



**Minutes**  
**Oriel on the Quay**  
**Seaway House, The Quay, Poole**  
**Tuesday, 5 November 2024**  
**11:00 –13:00**

**MEMBERS PRESENT**

Andy Lennox (AL)

Fiona McArthur (FMc)

Chair

Bournemouth Coastal BID / Vice Chair

**Sector Reps**

Jackie Richmond (JR)

Richard Wade (RW)

Sarah Steiner (SS)

Helen Keall (HK)

Rosie Radwell (RR)

David Jones (DJ)

Leisure & Attractions Sector Deputy Rep

Transport Sector Rep

Conferencing

Culture Collective

Accommodation Sector Deputy Rep/ Chair BAHA

IEA Sector Deputy

**BID Representatives**

Peter Ruscoe (PR)

Bournemouth Coastal BID

**Professional Officers**

Cllr Rich Herrett

Cllr Millie Earle

PFH for Connected Communities

The Leader BCP Council

**Co-opted Members**

**Secretariat**

Nickie Khosravi (NK)

Seafront Development Technical Officer - BCP Council

**Guest**

Emma Lang

Chief of Staff to Neil Duncan-Jordan MP

**Apologies**

Tim Lloyd (TL)

David Bailey (DB)

Carol Scott (CS)

Steve Turner (ST)

Christchurch BID

President

Leisure & Attractions Sector Rep

Conference & Convention Sector

Morag Wood (MW)	Cultural Sector Rep
Tim Seward (TS)	DMB Awards
Peter Ruscoe (PR)	Bournemouth Coastal BID
Jacqui Rock (JR)	Poole BID
Guido Schillig (GS)	IEA Sector Rep
Ian Jones (IJ)	HE Sector Rep (BU)
Craig Mathie (CM)	South Coast Forum
Paul Kinvig	Bournemouth Town Centre BID/Vice Chair
Bill Perkins (BP)	Bournemouth Chamber of Commerce
Chris Shephard (CSh)	Head of Operations Strategy – BCP Council
Wendy Lane (WL)	Director of Planning – BCP Council
Sam Richardson (SR)	National Coastal Tourism Academy
Wendy King (WK)	Poole BID
Louise Berkhauer (LB)	Christchurch BID
Martin Davies (MD)	Bournemouth Town Centre BID

### 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

- New MP's have expressed an interest in attending the meeting but are unavailable, AL will be speaking to them.
- DMB Sponsorship Blue Flag – Andrew Emery has offered his services, free of charge, whereas BCP Seafront will charge. Bournemouth.co.uk website will be closing but we can put the sponsorship packages on the Dorset Tourism website. Discussions around the amount of BF, should there just be one flag per beach. It was agreed to send out to private businesses first to see if they want to sponsor a beach and ask the same sponsors as last year. The Board agreed for Andrew Emery to take on this work for them, free of charge.
- RW – will contact Guido - ongoing.
- AL did not write to GF.
- Daily Echo coverage is not as negative as it used to be.
- Destination Marketing – ongoing (LB).
- Coach Friendly Status – AL followed up with CS. The DMB would have to fund the application. RW offered to look at this as he has previous applications. RR maybe able to get some funding to carry this forward.
- AL has a contact at Bournemouth Airport and will be meeting them w/c 11 November.

The Board AGREED the Minutes from the meeting on 19 September 2024.

### 3. Update on the new A BID - RR

- Still no update on the Appeal. It really has left everything at a standstill.
- The Sales & Marketing Sub-committee was postponed until 11 November, but this may be deferred once again as not worth meeting until we have had a result.
- We are trying to source some funding through Dorset Council and BCP Council from UK Shared Prosperity Fund to create some travel trade and have a destination presence at Excursions in February & British Travel & Trade Show in March. We are thinking of pulling the Visit Dorset & Coast with the Most branding together for now and we have spoken to a few companies who are happy to chip in and promote the area. We will let you know if this goes further but it is in hand and if we rebrand, we could use this to continue and promote at Group Leisure & Tourism Show in October as well. Part of the funding could be used to create a

travel trade group brochure and have businesses pay in to this to cover some costs. Hopefully we will have more information at the next meeting, but this is being done in conjunction with DTA's, Dorset Council, Sam Richardson & BAHA at present, but hope to move to ABID in future.

#### 4. Update on MP Summit - Chair

- Chair will be reaching out to new MP's. ME offered to reach out to the new MP's if the Board would like her to.
- Chair to invite new Labour MP's to January meeting. **(ACTION)**

#### 5. Dorset Tourism Board - Chair

- AL had a very successful meeting with them. They are willing to fund things and get involved. They will use their website Visit Dorset to advertise for the BCP area and the Blue Flag sponsorship.
- Dorset National Landscape does not cover the BCP area, only going as far as Dorchester. AL is looking at trying to bring the counties together.

#### 6. Update on DMB Awards - TS

- Expecting 194 attendees for the evening.

##### Event Schedule and Details:

- **6:00 PM - Networking & Drinks:** Guests will have time to network, with drinks generously provided by Good 2 Know Hospitality and Midas Prosecco.
- **7:00 PM - Main Event Commencement:** The evening will officially kick off with a dynamic performance from DFA, a 20+ member street dance group with world championship credentials.
- **Welcome & Introductions:** Our returning host, Andy Brennan, will take the stage, followed by our chair, Mr. Andy Lennox, who will offer opening remarks.
- **Dinner and Awards Ceremony:** A three-course dinner will be served, followed by the presentation of 18 award categories, including two special awards to be announced for Business Engagement and Contribution to BCP.
- **Entertainment & After-Party:** The Collective will perform in the main venue, with further celebrations continuing in the Sky Bar for those wishing to dance into the early hours.
- 
- **Ticket Pricing and Financial Updates:** Due to financial constraints and a shortfall in sponsorship, ticket prices have been kept consistent with 2023 at £96.50. Although some companies have commented on the ticket price, we feel it represents good value, especially compared to other regional award ceremonies. It's worth noting that all launch and finalist announcement events have been free to attend, and entry to the awards themselves has no charge.
- With our reduced sponsorship levels this year, we have adapted by strategically placing partners within categories. Additionally, the ticket revenue now supports a broader range of costs, including the website, its updates, application forms, and the Xero banking system—expenses previously covered by BCP Council.
- 
- **Looking Ahead to 2025:** Pending approval, I am in talks with a potential new main sponsor for 2025 and wish to speak with More about joint main sponsorship, which could bring on more funding in addition to 2-3 interested category sponsors. Sponsors have expressed interest in ensuring their contributions directly benefit the awards event or costs directly related to the awards and we anticipate a modest budget surplus this year, though smaller than previous years due to higher costs. DMB will gain some funding from 2024 awards.

- I would ask the committee to decide if they wish to use my services for a further year and make a decision today as the awards prep commences as soon as the 2024 awards end. Should the new sponsor and more come onboard this will be a massive help. The main sponsor I am talking to are looking at gifting £7k to the awards. As this sponsor has been sourced through myself at this time I wish to keep confidential
- For 2025, we have also begun discussions with a few alternate venues, each offering favourable rates, to maintain the quality and appeal of the event. Additionally, following feedback from 2024 judges, we are working with Dorset Tourism Awards on updated matrix judging sheets to enhance the process.
- I am confident that this year's awards will be a memorable evening, and I appreciate everyone's dedication and support in making this happen. Thank you again for your cooperation and involvement in what promises to be a fantastic event.

## 7. Sector Updates

### Transport – Richard Wade

- Bus fare cap of £2 will be going up to £3 in 2025. Journeys within the conurbation will be under £3.
- Launched a Commuter Club (in partnership with BCP Council) for businesses to sign up to. It would mean any employee can pay £1 per journey. **RW to send NK the link to send out to the Board. (ACTION)**
- Night buses have returned on Friday and Saturday evenings and a lot of people are using them.
- In discussion with SWR around an integrated transport policy, but slow progress.
- Improvements to all information at rail stations in the area.

### Hospitality – Andy Lennox

- Currently dealing with the effects of the budget and have put staff on notice.
- Trade ok and forward bookings for Christmas are looking good.
- The Ivy will open on Thursday and have employed 144 staff with 220 covers. They have confirmed they will have security.
- The Botanist have confirmed for opening in 2026.
- Problem with VAT and Tax. VAT could go up in the autumn budget.

### International Education Association – David Jones

- Finding it hard to promote the BCP area around the world and struggling to get students from European countries. Would like to focus on other target markets eg, China, Latin America etc.
- Former AECC has become a more formalised University with Princess Anne as Chancellor.
- Bournemouth Town Centre is not looking good.
- Summer was good.

### Higher Education – Ian Jones

- Big South-West Conference – hold it in Bournemouth next year. Get everyone to work together – AUC/AUB/College/Uni/LS/Board schools.
- Challenges balancing costs still a priority for the industry. Employer national insurance rises will hit the sector hard and need managing. Bournemouth University have increased their number of open days as we look to recruit more students in a competitive market.
- I thought I would share positive stories from the University:
- BU has been ranked 13th out of over 1,500 major universities worldwide for the proportion of research outputs which are published open access (for community use).
- Experts at Bournemouth University have been helping to assess the quality of the water in Poole Quay and how it is monitored, taking samples for testing in the

campus laboratory. It supports a request from Poole MP Neil Duncan-Jordan. BU was mentioned in Parliament by Neil, Tom and Jessica over the past two weeks.

- BU student Lorraine Che has become the first recipient of a new ESET studentship, launched to encourage and support more women into careers in cyber security.
- A team from Bournemouth University are working with Wimborne-based image sharing site ClickASnap to develop a bespoke AI content moderation system for their platform.
- Bournemouth researchers to develop project to help public detect skin cancer sooner funded by Cancer Research UK.

#### **Conferencing – Sarah Steiner**

- Change in structure with a new Partnership & Development Manager and an Accommodation Agent.
- BIC refurbishment on track.
- In discussions with the South-Western Rail Delivery Group for our conference delegates at the BIC, regarding our group rates etc.
- New photos are being produced.
- Taking enquiries for 2028/29/30 and 2031.

#### **Attractions – Jackie Richmond**

- Businesses have been struggling since the budget.
- Business at Splashdown has reduced since October and she is in touch with other businesses to see if they are the same. Lots of roadworks happening around Tower Park now.
- Businesses waiting for the election.
- Destination Marketing is non-existent at the moment.
- Spooky trails going well with high attendance.
- There has been a reduction in some of the attractions.
- Carol Scott is now the owner of Coastal Cruises.

#### **Hotels/BAHA – Rosie Radwell**

Currently our focus has been on the following:

- Hotels are still saying that occupancy is low and having a knock-on effect because of the weather. Hoping that Christmas Tree Wonderland brings in extra overnight stays.
- The awards were a great success in October, and we are now busy planning 2025. Almost sold all of the sponsorship categories, so well under way for our launch & AGM on 12<sup>th</sup> March 2025 at the Riviera Hotel. The awards night is 5<sup>th</sup> October 2025 at the Hilton Hotel.
- Organizing training at present for hotel staff. Fire marshal, first aid, etc.
- We did our first BAHA Beach Clean and had about 35-40 people in attendance from various hotels. We are looking to expand on this in 2025 and introduce some more events.
- Working with Coastal BID on providing security staff Thursday, Friday and Saturdays in December plus New Years Eve.

#### **Coastal BID – Fiona McArthur**

- Rough sleeping/anti-social behaviour/graffiti and shop lifting is a big problem at the moment. It is also happening in Southbourne and Westbourne.
- There is a lack of maintenance also with bins overflowing. FM to email ME/RH **(ACTION)**
- Boscombe Towns Fund cannot be spent to fix issues but ME is speaking to BTF to see if some money can be used.

- Westbourne Councillors have £10K to spend, this is Capital, not Revenue and has come from the UKSP fund (has now been cut by 40%).
- A lot of the homeless are couple looking for a home.
- Pumpkin trail and Halloween trail were well received.
- In talks with Simon Brookes re CTW. Looking at tender for 2025. Would like to see a fresh new concept.
- Looking for a celebrity for the Westbourne Christmas lights switch-on – AL may be able to help.
- Looking at a car event next May in Westbourne.
- Kate Bush day – centred around Breast Cancer Awareness.

#### **Culture Collective – Helen Keall**

- Pavilion Dance South West – 3,500 attendances at Dancing Terraces (8 outdoor dance classes every Fri & Sat in August) – 50:50 tourists & locals.
- Russell Cotes Museum & Art Gallery – 14,000 visitors over past 3 months: 50% stayed overnight, 10% day trippers, 40% local residents.
- Arts By the Sea Festival – 120,000 footfall in Bournemouth Town Centre. Dates for 2025: 26-28 September.
- BSO Proms in the Park – 5-7,000 attendances, a true visitor economy event (August each year).
- Red House Museum & Garden – 7,000 visitors over past 3 months across 2 Exhibitions.
- Lighthouse Poole – 26,000 tickets sold to 107 performances & 105 film screenings in past 3 months.

The above is a sample of the ‘anchor’ cultural organisations across BCP, if useful I can report on a wider range of businesses in future.

#### **8. AOB**

- **BCP Council – The Leader**

It is a challenging time at the moment, waiting for more information on the Budget. The rise on the living wage is worrying. Will impact on contractors. The Council will not get the settlement notification until Christmas Eve and are currently planning for different scenarios. SEND – Children’s Special Educational Needs have low reserves at the moment. Looking at stopping Business Rates to the Government. Have been working with lots of organisations to see what the best way forward is.

- Planning – when is the planning meeting to determine the Belvedere Hotel site? RH to find out and give a rough indication. He will let the Board know. **(ACTION)**
- DMB Awards – TS would like approval to do the 2025 awards. He is looking at bringing in a new sponsor. It was agreed to wait and see how this year’s awards evening goes and add as an Agenda item for the January DMB meeting. RW/Morebus are not in a position to agree next year’s sponsorship at the moment. Ticket price of £98 is too high but this is because there isn’t as many sponsors this year.

#### **9. Date of next meeting:** Tuesday, 21 January 2025 – 11:00 – 13:00 Captains Club Hotel, Wick Lane, Christchurch