

# **BOURNEMOUTH TOURISM MANAGEMENT BOARD**



## **John Green, Chair**

John has lived in the Bournemouth area for over 40 years. Following 10 years of working in International banking, he opened businesses in retail, production and mail order before realising his vision in opening Hot Rocks restaurant in Bournemouth 14 years ago. John has been part of the Air Festival steering, marketing and finance groups since their inception.



## **Des Simmons, Vice-Chair**

Following a four year BA (Hons) degree in Tourism Management in London Des took on the role of running the family company Bournecoast Ltd. The company is the largest self-catering holiday accommodation agency in the area. With over 10 years experience in the local self-catering tourism industry Des is considered to be a leading consultant in his specialised field.



## **Mike Francis MBE, President**

Mike has been a resident in Bournemouth for 61 years and is currently Managing Director of Westbourne Academy. Mike has taught in state schools in Bournemouth and briefly overseas in both Africa and Europe. He is also a Founder Chair of the International Education Forum and served on Bournemouth and Poole Tourism Committees for 35 years. Mike has received several awards, including Outstanding Contribution to Poole Tourism in 2008 and 2009. In 2009 he was also awarded an MBE.



## **Andy Woodland Accommodation**

Having spent 40 years in the hospitality business, many in 5 star hotels and resorts, Andy is currently General Manager of FJB Sandbanks Hotel. He has a great passion for the industry and makes it his mission to engage with as many schools, parents of school leavers and students to make it a real option for them to consider hospitality as a rewarding job or a life long career.



### **Steve Turner , Conference Representative**

Steve has 22 years of industry experience working at the BIC and Pavilion. He spent 12 years in operational management delivering conferences, exhibition and entertainment events. During the last 6 years Steve has had responsibility for conferences, exhibitions and entertainment together with the general operation and service delivery at the venues. Steve currently sits on the steering group for the National Arenas Association (NAA) representing The BIC and Bournemouth nationally. This enables Steve to identify trends and develop informed strategic plans that will enable the BIC and Bournemouth to develop its profile and offering nationally and internationally.



### **James Eels, Leisure & Attractions Representative**

James joined the Oceanarium in 2002 as General Manager, with extensive knowledge and experience in the tourism and retails industry. In 2007 he was appointed UK Director for Parques Reunidos. He oversees the groups UK attractions, comprising of the Oceanarium, Lakes Aquarium and Blackpool Zoo, and has successfully developed all three sites into leading visitor attractions.



### **Guido Schillig, International Education Forum Representative**

Guido grew up and went to school in Bournemouth. After studying and working in the USA he returned to Bournemouth and joined Anglo-Continental School of English. In 2004 Guido was elected Chair of the International Education Forum (IEF) an association made up of key international-facing education institutions in Bournemouth and Poole promoting the area internationally as a world class Centre for Excellence in International Education.



### **Tony Williams, Chief Executive, Bournemouth Borough Council**

Tony works for Bournemouth Borough Council as Executive Director for Environment and Economy. At Bournemouth, Tony is responsible for a range of Council Services – Planning & Transport, Economic Development, Waste Services, Street Cleaning, Car Parking, Environmental Health and Consumer Services, Tourism and Communications. Tony leads on a number of Council projects including the outsourcing of Central Services, the introduction of a town centre investment joint venture and the development of the Green Knowledge Economy initiative.



### **Mark Smith, Tourism Resort Director, Bournemouth Borough Council**

Mark has worked in the public and private sector of the travel and tourism industry for over 30 years. Management trained with British Airways, he has worked around the world for the organisation on new route and hotel development – including Austria, Switzerland, Germany, Hong Kong, Australia and New Zealand. Mark has managed tourism for Winchester City Council, Eastbourne Borough Council and, since 2002, Bournemouth Borough Council. In Bournemouth, he has been responsible for major tourism developments such as the model Tourism Planning Guidance, the innovative Bournemouth Tourism Management Board and the world’s largest free air event, the Bournemouth Air Festival.



### **Jon Weaver, Head of Resort Marketing & Events, Bournemouth Borough Council**

Jon’s Events career started with the Lawn Tennis Association when he ran national Challenger Tournaments and major indoor and outdoor tennis complexes in Wales. A professional marketer for more than 25 years, Jon has been with the Council since 1990, co-ordinating and managing events and marketing across leisure centres, parks and gardens, recreational spaces, the seafront and town centre. As Head of Resort Marketing and Events for Bournemouth Tourism, Jon’s key area of responsibility is marketing the destination to the UK and Europe.

### **Bill Cotton, Executive Director, Bournemouth Borough Council**



Regeneration specialist Bill Cotton is also Executive Director for Environment and Economy at Bournemouth Borough Council. His work history includes a successful spell as a town planner and he was head of tourism and economic development in Bath. He recently helped the Dorset Local Enterprise Partnership develop its business plan and his experience of major regeneration spans London, Leeds, Wandsworth, Swindon and Bath and includes significant public realm improvements and work with the private sector to create world class facilities.



### **Paul Clarke, Coastal Districts BID Chair**

Paul is an experienced Bournemouth hotel operator with over twenty years of experience managing the largest four star hotel group in Bournemouth based at the Hallmark Bournemouth Carlton and overseeing the Hallmark Bournemouth West Cliff, and Hallmark Bournemouth East Cliff Court. Paul is currently Chair of the Coastal BID representing over 500 levy payers to grow business in the coastal villages of Westbourne, Southbourne, Boscombe, and the East and West Cliff areas of Bournemouth. As well as supporting tourism through his place on BTMB for the past four years Paul is a committee member of BAHA.



### **Councillor John Beesley, Leader of the Council**

Councillor John Beesley FIH is Leader of Bournemouth Borough Council . He is a Bournemouth hotelier and has been active in hotel management and tourism throughout his career. He also operates as a consultant to the hotel industry, trading as Hospitality Solutions, acting for clients in hotel management and business development as well as planning matters for the hospitality industry.



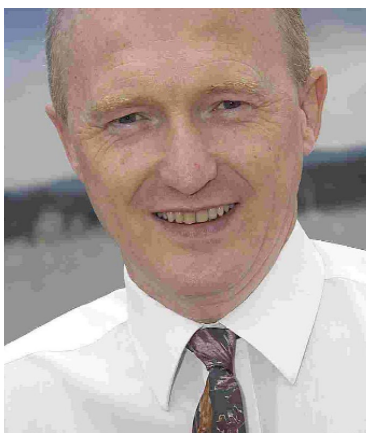
### **Councillor Robert Chapman, Council Member Representative**

Bob Chapman was elected to Bournemouth Council in May 1981 as a Member for Central Ward. A career in Lloyds Bank both in London and locally, brought him into contact with many business people including Bournemouth hoteliers. He was always a supporter of the development of the BIC to support the local economy and is now a trustee of BH Live which operates the BIC, Pavilion and four local leisure centres. Bob is married to Barbara and was Mayor of the town in 2006 – 2007. Since that time he has served on the Council’s Cabinet for three years and was responsible for Major Projects including Pavilion Dance, the rebuild of Pelhams Leisure Centre in Kinson and the revamp of the Triangle.



### **Councillor Lawrence Williams, Portfolio Holder for Tourism, Leisure & the Arts**

After 20 years career in broadcasting, Lawrence joined a national Bournemouth based advertising company as a Board Director and had a portfolio of clients which included many of the top hotels in Bournemouth and Poole. Together with his wife he founded the advertising, marketing, PR and events Agency “The Consultancy (Southern) Ltd.” Which has traded successfully since its inception in 2000. Councillor Lawrence Williams was elected as Member for Littledown and Iford in 2011. He took up the Cabinet Portfolio for Corporate Policy Implementation in February 2012 and is now Portfolio Holder for Tourism, Leisure and Culture.



### **Graham Richardson, Co-opted Member**

Graham has led the Tourism function in Poole for 11 years, building the partnership to its current strong position and introduced the current management board structure in 1999. Strong emphasis on marketing, special events and visitor services functions. Previously with public sector Leisure Development service in North West England and prior to this, 10 years private sector management and marketing experience with Pontins Holidays, First Leisure PLC and Camelot Theme Park.



### **Steve Hughes, Town Centre BID Chair**

Steve has spent most of his career as a journalist in a variety of senior roles with various newspaper groups across the country, editing two daily newspapers and then taking over as Managing Director of the York division of the Newsquest Media Group. In 2005 Steve left the media industry to work with a number of businesses in setting up a Business Improvement District in York. Steve, who grew up in Bristol, and wanted to return to the south west joined the Bournemouth Town Centre BID in January 2016.



### **Andrew Smith, Transport Sector Representative**

Andrew has been a Director with Bournemouth Transport Limited for over ten years, the last three as Managing Director. He has lived in the area for over twenty years, having initially qualified as a Certified Accountant with a local aerospace engineering business. Andrew was raised in the Isle of Man so has an understanding and appreciation of the importance of the tourism industry to the local economy. Combined with his business experience and commitment to the area, Andrew’s background make him well-suited to supporting the BTMB

#### **BOURNEMOUTH TOURISM MANAGEMENT BOARD**

#### **Deputies**

- Alison Gandolfi      Deputy Accommodation Sector Representative
- David Jones         Deputy International Education Representative
- Jackie Richmond    Deputy Leisure & Attractions Sector Representative
- John Burch           Deputy Transport Sector Representative
- Mandy Payne        Deputy Town Centre Representative