



Minutes
Microsoft Teams Meeting
Tuesday 18 January 2022
2:00 – 4:00pm

MEMBERS PRESENT

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| David Bailey (DB) | Chair |
| Craig Mathie (CM) | Vice Chair |
| Mike Francis MBE (MF) | President |

Sector & BID Representatives

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| Andy Lennox (AL) | Eating Out Sector |
| Carol Scott (CSc) | Leisure & Attractions Sector |
| David Squire (DS) | Transport Sector |
| Guido Schillig (GS) | IEA Sector |
| Jacqui Rock (JR) | Poole BID |
| Martin Davies (MD) | Bournemouth Town Centre BID |
| Paul Clarke (PC) | Bournemouth Coastal BID |
| Steve Turner (ST) | Conference & Convention Sector |
| Tim Lloyd (TL) | Christchurch |
| Tim Seward (TS) | Accommodation Sector |
| Zannah Chisolm (ZC) | Cultural Sector |

Professional Officers

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| Cllr Mohan Iyengar (MI) | Portfolio Holder – Tourism & Active Health |
| Chris Saunders (CSa) | Director- Destination & Culture BCP Council |
| Jon Weaver (JW) | Head of Destination & Events BCP Council |
| Stevie Sainsbury (SS) | Destination Development Co-ordinator - BCP Council |

Co-opted members

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| Samantha Richardson (SR) | National Coastal Tourism Academy |
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Guests

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| Andrew Emery (AE) | Development & Strategic Planning Mgr – BCP Council |
| Nicola Goode (NG) | Marketing Manager - BCP Council |

Apologies

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| John Grinnell (JG) | Poole BID |
| Sara Uzzell (SU) | LEP representative |

1. a. Welcome & apologies – Chair

Chair welcomed everyone to the meeting and confirmed that Christmas Tree Wonderland had been very well received and a great success.

Chair extended his and the Board's congratulations to Sam Richardson on her MBE in the New Year's Honours list.

Chair reported that a new Christchurch BID lead/manager has been appointed – Christina Pengelly. TL confirmed that he will be feeding back to her on Board activities and information.

b. Declarations of interest - None

2. Actions from the Minutes of the last meeting – Chair

a. DMO review.

- SR reported that DCMS are still hopeful that they will be able to implement some of their recommendations but until they get the financial settlement they cannot clarify what will go forward.

b. DTA representation.

- Chair confirmed that MI now has a regular invitation to attend meetings, along with DB and SR, and attended meeting last week
- MI asked if board felt that BCP representation was sufficient given the level of representation in other areas. SR reported that the DTA is structured so that they have a representative for each sector – which for example for Attractions is the Dorset Attractions Group. In theory this means there is representation for each sector. In addition, there are Council Officers and now each of the Council portfolio holders. DB also attends for DMB and CM receives an invite but only attends if DB cannot do so. MI expressed concern over the balance between rural and conurbation representation and it was agreed to take the discussion outside of the meeting to clarify.
- MI reported that at last week's meeting discussion centred around 'What do we want to do on the environmental side?' Two elements were discussed – electric vehicles and food and drink. There was animated discussion around electric vehicles. Challenge is how can we have car charging capability in rural and non-rural Dorset. Logistics are very challenging. The Chair was going to go away and look at the case for having a conference or a workshop. In relation to food and drink the discussion centred around – local or imported, food waste, packaging - 'seed to plate', end to end food, where does waste go? Etc. About getting hearts and minds of small/medium retailers and suppliers on board. Meeting and possible conference or workshop to be set up.
- DB felt that whatever we do it has to be practical and realistic. Suggested CM/DB sit down and have a discussion on the direction of travel on this.

3. Bournemouth, Christchurch & Poole Tourism Awards 2022 – Tim Seward.

Chair explained that a meeting had taken place with TS who was keen to take on the delivery of the events side of the awards and it had been agreed that he would do this. Chair invited TS to update the Board on his progress.

- Yellow Buses confirmed as main sponsor for event. Will be re-wrapping the Destination Bus as Tourism Awards
- Press release went out in December with Dorset BIZ News who are on board as media partners. Hot Radio are also on board .
- In good position as Dorset Chamber not having awards this year and BH Stars are also not happening.

- 18 Categories have been agreed, 11 of which are already being sponsored with 7 still to fill.
 - 1) Large Hotel Award: Sponsor- Cater Elite
 - 2) Small Hotel or Bed & Breakfast Award: Sponsor Star Quality Hospitality
 - 3) Self-catering Award (to include camping & holiday parks): Sponsor – Vacant
 - 4) Education Award: Sponsor - Adventure Wonderland
 - 5) Attraction of the Year Award: Sponsor - Vacant
 - 6) Responsible, ethical and sustainable tourism Award (Green): Sponsor – Waste Management Facilities
 - 7) Retail Experience: Sponsor – Native
 - 8) Transport Delivery award: Sponsor – Vacant
 - 9) Night-Time Experience – Vacant
 - 10) Eating out experience: Sponsor - Harvest Fine Foods
 - 11) Café/Tearoom Award: Sponsor - Vacant
 - 12) Team of the Year Award: Sponsor – Castlepoint
 - 13) Transformation & Innovation Award: Sponsor - Vacant
 - 14) Industry support Award: Sponsor - Vacant
 - 15) Event of the Year : Sponsor – Vacant
 - 16) Business Tourism Award: Sponsor – Holiday Inn
 - 17) Rising Star: Sponsor – Wonky Table
 - 18) Young Innovators Award: Sponsor - Lynne Williams – in memory of Tony Williams.

- Originally intended to launch the Awards in February but as a result of the Omicron situation this has now been moved to Monday, 21 March 2022, in the RNLI College
- Closing date for entries will be 6 July 2022
- Nominations and applications will be invited from businesses that have been operating from January 2021 to July 2022 (18 months)
- The semi-finalist event will take place in September and will be different to previous years. It will be held at Hoburne, Christchurch in their club, starting at 7pm and there will be an entertainment element.
- Awards evening will be on 10 November 2022 in the Pavilion Ballroom. The format will not be to break up the meal with awards in between but will run in a standard way with drinks on arrival and networking followed by dinner after which the awards will be made, aiming to finish these at around 10.30pm when people will be free to leave or stay on for party/disco if they wish.
- TS is working with OCD Productions to ensure we produce a high end event
- Judging – each category will have a sponsor judge and one other independent judge. DB will chair the judging. Looking to get outside adjudicator for transparency.
- All monies collected in will be ring-fenced in a separate bank account so that it is secure should anything happen with covid and there is no risk involved for investors/sponsors

TS invited comments:

- CS expressed thanks to TS for all his work and confirmed that BCP Tourism would be interested in sponsorship of one of the awards
- CSc also confirmed that City Cruises would be happy to sponsor one of the awards

Chair felt that things are already well ahead of where we have ever been previously and added his thanks to TS. He also thanked DS for the continued support of Yellow Buses.

4. Future Places – James Croker

Future Place - Background

Future places has been 6 months in inception. Set up by the administration on 1st Oct 2020 when they announced their Big Plan, a large part of which was to do with accelerating regeneration.

- Looked at 11 sites initially laid out as the Big Plan. Considered if bringing buildings out of the ground was going to match the world class environment and decided not.
- Decided to take a transformation and stewardship approach. Placemaking. Demonstrate rapid course of action – master planning in terms of delivery.
- Appointed Gail Mayhew who has put together a team to help deliver regeneration across the area. This includes Craig Beevers – Chief Operating Officer, Andrew Borrell – Chair of Academy of Urbanism and JC makes up the quartet.
- 14 projects.
- Business plan/budget gone through Cabinet/Council so now starting next phase of the work.

Next Phase

- Stewardship Kitemark is about patient capital, looking at generational gains. Not dissimilar to Local Authority approach.
- £2-3billion worth of estate
- Speaking to different audiences. Lots of different pieces of work going on .
- Econ Dev – 2 pieces of work. One through ARG - looking at 3 Town Centres. High Streets Commission underway as well. BAHA also got funding for research & marketing work.
- Future Places opted for two large pieces of consultancy and research that would not duplicate what was already happening.
 - The Big Conversation – everything else will hook into this. Richard Easton working with CM. Econ Dev provide info. Creating Place identity.
 - Gone to business across BCP. Resident groups making sure all BH postcodes represented.
 - Open formatted questionnaire.
 - Key stakeholders within Council.
 - Place Potential Study. What does world class look like? Comparitors – eg Sydney Look at their transition. GAP analysis – multiple directions of travel. Inform us of our 14 sites what should we look to include on those sites. Evidence based research which can inform 3 BCP towns – inform decision making process.
 - BCP is polycentric – 70+ neighbourhoods, 17 high streets. All very different. Need to respect and understand that moving forward. Poole – piece of work on Poole Quay. Know heritage and maritime but what is the 2022 intervention? Maybe make another contemporary thread to intervention.

Chair asked about the timescale for delivery.

- All projects at different stages.
 - Poole Quay – consultation at moment. Looking at quick interventions – next winter.
 - Holes Bay Power Station, Poole Civic- looking at building and what can be done quickly. Feasibility study on whether hotel appropriate.
 - Bournemouth Winter gardens – is there a bigger piece on joining with BIC and how does that impact Westover Road.
 - Major developments – tell more in Q3 this year for larger sites.

Chair expressed opinion that he is not keen on use of word 'city' and asked if work is being done on what we are going to call ourselves?

- JC pointed out that 'City Region' is Government language and is required in order to bring in investment and funding streams. At moment Future Places is not looking at branding/naming.
- DS agreed citing the Liverpool area as an example of where City Region can work without diluting the offer of other areas.

JC concluded by asking anyone who has been emailed and hasn't yet responded to do so. Anyone who has not been emailed and would like to be involved should contact JC directly.

5. Destination Marketing Update – Sam Richardson / Nicola Goode (Presentation attached with Minutes)

SR took the board through the first half of a presentation (attached) providing an overview of the consumer research that has been commissioned through BAHA.

- MI. Asked if there is confidence that the research will provide us with a good hook into what will encourage people to visit during the shoulder periods and to stay longer. SR confirmed that there was also a lot of draft destination strategy work done pre-covid on this so we already knew where we wanted to go as a destination and where we want to see those markets move to align with our priorities. .
- Questionnaire is due later this week and should be signed off to go live at beginning of February.
- Looked at postcode analysis and date to identify where most of audience live. Come up with map, Excluding Scotland but covering most of country. Sample size of over 3000 – confident hit all relevant areas.
- GS asked what the international perspective on this with pre-covid student numbers being 50,000 providing significant high spend including out of season spend . He appreciated that to include international would increase the costs substantially and assumed that was the reason. There is already a considerable amount of data and research available that has already been done by the IEA and language schools and it was agreed that SR and Jo Edom would make contact with GS to explore this further.

ACTION.

SR then handed over to NG who took the Board through the remaining slides outlining the work commissioned for the spring/summer campaign aimed at delivering a fresh new look and high impact awareness campaign for Bournemouth, Christchurch and Poole Tourism hospitality offer 2022 and beyond. (See attached presentation slides)

NG then invited any questions.

- JW whilst thinking it was a good campaign expressed concern that the concepts were really not clear – yellow against the image background were very difficult to read and get lost. Not well designed. NG agreed that she has challenged it.
- JR – asked that consideration be given to making sure the Quay was included as it is not 'coast' in the accepted terminology. Also requested a conversation around funding as would be interested in buying into media package. **ACTION.** NG make contact.
- AL introduced a conversation around the various BCP websites and accessibility to them, as well as design etc. It was agreed to take this conversation offline away from the meeting as there was some confusion over what sites AL was looking at – some of which are not owned or controlled by the Council. However, it was generally

agreed that updating of the various websites was becoming a priority and MI offered to support a request for funding to go towards this.

- ZC asked that consideration be given to ensuring that a diverse set of images is used to reflect the great diversity of groups that visit the destination.
- TL asked the Board to be aware that from the Christchurch perspective everyone has been amazed at the support they have received and he thanked Nicola and her team for all they have done in moving things forward for Christchurch.

6. **Planning Updates** – Chair

Chair outlined a number of planning applications that are ongoing. See attached report

SPD outline and timetable - Andrew Emery

- Local Plan Consultation – been sent far and wide but can send out again through this meeting.

SPD

- Three slightly different documents/policy details/supplementary info for each town – broad range of accommodation
- Gathering market research around recurrent state of accommodation offer. Will feed into the Future Places work.
- Using as evidence base to bring new visitor accommodation SPD – joined up
- Draft now basically ready
- One key policy approach changes is focussed on a zonal approach rather than blanket wide for whole conurbation. Driven by recognition that market has moved on and there are significant gaps. Particularly in Bournemouth area. There is significant brand/investor in the area subject to finding suitable sites.
- Some poor-quality small businesses that are failing and not getting level of investment required and are in a very poor state.
- Key issue – parts of market performing well with strong demand. Equally got some very poor-quality stock that is not adding anything to the offer for the resort.
- Need to find a way to enable the poor-quality stock to exit the market as swiftly as we can whilst not using the opportunity to get reinvestment in. .
- Draft to go to cabinet to ask for go ahead to do formal consultation in April/May. 6 week process. Finish revisions off the back of it to look to adopt new SPD in August/Sept.
- Alongside is a piece of work around new investment. Focus on Westcliff area, running down to BIC and Winter Gardens and meetings are already lined up – opportunities to breathe some new life into properties. Similar opportunities on Eastcliff.
- Additional opportunities in Poole area.
- Want investment prospectus ready for summer to generate more focused investment into our sites.

AE then invited questions:

- PC asked if the Council are entitled to be told about refugees coming into area. AE confirmed that he was not in a position to be able to answer as that is driven by central government and councils have an obligation to support re-housing. Aware of impact on hotels. MI confirmed that the Housing team are those responsible with standards laid down and very little room for negotiation from central government. He asked PC to let him know if he had any particular concern he wanted to raise.
- PC then asked if there are plans for the Eastcliff lift to be reinstated. AE reported that the draft seafront strategy is rapidly being brought forward for adoption

identifying a list of priority areas for investment. There are aspirations around Eastcliff – but need to spend significant sum of money around stabilising area. Many £millions required. Not just about restoring the lift but looking at other options. Stabilising comes first. CS confirmed that realistically the Council is struggling to get the figures to stack up. Cannot see anything happening without significant grant funding.

- PC accepted the challenges but asked if consideration could be given to getting some sort of landtrain offering up on Eastcliff and who the best person to speak to would be. CS confirmed that it has been tried in the past but loses money so would require financial input from the Coastal BID. The person to talk to about it would be Anthony Rogers and CS will provide PC with his contact details.

ACTION

7. **BCP Council Update** – Cllr Mohan Iyengar

- Acknowledged success of CTW and glad that businesses were pleased.
- Seafront strategy – brought together. Aiming for March cabinet. If chance to float it with the board that would be good. Suggested Chair find a suitable slot at a future meeting. **ACTION**
- Portfolio projects – challenges, with the whole world re-costing construction projects. Not currently removing anything from our list of projects but having to look at things again in a different light post Brexit and Covid. Durley Environmental Hub is at the forefront and proceeding well. However, other things like the Southbourne Bistro and Mudeford projects and some other smaller projects are having to be looked at again in terms of scale, time, and most critically in terms of cost benefit. Some may be tipping from black into red. This is across the whole Council – not just Tourism.
- Big projects still in pipeline –
 - Strand idea for an esplanade from Hamworthy to Highcliffe.
 - Digital connectivity- feasibility
 - Eastcliff
 - Piers – got to start putting into the thinking
 - BIC – patch up maintenance to keep afloat. Long term intention to replace.
- Reassurance – all above are still on page but challenging times
- Work done last summer to keep whole place orderly – including marshalls, security, bins etc. Budgeting for not quite as much but think it will be close to what we had to last year. Learning from last year will enable savings.

8. **AOB – To include Sector updates** if notified in advance

- Christchurch BID and Transport. Reports received – will circulate.
- PC – reminded everyone that the BIDs re-ballots are in March. Confident that levy payers are happy. Asked that everyone put word out to support over next few weeks.

9. **Date of next meeting:** Tuesday 15th March 2022. 2 – 4pm It was agreed to move the meeting to face to face. **ACTION** SS to look for venue.