



**Minutes**  
**The Captain's Club, Christchurch**  
**Tuesday, 17 January 2023**  
**10:00 - 12:00**

**MEMBERS PRESENT**

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

Chair  
Vice Chair  
President

**Sector Reps**

Guido Schillig (GS)  
Jackie Richmond (JRi)  
Richard Wade (RW)  
Steve Turner (ST)  
Tim Seward (TS)  
Rosie Radwell (RR)

IEA Sector Rep  
Leisure & Attractions Deputy  
Transport Sector Rep  
Conference & Convention Sector  
Accommodation Sector  
Accommodation Sector deputy

**BID Representatives**

Eytan Krips (EK0)  
Sonia Shaw  
Andy Barfield (AB)  
Tim Lloyd (TL)  
Martin Davies (MD)  
Paul Kinvig (PK)  
Jacqui Rock (JR)

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

**Co-opted members**

Chris Saunders (CSa)  
Chris Shephard (CSH)  
Lucy Cooper (LC)  
Samantha Richardson (SR)  
James Croker (JC)  
David King (DK)

Director- Destination & Culture BCP Council  
Director, Economic Development  
Future Stories  
National Coastal Tourism Academy  
Future Places  
Bournemouth Chamber

**Secretariat**

Stevie Sainsbury (SS)

Destination Development Co-ordinator - BCP Council

**APOLOGIES**

Councillor Beverley Dunlop (BD)  
Cllr Drew Mellor (DM)  
Christina Pengelly (CP)  
Lucy Filer (LF)  
Fiona McArthur (FMc)  
Paul Clark (PC)  
Georgina Bartlett (GB)  
Sara St George (SSG)  
Carol Scott (CSc)  
Jon Weaver (JW)  
Morag Wood (MW)

Cabinet Member - Culture & Vibrant Places  
Leader BCP Council  
Christchurch BID  
Christchurch BID  
Bournemouth Coastal BID  
Bournemouth Coastal BID  
Poole BID Chair  
Poole BID Deputy Chair  
Leisure & Attractions Sector Rep  
Head of Destination & Events BCP Council  
Cultural Representative

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

Chair welcomed everyone to the meeting and invited everyone to introduce themselves.

A particular welcome was extended to Richard Wade who was representing the Transport Sector for the first time following the departure of David Squire.

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

- Chair reported that the Task & Finish Group had been set up and the first meeting had taken place. Activity is now ongoing.
- A copy of the 2021 priorities document had been circulated in advance of the meeting. Chair suggested that as it was important to get the new priorities for 2023 agreed ready for the next meeting agenda items 7 & 8 be amalgamated and that as well as reporting on the current trading situation for their sectors the sector reps be asked to identify the priority areas within their sector that they felt need to be included in the DMB Priorities for 2023.

### **3. Tourism Awards - Chair**

- Chair wished the achievements of TS in delivering the awards in 2022 to be recognised through the Minutes and thanked TS for all his hard work.
- A debrief meeting had taken place with the Chair JW, TS & SS and the following actions were agreed:
  - Needs to be greater oversight by the Board, or a sub group of the Board - particularly in relation to the actual Awards evening and entertainment etc.
  - The entry process needs to be reviewed and refined.
  - There is some work to do over the appointment of judges as although many were extremely good there were a few issues in certain areas that need addressing.
  - Wording around 'Semi finals' and 'Finals' needs to be reviewed as it caused some confusion.
- Following the debrief meeting TS has offered to run the awards again subject to Board approval and he will put together a full proposal for consideration.
- It is important to get approval for moving forward as soon as possible as it is possible that the current financial climate may make achieving sufficient sponsorship more challenging this year.
- SR asked that consideration be given to including a 'Superstar' category which would feed into the national Visit England Superstar award.
- AL suggested that Board members be encouraged to put themselves forward as judges rather than applying for awards for their own businesses.
- TS reported that he had been looking at 9<sup>th</sup> November as the best date for the Awards evening this year but had recently been made aware that the Dorset Tourism Awards were also looking at that date for their awards evening. He is in contact with Robin Barker and is hopeful that he may be able to convince them to move their awards to avoid the clash.
- AL asked if there was any mileage in trying to merge the DMB Tourism awards with the Dorset Business Awards which are due to take place again this year and are at the end of November. RR advised that this was not plausible as the whole focus of the Business Awards was completely different to the Tourism awards.

### **4. DMO Review Update - S Richardson**

- This is now open for expressions of interest and there is a meeting on 18<sup>th</sup> January

- It has been agreed to go ahead with the proposal for a strategic partnership but expecting a rejection as VE have stated that they would like one entity with the resultant cost savings - eg. One website
- Waiting to hear response to proposal before deciding on next action

#### 5. UK Shared Prosperity Fund - S Richardson (please see slides attached)

- BCP has been allocated £4.2m across 3 years
- Business plan was accepted late 2022
- There were 41 standard interventions across 3 investment priorities
  - Local Business
  - Communities and Place
  - People & skills
- Local Authorities had to identify which to take forward. BCP Council is looking to support 60 businesses through training and looking at how they can adapt to meet market needs. It is important to get the right decision-making process in place.
- All businesses are eligible and can apply for match funded grants
- £90k has been allocated to marketing
- Will go to Cabinet on 8<sup>th</sup> February and hopefully be approved following which information needs to go out to businesses.
- PK requested that due consideration be given to how it is communicated to businesses - important that information is easily understood and that the language is directed at businesses and not in 'Council' language.
- Important that DMB is fully involved in the process.

#### 6. Update on Future Stories project - Lucy Cooper

- LC presented to the Board in September on Future Stories and the work that has been done on the Future Stories book. The project is focused around the Town Centres and aimed at making the area a better place to 'work, live and play'!!
- Second round of funding made available and there is £35K left unspent which needs to be spent now.
- It has been suggested that DMB should be given the opportunity to allocate the use of the funds. Originally 7 options were put forward, but this has now been whittled down to the following three, and feedback is now sought from the Board on which option to move forward with. The three options now being considered are:

1. *Feasibility study for the roll out of DISC across the whole conurbation*
2. *Setting up of a Residents Management Board (RMB) focused on well-being/community groups that currently do not have a forum. 53 operational organisations have been identified*
3. *Funding to be used to look into the feasibility and process for the setting up of DMB as an independent legal business entity with proper governance/bank account etc. This would also open up opportunities for the Board to apply for funding grants in the future. Any remaining funds to be used as seed funding to operate the new Board.*

- After discussion around the room there was general consensus that Option 1 had already been done by the BIDs and BAHA and would not be appropriate use of this funding
- Chair advised that the setting up of an RMB under option 2 would be outside the remit of DMB and therefore suggested that Option 3 was the best use of the funds.
- MD advised that setting up DMB as a legal entity in its own right would require proper legal advice

- There was concern from some board members that up until now DMB has relied on voluntary attendance and engagement from sectors, and it was important that it did not become too bureaucratic and retained the engagement of all sectors. It was acknowledged that new DMB could have a very different dynamic.
- A white paper has been produced on the future of the DMB and how the funding could be used to set up the new Board. It was agreed that this should be circulated to the Board for consideration. **ACTION:** circulate White Paper when available.
- Following further discussion AL proposed the motion that the Board agree that the funding be used for Option 3. This motion was seconded by MD and was carried.

## 7. Priorities 2023

## 8. Sector Updates

These two items were dealt with in tandem. The Priorities had been circulated in advance of the meeting and Chair asked the Sectors to report on the current situation within their sector, making specific reference to what they felt were the major priorities that need to be addressed this year.

### a. Poole BID - JR

- Footfall in November was up around 10% and over the Christmas period was up 43% on 2019. However, this is not reflected in spend which is simply not there. Dolphin Centre saw a 36% increase in footfall but not in revenue.
- Increase in energy costs is already having a major impact - with one business seeing an increase from £1k to £10k per month in electricity which meant they have closed.
- Crime is a major concern in the Poole area. Will be introducing 3 wardens shortly with 3 hotspots and will be testing these by the end of March. Crime and Safety is definitely a major priority.

### b. Coastal BID - SSh

- Looking at giving more autonomy to 6 areas. Re-establishing Business Associations as CICs with business accounts. This will provide more transparency over spend and enable an anchor event in each area
- Crime in Boscombe, Southbourne and Westbourne is down.

### c. Future Place - JC

- 5 projects are ongoing
- Full business case agreed quite quickly
- Looking at data around house prices which were sitting at around 11 ½ time average salaries. This has now increased to 12 to 13 times average salaries
- BCP area is still not viable in comparison to the national market value

### d. Attractions - JR

- Sector has not had a meeting since Christmas
- Trading has mostly been okay but there are concerns across the area over the increased energy costs
- Some businesses saw a 25% reduction last year in visitor numbers
- One major issue and the priority for the sector at the moment is recruitment shortages and a lack of skills funding.

### e. Bournemouth Town Centre BID - PK

- Mixed picture on trading across the Town Centre
- Footfall, although up considerably, is still not back to pre-covid levels but need to step away from footfall and get information on who spends what where. An increase in footfall does not translate into an increase in spend.

- Levy payers - some are seeing 20-30% increase where other businesses, particularly Hospitality are not showing any increase.
  - In the Retail sector businesses are not being replaced whereas then Hospitality businesses close they are immediately replaced which means that basically the sector is 'eating itself'.
  - It is essential that there is a mixed offering across the area
  - The biggest priority for the Town Centre is definitely dealing with the increase in crime
  - A Visitor Survey has been carried out with the highest response ever and a much more balanced response. 1500 responses were received. The survey showed that visitors have a much more positive image of the area than residents which raises the question of how to better market the area to residents
  - JC pointed out that only 10% of local car journeys actually go into town centres.
  - Vitality is moving to share an office with Nationwide
  - Planning is still a big issue - centred around process and pace.
- f. **Conference & Convention - ST**
- The group last met in September
  - The industry is still facing major challenges following Covid with improvement being much slower than in other sectors - particularly entertainment where recovery has been faster
  - In 2021/22 the BIC had 30 conferences but saw an increase to in 2022/23 so it is coming back slowly.
  - Social groups eg: Barbershop, are still keen have their conferences in Bournemouth as an enjoyable place to visit. However, with more conference centres opening up across the country the Political/Union conferences are less concerned about coming to a lovely area and are opting for a 4-5 year cycle so are coming less often
  - The BIC is undergoing a £1.8m refurbishment by the Council which will include creating a meeting hub; re-doing the Purbeck Foyer area and the area at the top of the Escalators; creating break out rooms; improving toilets etc.
  - Major priority for the sector is Business Tourism but the issues around anti-social behaviour are also a high priority.
- g. **International Education Association - GS**
- Universities, Colleges and Boarding Schools continue to recover well but Language Schools are taking longer to recover and it is likely it will be 2025 before they are back to where they were prior to Covid.
  - A major issue for the sector, not just locally, but nationally and internationally, is the lack of available accommodation for student. Airbnb has exacerbated the problem taking on properties that were previously available for students. The cap on HMOs is also adding to the problem.
  - Visas - continue to struggle with the process remaining very slow.
- h. **BAHA - TS & RR**
- Two major projects are in process - one with Language Schools and the other taking students into hospitality businesses to introduce them to the idea of a career in hospitality
  - Youth Ambassador Scheme - 28<sup>th</sup> February event, working with Bournemouth University, in association with Coastal BID, with 300+ students involved. Looking at the key skills required for a career in hospitality and the training available.
  - Recognition Awards were held in October and were very successful

- The BAHA AGM is due to take place on 8<sup>th</sup> March 2023.
  - A major priority is that there is an ever-increasing challenge over poor hotel stock and BCP Council needs to be pushed over what can go, as there are now lots of premises up for sale
  - Tourism Strategy/Events is of key importance and that needs to be acknowledged as a priority
- i. **Eating Out - AL**
- Bournemouth is the worst performing area due to anti-social behaviour and a general lack of footfall
  - There has been some progress made with the greening up of Poole Hill with the Highways Team.
  - There is still an issue with lighting - particularly on Poole Hill. Wimborne is well lit and clean and Poole is relatively clean, but Bournemouth is falling well behind
  - The issues around roadworks in Christchurch killed December trade.
- j. **Transport - RW**
- The Sector met a couple of months ago. It has been agreed that they will have a rotating Chair at the moment, following the withdrawal of David Squire from the position.
  - One of the major challenges for the sector is labour. This is particularly so in relation to the railways, but buses and taxis have been struggling to recruit for the last two years. A time lag in training following Covid exacerbated the problem, but it is slowly improving.
  - Congestion remains an enormous problem
  - AL asked if consideration had been given to creating a permanent Park & Ride. RW agreed that this was a possibility but it would not solve the problem of congestion because of the issues around luggage.
  - Looking at an £8-9m bus service improvement plan to deal with congestion, anti-social behaviour and CCTV. The aim is to bring lots of means of travel into one place with the main focus being on fighting the private car.
  - Move to electric is a big challenge and needs addressing but there is currently no funding help for electric buses and with the cost of electric vehicles being 40% more expensive, MoreBus have recently agreed the purchase of new diesel buses.
- k. **Christchurch BID - AB & TL**
- Christchurch area is doing very well at the moment with one refurbished and one new restaurant recently opened.
  - Retail - footfall is up - basically building on the problems with retail in Bournemouth
  - Crime is still a problem but not to the level it is in Bournemouth
  - AB felt that BCP Council should look at introducing £1 for 2 hours parking which has been really successful in other areas and boosted footfall.
  - Bournemouth Airport now has a second permanent Ryan Air aeroplane. With three flights running between Bournemouth and Edinburgh AB felt that this needs to be publicised more widely to bring people down to the area from Scotland.
9. **AOB**
- With Chris Saunders imminently leaving his position as Service Director for Destination & Culture and this meeting therefore being the last he would attend, Chair thanked Chris for all his support to the Board and Tourism over many years and wished him every success in his new position in Wales.

- AL asked if consideration could be given to changing the regular date of DMB meetings as at the moment the meetings clash with a Cabinet meeting which means that the Leader and Portfolio holder are unable to attend.  
**ACTION** Chair to consider alternatives.

**10. Date of next meeting**

- Tuesday, 21<sup>st</sup> March at 11:00 - 13:00. **(Please note change of time for this meeting)** Mercure Bournemouth Queens Hotel, Meyrick Road, Boscombe, East Cliff, Bournemouth BH1 3DL