

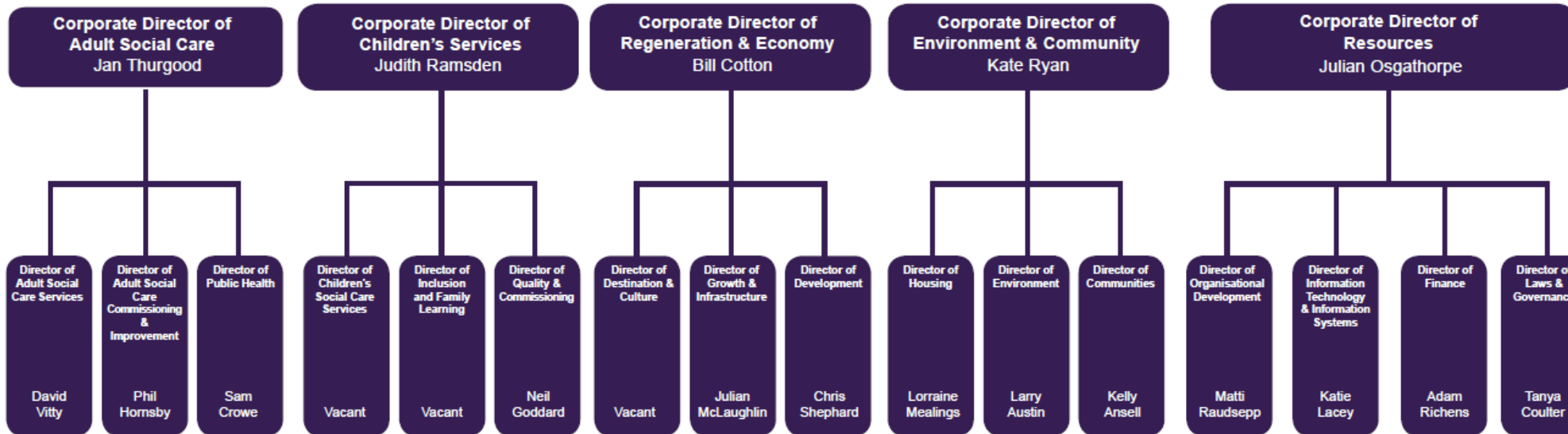


Destination Marketing and PR

Jon Weaver

Head of Resort Marketing and Events
Regeneration & Economy





- Director of Adult Social Care Services:**
- Information, advice and early intervention
 - Response and triage to contacts and referrals
 - Assessment and care management services
 - Adult safeguarding
 - Statutory mental health and mental capacity work
 - Council run direct care and support services
 - Integrated service delivery with health partners
 - Caldicot Guardian

- Director of Adult Social Care Commissioning & Improvement:**
- Needs assessments, market analysis and development
 - Commissioning plans
 - Procurement and contract monitoring
 - Brokerage service
 - Development and impact monitoring of strategic and business plans
 - Workforce planning for ASC and sector
 - Performance management and quality assurance
 - IT developments for ASC and health
 - Integrated commissioning and improvement with health

- Director of Public Health:**
- Statutory public health responsibilities
 - Improving health and wellbeing

- Director of Children's Social Care Services:**
- Children in need and child protection services
 - Specialist family support services
 - Regional adoption agency
 - Fostering
 - Support for looked after children and care leavers
 - Children's residential and respite services
 - Multi-agency safeguarding hub
 - Safeguarding partnership
 - YOS
 - Asylum seeking services for children

- Director of Inclusion and Family Learning:**
- Early years
 - School standards partnership
 - 14 – 19 services
 - Specialist educational needs and disabilities
 - Integrated youth services
 - Early help
 - Virtual school
 - Fair access panel
 - Inclusion lead
 - School outreach and attendance

- Director of Quality & Commissioning:**
- Commissioning of Children's services (including performance and sufficiency)
 - Home to school transport
 - School place planning and school capital
 - School admissions
 - Children's Trust
 - Quality assurance (school partnership, social work and early help)
 - Partnerships (including LSCB)
 - Dedicated schools grant
 - Inspection planning
 - Systems and compliance
 - IRO, CP Chairs, LADO, ED Safeguarding
 - Complaints
 - ART

- Director of Destination and Culture:**
- Culture, arts, libraries and museums
 - Leisure provision and contract management
 - Destination management including seafront, tourism and events
 - Dorset adult learning service (pan Dorset)

- Director of Growth & Infrastructure:**
- Strategic planning
 - Highways network management
 - Engineering and coastal protection
 - Parking
 - Passenger transport
 - Building control
 - Planning services

- Director of Development:**
- Major capital projects
 - Economic development
 - Digital and smart cities
 - Town centre management
 - Estates and property
 - Town centre regeneration

- Director of Housing:**
- Strategic housing development
 - Housing services
 - Homelessness
 - Housing asset management and construction
 - Commercial housing and construction companies
 - Facilities management

- Director of Environment:**
- Waste and cleaning
 - Fleet management
 - Green infrastructure development
 - Street scene services
 - Parks and open space management
 - Recreation and sports
 - Highway maintenance (delivery) and commercial service development
 - Bereavement services

- Director of Communities:**
- Regulatory services including environmental health, trading standards and licensing
 - Corporate health and safety
 - Community development and local regeneration
 - Targeted and community enforcements including private sector and housing
 - Community safety

- Director of Organisational Development:**
- HR
 - Customer services
 - Communications and marketing
 - Insights, policy and performance
 - Major change and PMO

- Director of Information Technology & Information Systems:**
- ICT Infrastructure (inc web)
 - Applications and software
 - Network
 - Information security
 - Technical programme and project management

- Director of Finance:**
- Finance
 - Audit and assurance
 - Procurement
 - Emergency planning
 - Revenues and benefits

- Director of Law & Governance:**
- Legal services
 - Democratic services
 - Member services
 - Elections
 - Registrars
 - Local land charges
 - Information governance



Strategic Focus

- 1 Amplify the *Destination* brands
- 2 Align marketing channels
- 3 Engage, delight and build advocacy
- 4 Innovative visitor experiences



Marketing and PR Team

PR & Communications	Marketing Operations	Digital Channels
Deliver the PR Strategy	Deliver the Marketing Campaigns	Deliver the Digital Strategy
Brand/Awareness	CRM	Website Management and Development
Internal and Stakeholder Communications	Acquisition and Retention (Partnership)	Social Media (Engagement and Retention)

Destination brands

Seafront (incl: Leave only Footprints and Beach Lodges)

Festival Marketing

Group and Coach Travel

Industry Liaison (DMB, BTMG, BCPAG, PMG, BIDs, BAHA, Transport Group, DTA, Visit Dorset, Visit Britain, TSE)

Tourist Information/visitor services



PR and Media

Total News Value **£6.69m**

News Reach **94.7m**

Media Coverage

A wet 'n' wild family weekend in Bournemouth and Poole



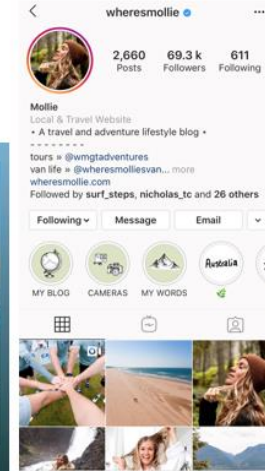
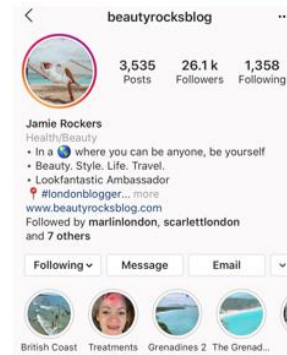
DESTINATIONS

Simon Ward
12 August 2019 | 0 Comments

SHARE THE LOVE



The coastal towns of Bournemouth and Poole are so much more than retro English seaside resorts. While there's still plenty of kitsch charm to enjoy, the southern England destinations have everything for a modern family getaway.



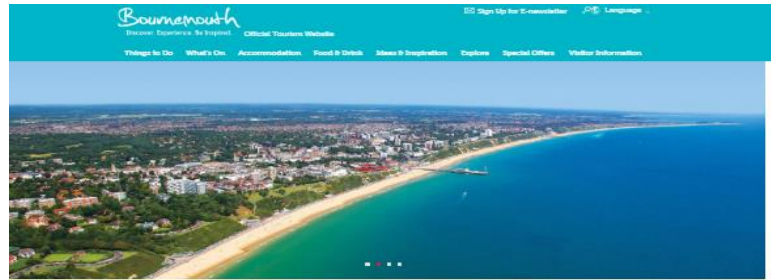
PR and Media

Print/online coverage:	3,665	Broadcast outlets:	27
National papers/ consumer magazines:	619	Broadcast value:	£523k
Media value:	£6.5m	Broadcast reach:	54.3m
Print reach:	43.5m		
Press/blogger trips:	27		



Digital

Bournemouth - visitors up **20%** YoY



WELCOME TO BOURNEMOUTH

Welcome to the UK's best beach - as voted in TripAdvisor's Travellers' Choice awards for the second year in a row!

Our seven-mile stretch of unspoilt coastline and Blue Flag beaches provide the perfect backdrop for your summer staycation or family holiday. Known as the 'coast with the most', there are acres of space to enjoy outdoor sunbaths or mess about on the water. Walk, run or cycle on sandy beaches, through Victorian gardens or along our majestic cliffsides. Surf, paddle-board or get all alongside panoramic sea views and picture-perfect sunsets.

Head here for a seaside getaway and whether you're looking for an iconic, period hotel or cosy, family-run B&B, there are plenty of places to stay in and around Bournemouth.

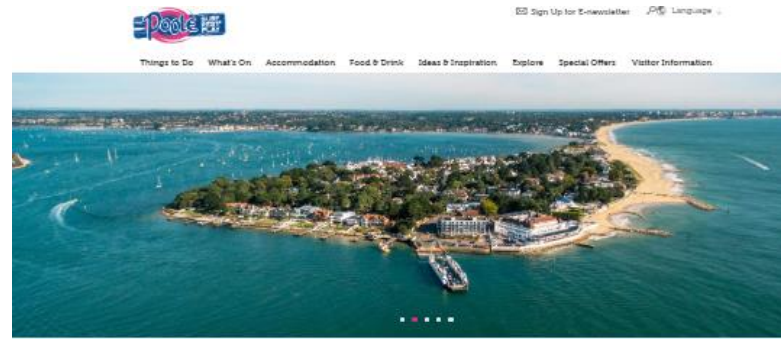
Should the good old British weather set in, there are museums, amusements and a huge cinema complex where you can enjoy a great day out under cover from the elements.

There are also hundreds of bustling restaurants, cafes...

Read More



Poole - visitors up **25%** YoY



WELCOME TO POOLE

Soak up summer in Poole! Located on the beautiful South Coast of England, in the historic county of Dorset and close to the World Heritage Jurassic Coast, Poole.

Read More



COMPETITIVE POSITIONING MAP







Social Media - Bournemouth

#LoveBournemouth

Audience – 123k

Reach – 16.2m

Engagement – 2.6m

Love Bournemouth
Published by Sam Merrick [?] · 23 August at 17:38 · 🌐

DID YOU HEAR?!! Bournemouth Beach topped the TripAdvisor Travellers' Choice Awards 2019 for Best Beaches AGAIN! Voted #1 in the UK, #6 in Europe & #20 Worldwide!! 🇬🇧 #LoveBournemouth 🙌🏡👏👏👏
www.bournemouth.co.uk

Voted Bournemouth Beach
Bournemouth Beach tops TripAdvisor Travellers' Choice Awards Best Beaches 2019!
01:10

🟢 **Get more likes, comments and shares**
Boost this post for £30 to reach up to 9,800 people.

125,095 People reached **9,649** Engagements [Boost Post](#)

👍👎👏 1.7K 122 Comments 791 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

125,095 People Reached

42,996 3-second video views

4,854 Reactions, comments & shares 🌐

3,061 Like	1,473 On post	1,588 On shares
571 Love	303 On post	268 On shares
12 Haha	4 On post	8 On shares
44 Wow	21 On post	23 On shares
1 Angry	0 On post	1 On shares
378 Comments	162 On Post	216 On Shares
791 Shares	791 On Post	0 On Shares

4,821 Post Clicks

731 Clicks to Play 🎥	28 Link clicks	4,062 Other Clicks 🌐
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NEGATIVE FEEDBACK

17 Hide post	7 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Love Bournemouth
18 September at 16:47 · 🌐

'Bournemouth is the most relaxed seaside break in Britain' 🇬🇧 - British GQ 🇬🇧

Great article & list of places to visit in Bournemouth ❤️
www.gq-magazine.co.uk/lifesty.../.../things-to-do-in-bournemouth...
See more

48,679 People reached **4,820** Engagements [Boost Post](#)

👍👎👏 1.4K 56 Comments 201 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

48,679 People Reached

2,581 Reactions, comments & shares 🌐

1,906 Like	1,252 On post	654 On shares
296 Love	204 On post	92 On shares
5 Haha	2 On post	3 On shares
9 Wow	3 On post	6 On shares
163 Comments	76 On Post	87 On Shares
205 Shares	201 On Post	4 On Shares

2,239 Post Clicks

193 Photo views	295 Link clicks	1,751 Other Clicks 🌐
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NEGATIVE FEEDBACK

16 Hide post	3 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media - Christchurch

#LoveXchurch


Audience – 4,252

Reach – 502,889

Engagement – 48,398

Love Christchurch
7 April · 🌐

A truly unique location, Mudeford Spit joins with the ancient headland and SSSI nature reserve of Hengistbury Head and is at the opening to Christchurch's spectacular natural harbour! #LoveXChurch
📸: IG/ enjoythelight



6,615 People reached **1,893** Engagements [Boost Post](#)

👍❤️ 111 8 Comments 30 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

6,615 People Reached

487 Reactions, comments & shares 📊

331 Like	96 On post	235 On shares
51 Love	16 On post	35 On shares
1 🤔 Haha	0 On post	1 On shares
2 🤩 Wow	0 On post	2 On shares
71 Comments	10 On Post	61 On Shares
32 Shares	30 On Post	2 On Shares

1,406 Post Clicks

325 Photo views	0 Link clicks	1,081 Other Clicks 📊
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NEGATIVE FEEDBACK


2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Love Christchurch

Hogwarts...??? nope... It's our very own and cherished Highcliffe Castle! #LoveHeritage #LoveHighcliffe #LoveXchurch

📸: IG/ kellyprincewright



781 People reached **101** Engagements [Boost Post](#)

👍❤️🤩 Patrocinia Proença, Lucian Rus and 66 others 1 Comment 3 shares

Performance for your post

781 People Reached

76 Reactions, comments & shares 📊

70 Like	66 On post	4 On shares
1 Love	1 On post	0 On shares
1 🤔 Wow	1 On post	0 On shares
1 Comments	1 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

25 Post Clicks

9 Photo views	0 Link clicks 📊	16 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media - Poole

#LovePoole

Audience – 32k

Reach – 4.4m

Engagement – 768k

Love Poole
4 September at 18:23 · 🌐

Warm summer evenings at Sandbanks, looking across Poole's magnificent natural harbour... hoping for an extended Indian Summer this September... 🌅 #LovePoole

📷: IG/ hayhayvisuals

17,331 People reached **2,571** Engagements

👍❤️👎 952 30 Comments 141 shares

👍 Like 💬 Comment ➦ Share

Performance for your post

17,331 People Reached

1,668 Reactions, comments & shares 📊

1,257 👍 Like	838 On post	419 On shares
185 ❤️ Love	116 On post	69 On shares
3 😂 Haha	0 On post	3 On shares
11 😲 Wow	9 On post	2 On shares
1 😞 Sad	0 On post	1 On shares
66 Comments	34 On Post	32 On Shares
145 Shares	141 On Post	4 On Shares

903 Post Clicks

182 Photo views	0 Link clicks	721 Other Clicks 📊
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NEGATIVE FEEDBACK

5 Hide post	2 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Video **Post** Shares [See metrics for all videos](#)

Love Poole is with **Love Bournemouth** and 3 others.
Published by Sam Merrick (?) · 24 May at 12:38 · 🌐

Some of you may have noticed, we have some new residents in Poole and the surrounding areas! 🐬🌊 #LovePoole

👤: Andy Harrison

Dolphins in Poole! 🐬🌊 #LovePoole
00:58

✅ **Get more likes, comments and shares**
Boost this post for £45 to reach up to 22,000 people.

297,252 People reached **35,344** Engagements [Boost Post](#)

👍❤️👎 2.5K 472 Comments 1,181 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

297,252 People Reached

115,567 3-second video views

9,932 Reactions, comments & shares 📊

5,462 👍 Like	1,909 On post	3,553 On shares
1,670 ❤️ Love	588 On post	1,082 On shares
14 😂 Haha	6 On post	8 On shares
343 😲 Wow	127 On post	216 On shares
1 😞 Sad	1 On post	0 On shares
1,259 Comments	619 On Post	640 On Shares
1,205 Shares	1,181 On Post	24 On Shares

25,412 Post Clicks

3,636 Clicks to Play 📊	0 Link clicks	21,776 Other Clicks 📊
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LOVE BOURNEMOUTH

Social Handles:

-  [@bournemouthofficial](https://www.facebook.com/bournemouthofficial)
-  [@bmouthofficial](https://twitter.com/bmouthofficial)
-  [@bournemouth_official](https://www.instagram.com/bournemouth_official)

Hashtag: #LoveBournemouth

 www.bournemouth.co.uk



LOVE POOLE

Social Handles:

-  [@lovepooleuk](https://www.facebook.com/lovepooleuk)
-  [@lovepooleuk](https://twitter.com/lovepooleuk)
-  [@lovepooleuk](https://www.instagram.com/lovepooleuk)

Hashtag: #LovePoole

 www.pooletourism.com



LOVE CHRISTCHURCH

Social Handles:

-  [@LoveXchurch](https://www.facebook.com/LoveXchurch)
-  [@LoveXchurch](https://twitter.com/LoveXchurch)
-  [@LoveXchurch](https://www.instagram.com/LoveXchurch)

Hashtag: #LoveXchurch

 www.TBC





Group and Coach Travel

- Coach Friendly Status – Bournemouth and Poole
- Dedicated exhibition group attending major group travel shows to represent the destination with Partner businesses
- Membership to Coach Tourism Association and Inbound UK
- Joint TSE campaign promoting destination to group organisers in China
- Produced dedicated Group and Coach Travel Guide and newsletters
- Strategic campaigns in relevant group and coach travel publications





HERMITAGE HOTEL

PAVILION

Event Marketing

- Christmas Tree Wonderland
- Bournemouth Air Festival
- Bay Run
- Pool Quay events – Rockley Park Summer Time Spectacular, Quay for My Car, Dream Machines, Folk on the Quay, Vintage Poole
- Christchurch Food Festival
- Plus hundreds of festivals across Bournemouth, Christchurch and Poole



Tourism Partnership

- 187 Tourism partners across Bournemouth, Christchurch and Poole
 - 67 Accommodation
 - 101 Attractions/Retail
 - 19 Food and Drink
- All monies obtained from the Partnership are utilised to fund destination campaigns and activities
- 2020 Partnership planning in progress

Stay in touch

tourism.marketing@bcpcouncil.gov.uk

pr@bcpcouncil.gov.uk

Partner resource

business.coastwiththemost.com

Thank you and enjoy lunch

Here to help

Partnership – Vivien and Sarah

Group and Coach – Sheena and Sam

Website – Will and Adam

Social Media – Sam

PR – Nick and Michelle