



Minutes
Poole Harbour Commissioners Unit 4 Training Suite
Tuesday, 16 May 2023
11:00 -13:00

MEMBERS PRESENT

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

Chair
Vice Chair
President

Sector Reps

Carol Scott (CS)
David Jones (DJ)
Morag Wood (MW)
Richard Wade (RW)
Sarah Stainer (SSt)
Tim Seward (TS)

Leisure & Attractions Sector Rep
IEA Sector Deputy
Cultural Representative
Transport Sector Rep
Conference and Convention Sector Deputy
Accommodation Sector

BID Representatives

Christina Pengelly (CP)
Fiona McArthur (FMc)
Jacqui Rock (JR)
Paul Kinvig (PK)
Tim Lloyd (TL)

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

Co-opted members

Andrew Emery (AE)
James Croker (JC)
Samantha Richardson (SR)

Strategic Development Manager, BCP Council
Future Places
National Coastal Tourism Academy

Secretariat

Stevie Sainsbury (SS)

Destination Development Co-ordinator - BCP Council

Apologies

Georgina Bartlett (GB)
Guido Schillig (GS)
Lucy Filer (LF)
Martin Davies (MD)
Peter Ruscoe (PR)
Sam Fox (SF)
Steve Turner (ST)

Poole BID Chair
IEA Sector Rep
Christchurch BID
Bournemouth Town Centre BID
Bournemouth Coastal BID
Interim Director of Planning
Conference & Convention Sector

Guests

Paul Barnes, Leighton De Burco, Gary Reeves, Elio Fang - AttisTowns

1. Welcome & Apologies - Chair

Chair welcomed everyone to the meeting and introduced the guests from AttisTown who would be presenting on Agenda Item 3.

2. **Update on Actions from the last Minutes (not covered by agenda items) - Chair**
- a. *Area Meeting to be set up with the BIDs, Jess Gibbons and other Council Directors to discuss the Baseline Agreements.* This meeting has not yet been set up but is on the radar.

3. **AttisTowns - proposals for DMB moving forward - Paul Barnes**

- A proposal from AttisTowns had been circulated to the Board in advance of the meeting. (see attached)
- Paul Barnes (PB), Managing Director of AttisTowns, introduced himself and his colleagues to the Board and gave a brief outline of the content of the Proposal document following which he invited questions and discussion from the group.
- Various members of the Board asked for assurances that this piece of work would be 'action based' and not just a report or document to sit on a shelf. There were concerns that it should not follow in the footsteps of Future Stories where the original document/proposal was in fact never delivered on.
- Other points discussed were
 - Identifying potential funders. The outcome needs to be that when the current £35k funding has been used there is a clear plan regarding where the finances will come from moving forward
 - Importance of speaking to landowners
 - There need to be 5 or 10 key things identified to deliver on
 - Work needs to be carried out within the three month framework given.
 - The work needs to be 'not just strategy based' - delivering is the key.
- Mindful of the timescales it is important that the new proposal is circulated to the Board as soon as it is received.

4. **Tourism Awards - update - Tim Seward**

- Launch took place on Wednesday 10th May at The King's Arms, Christchurch from 6 - 7.30pm. Attended by around 70 people including winners from last year. Was attended by Cllr Vikki Slade who spoke in support of the awards.
- MoreBus is now secured as the main sponsor
- Securing sponsors has been more challenging this year as a result of the current financial climate but they are now coming in with only 5 categories left to sponsor.
- Application process is now open. Closing date for applications is 2 July 2023, with an option to extend for a further week if required.
- Announcement of the Finalists will be made on Wednesday, 13 September 2023. This will be preceded by a City Cruises Boat Cruise with onboard entertainment and refreshments, following which the announcements will be made at Hennings on Poole Quay, with a buffet meal provided.
- The Gala Awards evening will take place on Thursday 9 November 2023 at Bournemouth Pavilion Ballroom. There will be no complimentary tickets for the Gala evening.
- Judging panel will comprise of DB/AL/TS. The judging will take place over two rounds. The first round will be centred on the application form and social media with the second round comprising of a visit, call or mystery shop - depending on the category.
- It was agreed that the key to the Awards is in having a robust judging process. TS emphasised that he is keen to get members of the Board involved and engaged with

the Awards as much as possible, whilst still being mindful of any possible conflicts of interest

5. Update from Marketing Subgroup - Sam Richardson

- Meeting took place last week. They are now scheduled to be the week prior to the DMB meetings.
- SR confirmed that £33k has now been secured through signing up Partners. This money goes directly into the Campaign budget for Destination Marketing and SR thanked those members of the Board who had shared information about Partnerships as it had helped to secure some new businesses this year.
- Summer Response - With the ending of Government funding this will revert to BAU this year. No one is quite sure how this will work but with the virtual relationships now in place and things like the increase in bins now included as standard practice it is hoped that it will run smoothly. It was suggested that it may be worth looking at inviting the Police back to update the Board on policing around Tourism.
- There is an online Future Places Open Forum meeting on 10 July and SR invited anyone interested in attending to let her know.

6. Sector Updates

a. IEA - David Jones

- Feedback from the sector is that business is bouncing back in all areas, except for Language schools which are taking longer
- The biggest issue facing the Sector at the moment is the state of Bournemouth Town Centre and the increase in anti-social behaviour which has resulted in an overall feeling amongst students and visitors that it is not safe to go out in Bournemouth after dark. The sector has been looking at metrics and surveys which show that overseas students are not happy to come to Bournemouth to study because of the current situation with ASB. Evidence shows that Bournemouth is now losing out to Leeds and Norwich as a result.
- The itinerary for AUB students includes advice 'not to go into the Town Centre in the evening'.
- AE asked if he could have the data, numbers and evidence so that a Business Case can be built to try and address the issues.

b. Town Centre BID - Paul Kinvig

- In response to the comments around ASB from DJ, PK pointed out that it was important to keep discussions around ASB etc. 'in the room' as talking the town centre down in public would only exacerbate the situation further.
- Conversations are ongoing with the Police and Council but one problem is that there is currently an over-riding lack of 'belief' in the Local Authority to tackle issues.
- JC agreed that there needs to be an acceptance that there is an urgent problem that needs addressing. It is important that other areas acknowledge the importance of Bournemouth Town Centre to the area as a whole and recognise the role it plays in BCP as a destination. He agreed that it is an 'internal' Council problem, not a political one, with the feeling that there is a 'blockage' within Council Infrastructure and Planning that is preventing anything being done. AE agreed with this analysis and said that Jess Gibbons, Head of Operations, was aware of the issue and was tasked to work on solutions.

c. Leisure & Attractions - Carol Scott

- Overall attractions are reporting a 6 - 15% reduction in trade
 - The only section that reports an increase is Group bookings
 - All bookings are much more short term now than previously before COVID
 - Rail strikes have adversely affected the sector
 - Recruitment is better than previously with a good calibre of applicants. Chefs are still proving a problem
 - Have been receiving a lot of Chinese market enquiries
 - Successful FAM trip with Judith Chalmers
- d. Conference and Convention - Sarah Stainer**
- The group met in March and are due to meet again in June
 - Things are going well within the sector with conference bookings looking good
 - Working with SouthWest Trains - trial offering discount rates for delegates.
 - Been some successful FAM trips. As a result of local behaviour issues the routes have had to be re-looked at in order to focus on what is good and avoid difficult areas.
- e. Eating Out - Andy Lennox**
- Things are quietly improving but has been a tough period for the sector
- f. BAHA - Tim Seward**
- Hotels are continuing to struggle, although occupancy rates in Poole and Christchurch are better than Bournemouth
 - The situation in central Bournemouth continues to be challenging with 4 or 5 hotels still housing refugees. These were intending to revert to normal use for the summer but this is not now going to happen.
 - The train strikes have affected bookings adversely
 - Bookings, as with the Attractions sector, are now much more last minute than pre-Covid. When there is a big concert locally everywhere is full - but that is only for one night
 - BAHA is overall staying positive and running a number of charity events
- g. Coastal BID - Fiona McArthur**
- Work is continuing on Boscombe Precinct with a contract now in place
 - Have identified priorities in each area moving forward
 - Footfall is down but tourists are gradually coming back
 - Hospitality businesses are reporting 50% drop
 - Beach cleaning is an ongoing problem that needs addressing.
- h. Culture - Morag Wood**
- The sector is moving away from the Council as host organisation.
 - Currently looking at possibility of AUB hosting
 - Experiencing similar funding issues to DMB
 - Will discuss priorities and links to Cultural Strategy at next meeting
- i. Transport - Richard Wade**
- Anti Social behaviour continues to be an issue with concern on behaviour on buses escalating. The industry are working with the Police to try and mitigate issues
 - Congestion is another major concern for the industry - including CSAS related issues.
- j. Future Places - James Croker**
- Looking at scaling back to around 5 projects
 - Interest rates are set to go up again which will impact on building costs which will slow things down.
 - Working on developing a relationship with DMB moving forward
- k. Christchurch BID - Christina Pengelly**

- Security around ASB issues is the main concern. Sophie Sajic/CSAS has been helping over last 3 months but need to develop a plan to tackle the ongoing issues
- DISC is helping to identify the hotspots
- Increase in parking charges is going to impact on residents, particularly the elderly
- Intending to put in some street music and animation in the High Street for the Food Festival as at the moment visitors are ignoring the town centre. Next year there is the intention to introduce a High Street Food Festival

l. Poole BID - Jacqui Rock

- DISC - about to sign contract. Wardens are taking on the districts. Hoping to identify the hotspots
- Not clarified what is going to happen in areas not covered by the BID
- Vacant Shop project is in progress with a database to advertise vacant premises
- Poole Seafood Festival is not now going ahead. Currently looking at possible alternatives
- Car parking - looking at how the whole area can be aligned. JC commented that there is a car parks structure survey taking place on 5th June looking at the impact of the increased weight of electric cars on the structure of car parks.

m. Events - Craig Mathie

- Recent conference took place at The Queens Hotel with 80 participants. Items covered were:
 - i. Audience behaviour - downward trend across the country in relation to following rules etc.
 - ii. Martyns Law - this is now a statutory requirement so all event organisers need to be aware of it moving forward
 - iii. Ticket sales - really slow and as in other sectors bookings are coming in really late compared to pre-Covid. A lot of really last minute bookings. This trend is impacting on some events and has resulted in some cancellations as without the assurance of early pre-sales they are taking the decision that they cannot go ahead.

7. AOB

- SR reported that Springwatch is broadcasting from Arne this year - starting next week.
- Blue Flags - need to look at ways to fight the decision not to go ahead with these next year

8. Next meeting

- 18 July 2023, 11am - 1pm The Captains Club, Christchurch
- Items to be covered include: New Administration, Safety & security, Updated proposal from AttisTown.