



Minutes
The Nici, Bournemouth
Tuesday, 19 March 2024
11:00 –13:00

MEMBERS PRESENT

Andy Lennox (AL)
Paul Kinvig (PK)
David Bailey (DB)

Chair
Vice Chair
President

Sector Reps

Craig Mathie (CM)
Jackie Richmond
Richard Wade (RW)
Sarah Stainers (SSt)
Rosie Radwell (RR)
Guido Schillig (GS)

South Coast Forum
Leisure & Attractions Sector Deputy Rep
Transport Sector Rep
Conference & Convention Sector Deputy
Accommodation Sector Deputy Rep
IEA Sector Rep

BID Representatives

Wendy King (WK)
Tim Lloyd (TL)
Martin Davies

Poole BID
Christchurch BID Deputy
Bournemouth Town Centre BID

Professional Officers

Cllr Vikki Slade (VS)
Andrew Emery (AE)

Leader - BCP Council
Strategic Development Manager, BCP Council

Co-opted Members

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

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

Secretariat

Nickie Khosravi (NK)

Destination Development Officer - BCP Council

Apologies

Carol Scott (CS)

Steve Turner (ST)

Wendy Lane (WL)

Jacqui Rock (JR)

Fiona McArthur (FMc)

Peter Ruscoe (PR)

Morag Wood (MW)

Tim Seward (TS)

Cllr Millie Earle (ME)

Samantha Richardson (SR)

Louise Berkhauer (LB)

Ian Jones

Leisure & Attractions Sector Rep

Conference & Convention Sector

Director of Planning & Destination

Poole BID

Bournemouth Coastal BID

Bournemouth Coastal BID

Cultural Sector Rep

Accommodation Sector Rep

Deputy Leader & PFH for Connected Communities

National Coastal Tourism Academy

Christchurch BID

Bournemouth University

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

- The Board AGREED the Minutes from the meeting on 17 January 2024.

3. Introduction of Ian Jones from BU as HE Sector Observer – Chair

- Ian is Chief of Staff to Chancellor. BU have requested more involvement as they can deliver a lot more than they are doing. Students bring a lot to the town, positive and negative. DMB already work closely with the language schools. Bringing the Universities and Bournemouth & Poole College into DMB is a good idea.
- GS and IJ will bring separate things to the table. Ian will be the Higher Education Representative. It is important universities are represented as well as colleges.
- AL proposed to the Board to create a Higher Education Sector Representative
- There were no objections, and the proposal was therefore agreed. **ACTION: AL to send out the Constitution.**

4. Formal presentation of the new DMB Website - Chair

- From this year's awards budget, through Soul Motion, we can maintain a small website and social media presence. Budget is small, no more than £1K. Coast with the Most website will be disappearing.
- The Board liked the new DMB logo as it represents all three towns – Coastal/Sail/Priory.

5. Update on new Tourism Awards branding - Chair

- This is being done free of charge and not approved at the moment. The Board all agreed that the proposed logo looked similar to others being used.
- The Board all agreed that using the DMB new logo would be a good tag line – three towns, one destination and replace 'DMB' with 'Tourism Awards'.

6. Update on the new A BID - Chair

- Focus has been engaging with the hotels and producing a Business Plan.
- Co-opted into the Shadow Board are Muhammad Malik and John Butterworth.

- Notice of ballot is 10 April, close of ballot is 10 May, with the announcement on 13 May.
- The Shadow Board will pay for STR in all hotels at a cost of £88K p/a, £550 + vat quarterly.
- STR will be providing the occupancy only.
- RR has obtained three training quotes. Manchester ABID have been very helpful with regards to the training.
- Positive for a Yes vote. Chair confirmed it will be hotel led, not BCP led.

7. Update on Towns Centre Fund/Council 2024/25 Budget position – CSh

- The Council agreed to a Town Centres Improvement Fund as a one-off fund for 2024-25 when it approved its budget on 20th February. This amounts in total to £358K, split as follows £179K for Bournemouth, £119K for Poole, £60K for Christchurch. This funding is Council funding, and its expenditure will be overseen by Cabinet, with recommendations put forward by officers as to how it will be spent. It is aimed at supporting and pump-priming ideas and projects that address the priorities of each town centre and enable communities to do more for themselves. It is additional to the £100K allocated to support the development of the Accommodation BID.
- As from 1 April there will be no funding for Tourism/Destination. There is £44M savings, with £8M service cuts. There are changes in every service, with non-statutory services being cut.
- Tourism will form part of Economic Development and one of the five key sectors.
- PK thought that the comms doesn't feel timely or consistent. There needs to be joint communications happening. **ACTION: VS/CSh to take away.**
- Partnership/Stakeholder communications – **ACTION: AL/CSh to agree on comms.**

8. Update on MP Summit – Chair

- Get local MP's together to get a working Group that represents the area, not just the three Towns, looking at how do we improve transport links, how do we improve the experience coming into the town?
- Dorset Metro – working on the next financial year to bring it back.
- Transport Sector Group – RW (Morebus) and Andrew Ardley (SWR) have started to work together eg. boosting each other's social media. There needs to be customer friendly signs at the train stations.
- It was noted that there is a Network Rail led Group. SWR visitor experience needs improvement as there are no directional staff or signs in any stations. The Wayfinding needs to be improved when people get off the trains.

9. Update of DMB Awards – DB on behalf of TS

- Monday 29th April - Launch of the 2024 awards at Nusara Poole 6pm - Invites will go out at the start of April 2024. Canapes and fizz sponsored by Nusara Poole.
- Applications are open and close Sunday 6th July 2024 with maybe a few days Extension.
- Thursday 12th September 2024 - Announcement of finalists at Captains Club, Christchurch 6pm. Canapes and fizz sponsored by Captains Club, drinks also supplied by Good 2 Know hospitality.
- Thursday 7th November 2024 - Final Gala ceremony - Hilton hotel with after party in Level 8 Sky bar. Theme Around the World - Entertainment confirmed as The Collective.
- Main Sponsor now confirmed as More Bus - really pleased More Bus are onboard.
- Category sponsors coming in but still space for more.
Large Hotel of the Year. **Taken - sponsored by Coffee Bean Company**
Small Hotel of the Year

Self-Catering
Takeaway Experience
Attraction of the Year - **Taken - sponsored by More Bus**
Responsible, Ethical & Sustainable - **Taken - sponsored by Waste Management**
Facilities
Contribution to BCP Tourism
Education
Night Life Experience
Eating Out Experience (Casual Dining)
Cafe/Tearoom **Taken - sponsored by BH Area Hospitality Association**
Team of the Year
Restaurant of the Year **Taken - sponsored by Harvest Fine Foods**
Industry Support - **Taken - sponsored by Bournemouth Chamber of Trade and Commerce. To be confirmed**
Event of the Year
Business Engagement
Rising Star - **Taken - sponsored by All Fired Up**

These two categories are £8,000 to sponsor both and have same as Main sponsor. There is an interested party - if party say no then will split to less
NEW FOR 2024 - Tourism Business - VOTING CATEGORY People's Choice
NEW FOR 2024 - Best Customer Service - VOTING CATEGORY - People's Choice

Other interest from: Bournemouth & Poole College, Ellis Jones, Comax, Hoburne, and Molecular Magic.

- Drinks sponsor confirmed as Good 2 know Hospitality.
- Partners are: Soul Motion, Andy Brennan Creative, Southern Entertainment Services, Hilton, Christchurch Captains Club and Nusara.
- Judges will be sorted once more sponsors in at start of April. Andy Brennan has confirmed as host for all the awards, Paul Collins has confirmed as photographer and Julian Giambelluca as videographer.
- Website is up to date. Need to have confirmation of logo change, so can market accordingly.

10. Crime Prevention Partnership/Visitor Survey – PK

- Led by the three BID companies and supported by the PCC. Cloud based supporting systems that is free to levy payers. Each BID has a Business Crime Liaison Officer which will help to support the police. We are the first in the UK to have this. System can be uploaded onto CCTV. Businesses that are not in any BID areas can join for £20 per month but they will not get a Business Crime Liaison Officer. The logo has BCP/PCC on it. The Daily Echo have been told. **ACTION: PK to send CSh the newsletter regarding the £20 p/m membership.**
- The Visitor Survey and Levy Survey have been completed and PK will present the results to the Board. The main message that came out of both is 'keep it clean, keep it safe'.

VOTING

- VOTE** on new DMB bank account (and relevant constitutional amendment). The Board are in favour of a new DMB bank account. **ACTION: MD to explore options and report back to the Board.**
- VOTE** on new DMB as a NFP company (and relevant constitutional amendment). **The Board agreed the proposal by the Chair.**

- iii. **VOTE** on appointment of a new Treasurer to the Board (and relevant constitutional amendment).
RR proposed that DB be the new Treasurer to the Board. **The Board agreed to the proposal.**
- iv. **VOTE** Creation of a new Transport 'Battle Group' focused on improving Visitor Experience and travel routes – via sea, air, road and track. **The Board agreed to the proposal.**

Sector Updates

a. Transport – Richard Wade

- There is a struggle to engage with anyone at the Airport and they do not attend the Transport Sector Group. It was noted that BP has a connection at the Airport.
- The Airport parking charges will not change, and buses do not run to the Airport.
- Taxi trade interested in a capped fare for people coming through the Airport.
- Working with local groups running events in the Town Centre which they will put on their social media for people to see when they look at timetables etc.
- Just launched a Transport Safety Officers meeting.
- 250 bus stops are getting CCTV. Passengers can TEXT Stop 81018 to see where these bus stops are. Need to make this a marketing piece.
- Press releases to the Echo can be sent to AL/PK to send onto their contact.
- QR code for hoteliers – **ACTION: RW to pass to DMB.**

b. Hospitality – Andy Lennox

- Getting ready for Easter and the summer.
- There have been a few closures of late.
- It was proposed that there should be a Hospitality Rep. on the Board as AL is now Chair, but it was rejected as the Board thought AL should stay as Hospitality Rep.

c. International Education Association – Guido Schillig

- Confirmed that represents the International Education community that includes our three universities, colleges, boarding and language schools plus a guardianship organisation.
- Pre-Covid we welcomed 50,000 international students p/y to BCP and generated an estimated £350M for the local economy.
- The IEA is applying for a £5,000 grant from the UK Shared Prosperity Fund grant scheme to implement a sustained social media campaign to promote BCP conurbation as the ideal place for international students.
- With a few exceptions, international students arrive by plane either into Heathrow or Gatwick, rarely into Bournemouth as flights often withdrawn or not available at weekends.
- Australia and Canada have tightened up their immigration rules so will see more students coming here.
- Engaging with the IEA to set up an International Student Watch Programme.

d. Conferencing – Sarah Steiner

- **SWT – Business Events Bournemouth in discussions.** Trying to make similar arrangements (as arranged for the Lib Dems) regarding discounted rates for GMB Congress 2024, that takes place at the BIC in June. Ideally would like to make this an annual arrangement for all national conferences holding their conferences at the BIC - rather than event specific. Many of the BIC/Bournemouth's competitors have arrangements with travel providers – to

encourage conference buyers to choose their destination to hold their conference and it also assists conference buyers to promote their 'green' credentials.

- **Business Events Bournemouth** will be going out to hotels shortly for the 'end of year statistics' (number of delegates – day and 24hr etc, to measure economic benefit to the town) collection happening at the end of March/April. Receive 4 x venue responses for the UKCAMS survey, so hoping to have an increased response next time. Town figures are added with BIC figures for the total figure for the destination.
 - **Trouville ceased trading:** More regions than ever booked bedrooms for the NEU Congress – taking place in April. Fortunately, any of those delegates booked at the Trouville have now been relocated in other hotels, by Business Events Bournemouth.
 - **Sales:** Following recent Conference and Convention Meeting, all venues agreed that demand for 2024 dates have been lower than 2025 - conferences seem to be opting for Bournemouth for 25/26. BIC reported that on the national rotation of conferences holding several years – 2024 have been released for 2025 or later. Enquiries with new business (not held their conference in Bournemouth or BIC) is also coming through for future years.
 - **Covid recovery:** BIC reported that the final 'postponed' event from 2020 due to Covid will be taking place in May 2024 – Association of Breast Surgery. This highlights how Covid had a long-term effect on the larger national conference rotation.
 - **Venue refurbishes** BIC will have their phase 3 refurb starting end of summer, to be completed by end of autumn. Purbeck Foyer entrance (which is a main entrance for conference clients), extension of a breakout area – and toilet refurb. Marriott – last year spend millions on their bedrooms, refurbishing all their 141 rooms. Marsham – has some exciting works planned and will be investing in their property in the next couple of years.
 - **Bidding for events 'green initiatives'**. BIC reported that there has been an increase for requests from buyers for BIC green credentials and this requirement has been incorporated into their tendering processes and becoming an important part of the decision-making process.
 - **Martyn's Law:** This legislation is expected to come into force at some point – due this year. It aims to assist businesses to better protect visitors and staff from terror threats in places of mass gathering. This legislation will have an impact on the way we think about security and the way we carry out our business. Preparing for and reacting to these changes will include keeping our clients informed and discussing the potential implications for their events.
- e. **Attractions – Jackie Richmond**
- Cost of Living with visitors spend it tight.
 - Town Centres Fund – worried about the day visitor accessing information.
 - Splashdown trading well. TV add running at the moment.
 - Weather will have a big impact on businesses.
- f. **Christchurch BID**
- The Food Festival is due to take place in May, with BID support.
 - Have done a lot of planting. **ACTION: PK/RR to send contact details to TL re plants.**
 - Golden Easter Egg hunt 29 March to 27 April.
- g. **BAHA/A BID – Rosie Radwell**
- I became chair last Wednesday night at our AGM & Awards launch.

- Most importantly our efforts have been on the A BID and getting it across the line. Simon Brooks has approached us to come up with ideas and to be able to present to A BID mid-May if we get voted in for ideas from Christmas 2025 onwards for Bournemouth, Christchurch, and Poole.
 - Working on the Bournemouth Air Festival 2024. Where are we with 2025 and how many companies registered interest. Can we be in on the initial discussions as a trade group?
 - We are working with Coastal BID to hopefully keep the fireworks this summer, but they are coming out very expensive.
 - Hotels are still slow and with the Trouville and Queens going into administration it is tough out there for a lot now. Rates are crippling.
 - However, it is nice to be able to share that the Royal Bath has done some much needed refurbishment and had a £2m expenditure but still needs more work doing.
 - Quantum group taken back by Meyrick Estates end of February and are due to open Cottonwood Boutique and Ocean View from 1st July.
 - Orchid Garden would cost them £200k to pull down and they are not sure they plan to do this now as money restrictions. We should investigate contacting Meyrick about possibly covering through Coastal BID.
 - B & P College not necessarily talking amongst their departments. We are unsure if the Level 2 hospitality course will be going ahead in September 2024. No tutors at the end of this month and no new person until the end of April beginning of May.
 - BCP Partnership, Marsham Court Hotel is working with Dorset Tourism & Sam Richardson to keep this going. We are holding an event for attractions on how to sell their venues to groups. We have 7 speakers and 63 attendees signed up already, including tour operators and Robin Tjolle from Visit England as it is imperative that we keep Dorset & BCP on their radar for tourism and a possible LVEP if and when the A BID goes ahead.
- **A BID**
 - Working on engaging with hotels that are a maybe or a no to explain how the money collected would be spent on the different areas within the business plan.
 - Muhammed Malik and John Butterworth have been co-opted onto the board. They would be large levy payers so we need them on side to help get the Yes votes, but we are generally feeling positive for the ballot.
 - Notice of ballot is 29th March, ballot papers go out 10th April, close of ballot 10th May and declaration 13th May.
 - Mo is working on a business plan at present and basing this on the budgets we came up for as a shadow board.
 - How to work out the charges for monies and collections. We had a good meeting with STR yesterday and we feel that we could take an average for the area, and this could cost us £10k per year rather than the £88k they originally quoted as we could get average occupancy reports without obtaining private individual hotel information. I am going to go out to a few hotels to get occupancy (approx. 6) to see if the reports are accurate enough to use going forward. Andrew is obtaining a BCP wide average. Coastal BID is doing an average for each of the separate areas of BCP so we can report back to working group on Friday's meeting this week. This should satisfy the hotels regarding data sharing as we won't have specific information.

- I am obtaining quotes for training courses ready to get this sorted as soon as we have a yes vote God willing. Manchester A BID has been very helpful and sent us all their training material and front desk posters so that we can amend to suit our area, Elizabeth Faulkner is working on this for us now.
- Overlapping quite a lot with BAHA.

h. Poole BID – Wendy King

- An annual review workshop took place with Wayne Hemingway as Guest Speaker. He specialises in creating identity led events.
- Tall Ship Galeon coming to Poole end of July for 6 days.
- Launching Blooming Marvelous Competition.
- Have received some negative correspondence re car parking prices.
- Have completed a Business Survey.

i. Bournemouth Town Centre BID – Paul Kinvig

- Big Bournemouth Clean-up is being held on 27 March with 60 people litter picking. There will also be one later in the year.
- Age Friendly Cities – putting a group together to promote Bournemouth Town Centre as age friendly.
- Coastal Speed and Style event happening in the town centre.
- Sunday of AF Community day – activities include theatre, music, street football. There will be a one day music festival in the Gardens including Bournemouth's Best Busker with a view to them winning a prize. The Lower Gardens Trust will need to be involved. Events will not be in the main streets of the town.
- Comedy Festival in October and Coastal BID have expressed an interest in getting involved. Make it bigger, better and annually.
- Secure more planters, more hanging baskets and pedestals for whole of the town centre for half the price of the nursery.

j. Coastal BID – David Bailey

- Motor event planned in Westbourne.
- Spending a lot of time on the ABID.
- Summer planting organised.

k. Events – Craig Mathie

- Cost increases are seeing events cancelled or pushed back further.
- Local authorities offering animation festivals and large event festivals.
- What role do BCP need to play?
- Martyn's Law – free training led by Dorset Police happening in April. **ACTION: CM to circulate to the Board.**
- South West Events Forum has 400 members as is sat at national level.

11. AOB

- Transport Battle Group is important, and we need to engage with the Airport.
- 20-mile p/h limit – where will it be? There is not a list of the roads at the moment. It will be done by Consultation and by area, not road. £159K p/a will do a residential area.
- MD thought that the DMB shouldn't get involved with everything and focus efforts on where we can see a solution.

12. Date of next meeting: Tuesday, 21 May 2024 – 11:00 – 13:00 TBC