**

- The Food Festival is due to take place in May, with BID support
- The BID is currently looking to take on some additional support for Louise Berkhauser

**j. Culture – Morag Wood**

- The cultural compact is no longer part of the Council and MW is now working in partnership with the University.

- Currently looking for resources and have submitted a bid to the Arts Council particularly in relation to Bournemouth Town Centre but also looking at expansion in other areas.
- Focus is on well-being

**k. Poole BID**

- Been carrying out a number of different surveys and currently events and marketing are coming out as the main areas that businesses want to focus on.
- Christmas footfall was down although feedback from businesses was that the Poole Maritime Christmas Trail was very successful.
- There are big concerns over the changes to car parking bringing in a 2 hour minimum stay.

**l. Events – Craig Mathie**

- Currently promoters are very risk averse with a number of events being pushed forward to 2025. This is a national trend and is as a result of the cost of the delivery of events continuing to rise significantly.
- The premium end of the market is less affected but mid-range events are definitely struggling.
- However, suppliers are gradually coming back and the sector continues to be very active.

**8. AOB**

- There was a request for CM to write officially to the Economic Development Team to confirm that he is stepping down as Chair of the Destination Management Board as the ARG funding is in his name, personally, rather than as Chair. **(ACTION)** This needs to be amended as soon as possible as Mosaic are still waiting to be paid. It was agreed that this conversation needed to be taken offline.
- PK requested that the Visitor Survey be included as an Agenda item for the March meeting. **(ACTION).**

**9. Date of next meeting:** Tuesday, 19 March 2024

The Nici, W Hill Rd, Bournemouth BH2 5EJ  
11:00 – 13:00