



**Minutes
The Lighthouse,
21 Kingland Road, Poole
Tuesday, 1 May 2026
10:30 –13:00**

MEMBERS PRESENT

Andy Lennox (AL)

Chair

Sector Reps

Rosie Radwell (RR)

Guido Shillig (GS)

Katy Griffiths (KG)

Richard Wade (RW)

Accommodation Sector Deputy Rep/Chair BAHA

IEA Sector Rep

Head of Programming, The Lighthouse

Transport Sector Rep

BID Representatives

Paul Kinvig (PK)

Jacqui Rock (JR)

Fiona McCarther (FMc)

Bournemouth Town Centre BID/Vice Chair

Poole BID

Bournemouth Coastal BID/Vice Chair

Professional Officers

Cllr Rich Herrett (RH)

Wendy Lane (WL)

Amena Matin (AM)

Elizabeth Murray (EM)

Abi Tuddenham (AT)

PFH for Destination, Leisure & Commercial Operations

Director of Planning, BCP Council

Director of Investment & Development, BCP Council

Deputy Town Clerk, Christchurch Town Council

Senior Community Engagement & Communications
Officer, Christchurch Town Council

Co-opted Members

Sam Merrick (SM)

Tim Seward (TS)

Nigel Hedges (NH)

Soul Motion

DMB Awards

Bournemouth Chamber of Commerce

Secretariat

Nickie Khosravi (NK)

Seafront Development Officer, BCP Council

Apologies

David Bailey (DB)

President

Jackie Richmond (JR)	Leisure & Attractions Sector Deputy Rep
Carol Scott (CS)	Leisure & Attractions Sector Rep
Steve Turner (ST)	Conference & Convention Sector
Sam Richardson (SR)	National Coastal Tourism Academy
Martin Davies (MD)	Bournemouth Town Centre BID
Rob Brown (RB)	Poole BID Chair
Ian Jones (IJ)	HE Sector
Louise Berkhauser (LB)	Christchurch BID
Peter Roscoe (PR)	Bournemouth Coastal BID
Cllr Millie Earle (ME)	The Leader BCP Council
Sarah Steiner (SS)	Conferencing
Helen Keall (HK)	Culture Sector Rep
Craig Mathie (CM)	South Coast Forum

1. Welcome & Apologies – Chair

Chair welcomed members to the Board and presented the apologies.

Declarations of Interest – None

2. Actions from the last Minutes (not covered by agenda items) – Chair

- Town of Culture 2028 - The Chair submitted feedback on behalf of the DMB.
- A marketing sub-group has been formed, and the first meeting was on 11 May.
- Dorset LVEP Management Plan has been circulated.
- BCP Growth Board are meeting on 14 May.
- **Cultural Compact** - Currently working on a place narrative, which has a maritime heritage, creative health & wellbeing landscape. HK will circulate the draft to the Board – still to action. **(ACTION)**.
- The Board AGREED the Minutes from the meeting on 19 March 2026.

3. DMB Priorities for the next twelve months - Chair

- The BCP Tourism Strategy Document was adopted in 2023 and will run until 2027.
- Future priority ideas:
 - Joined up thinking/events. Advanced notice of events.*
 - DMB representative on tender processes.*
 - Satellite events on the high street.*
 - Build up the narrative for Town of Culture 2028 and use all open spaces, assets and cultural heritage assets.*
 - Marketing and PR and work collaboratively across the region with Dorset.*
 - DMB representative to sit on any SAG groups for events. EM currently attends the SAG groups for Christchurch and will feed back to the Board.*
 - Establish a relationship with BCP Events team.*
 - Tourism Partnerships are very important – encourage businesses to sign up. Larger organisations have signed up but the smaller ones do not have the budget. DMB may be able to sign these smaller businesses up at a charity status.*
 - Go out to the businesses to speak to them/understanding more.*
 - Develop a Clash diary which DMB could run.*
 - Relationships with the new Town Councils is important, invite the new Town Clerks to future DMB meetings. **(NK to ACTION)***
 - Focus on Heath & Wellness and promote our region as a H&W destination.*
 - Bournemouth Chamber are creating a H&W network group.*
 - Bournemouth Chamber are supportive of the work of the DMB. NH requested an invitation for the new Vice Chairs to attend Board meetings on a rotating basis to gain a better understanding of the DMB's activities. **(NK TO ACTION)***
 - Promote international visitors and positive stories. 50,000 international students come to Bournemouth every year.*
 - Help businesses with their marketing campaign to promote BCP.*

Accessibility guides (not updated since 2023).

Establish how conferencing is working.

Clarity of DMB role and function is required. What does authority look like and in what space.

The DMB needs to promote its achievements and identify its audience. Speak into the relevant sectors.

It was suggested to have a 'Highlights' page on the Board members.

- The Board are currently in the Medium-Term goal, and a lot of priorities are complete. Chair will circulate the BCP Tourism Strategy document again. **(ACTION)**
- A new 3-day music festival **All at Sea** is planned on the beach at Toft Steps, which is being organised by Seventy Events and Slammin Events. The first one is scheduled for 2027, with dates currently proposed for either June or September. A tender process was carried out by BCP; however, the Chair was not part of the process.

4. DMB Tourism Awards - TS

- Morebus are sponsoring the awards.
- The launch event was in April in Poole.
- Finalists will be announced on 10 September, and the final will be on 12 November at The Hilton Hotel.
- Application emails are being sent out to all that have entered and flyers. TS will give some flyers to the Board members to hand out. **(ACTION)**
- Sponsorship is still coming through.
- A percentage of the application is not just a visit, but the application form itself.
- In November there will be a new tendering process for the DMB Tourism Awards. **(Chair to ACTION nearer the time)**
- Hotels will not be visited between 24 July and August B/H weekend.
- RR proposed introducing a new Influencers Award, which the Board approved. There are now 21 awards.

5. Sector Updates

Transport – Richard Wade

- The Poole bus station area is being brightened up and a new mural going on the end wall.
- Changes to bus stops in Bournemouth town centre will occur from 18th May while Westover Road is resurfaced and then again from 23rd May for the temporary closure of Gervis Place which is anticipated to run until February 2027. Information can be found online.
- Open Top Breezer routes 70, 60, 50 and 40 are in operation, with routes 81 and 82 being rebranded towards New Milton.
- Timetable updates will be introduced.
- A through service (route 20) will provide a link from Poole to Castlepoint and Christchurch.
- Passenger numbers have improved.
- From 26 May, works near John Lewis will make travel across Bournemouth to Poole more difficult.
- SWR is exploring the introduction of bus add-ons through rail fares.
- The Commuter Club remains active. RW will reshare the link with the Board. **(ACTION)**

Hospitality – Andy Lennox

- Currently getting ready for summer.
- Although it is busy, it remains challenging.
- A potential VAT cut would be very important.

International Education – Guido Shillig

- Conflict in the Middle East is affecting the language school sector especially with the

- possibility of airlines cancelling flights.
- Slow across all sectors with closures and takeovers.
- Potentially looking at a quite summer.

Higher Education – Ian Jones

- UK universities continue to face challenging economic pressures with nearly half expected to be in deficit by 2025-26. This is driven predominately by long term frozen tuition fees, falling international student numbers, and rising inflation.
- Many university staff still looking to strike across various institutions across the UK including Sheffield Hallam and Teeside.
- BU has been recognised in the Apprenticeship Guide Awards 2026 as the winner of “Best Apprenticeship in Healthcare & Science” for our Registered Nurse Degree Apprenticeship (RNDA) programme, encompassing Adult Nursing and Mental Health Nursing. In addition, Bournemouth and Poole College won the Best Apprenticeship in Manufacturing category (which is delivered in conjunction with BU). Earlier this year, BU ranked in the [top 5% of apprenticeship providers nationally](#) in figures published by the Department for Education.
- The Festival of Design and Engineering 2026 will take place on Friday 19 June to Saturday 20 June 2026. Students share their designs and prototypes and display them for visitors to see and discuss.
- On Wednesday the 3rd and Thursday 4th June BU will be hosting the National KTP Associate Conference. We hope to be joined by around 150 guests, which will also include colleagues from Innovate UK. The theme of the event is **'Innovation in and Age of Uncertainty'** and will include a range of keynote talks, presentations and workshops being delivered by Innovate UK, BU staff and local business professionals.

Conferencing – Sarah Steiner

Martyn's Law update:

- In April, the government released Section 27 statutory guidance for Martyn's Law. The guidance outlines requirements, including scope, responsibilities, legal duties, and compliance expectations for qualifying premises and events.
- The BIC team continues to attend training to further understand its implications for conferences and exhibitions in a conference centre setting and to refine customer journey policies.
- BIC has adopted the Association of Event Venues (AEV) e-guide: <https://www.bic.co.uk/news/bic-adopts-event-standards>
- Refurb - outside terrace, adjacent to the already refurbished areas in the BIC has been upgraded.
- Future conferences - sales team continue to focus on future years and secured – x4 conferences (from the union sector for 2027, 2028, 2029 and 2030).
- Meeting Show 2026 - BIC will be exhibiting at the Meeting Show 2026 at Excel: 24-25 June 2026.

Attractions – Carol Scott

- Splashdown has been on the quiet side, and good weather has meant very quiet in Lemur Landings (10-day closure for new installation of some gamification features) in June approx. £70k investment
- Coastal Cruises steady start to the season – event experiences selling well especially dinosaurs on the quay this last weekend. New Sundowner harbour cruise set to be launched shortly and more events added to this summer schedule.
- Coach / group trade – Coastal cruises have over 300 coaches now booked in for this year with a lot being new partners coming to the area. Carrying on with trade events and fam trips across the board and stepping up offerings so not just a boat trip but includes other local businesses
- Poole Quay – currently working on a joint initiative with retail / food & drink and

- attractions for visitors and locals – will update this at next meeting
- Attractions across the board in Dorset are also reporting slow start – reached out to Devon attractions and they are also not a good start with some up to 8% down on previous years
- Next attraction meeting 20th May – Sam (from soul motion) is helping get word out to attractions that have been out of the loop for a bit. Will update further figures at next meeting

Hotels/BAHA – Rosie Radwell

Currently our focus has been on the following:

- We are working on our strategies, websites, social media channels and have a committee meeting this Thursday to look at a possible restructuring of what we are doing and where we are heading.
- Check In Chill Out campaign is still pushing along in the background, but we don't have the budget to expand it at the moment, but this hopefully will have an outcome after the board meeting.
- We are going to start ramping up the sale of bags ready for the summer season.
- BAHA marketing round table subgroup with help from Contextful met last month at The Royal Bath. It was well attended with good ideas coming through from it and a more collaborative flow between hotels going forward. Nice to see more new faces in the room with new ideas.
- Hotels are implying that business is steady, but rates are still down compared to where they normally are.
- Bookings are still very last minute and with all the conflict in the world we believe more people are thinking of staying here, rather than travelling abroad. We could do with great weather for summer.
- There is a tourism inquiry. Link here <https://committees.parliament.uk/work/9732/tourism/>
Which BAHA is responding too, due to close 18.05.26 at 11.59pm.

Christchurch BID – Louise Berkauer

- Our second term business plan has been delivered to levy payers, and we are now in the Q&A and campaign stages before going to ballot at the end of June with the 3rd July being our declaration day. There are already "against BID" active campaigners around the town so it is unknown at the moment whether we will reach a second term - watch this space.
- We have the Distinguished Gentlemen's Ride event this weekend stopping on Christchurch High Street at around 12.30pm before heading off to their final destination. We are hoping for a large crowd to line the streets and welcome the riders.
- The Food Festival weekend is nearly upon us - 23rd/24/25th May with our event on the High Street from 10am until 5pm on the Saturday and Sunday. There are more traders and more music this year, so we are hoping for good weather and lots of crowds over the weekend.
- We are planning a dinosaur trail in Christchurch for the summer holidays, similar to the tail trail with sculptures positioned across the town.
- Our new electric vehicle is in place and performing maintenance tasks around town. It's been well received so far.
- Summer planting and hanging baskets will be going in in the next couple of weeks. Now that the bunting is up the town will soon be ready for summer. We also have additional pedestal planters going in at the Church Street/Wick Lane and Bridge Street end of town.
- Roadworks - Christchurch is still under the barrage of continual roadworks in the area but communications are better between developers, BCP Council and businesses so they are aware of potential disruptions

Poole BID – Jacqui Rock

- The BID has won the ballot for another five years, and the next term will begin on 1 July.
- Additional security measures will be provided seven days a week.
- The summer hanging baskets are being put up.
- The whole town events plan has been issued, with lots happening in the summer.
- There has been a vacant premises review, with the possibility of an 8% increase in vacant units.
- Looking at the budget for the next five years. Working with new Poole Town Council about how we can increase funding.
- Renting out Dusty to another town and the money coming from this will be put into Christmas.
- There will be a pot of money which will go into Christmas and 5 November fireworks, but possibly there will be no fireworks in the summer.

Bournemouth Town Centre BID – Paul Kinvig

- Currently focussing on the ballot and stage one of the submission to BCP Council has been completed. Ballot announcement date is 4 November.
- Consultation is complete and a Business Plan will go live in July. The draft BP will go to BCP Council for approval.
- Believing in Bournemouth publication will be launching on 31 March. This will go to levy payers. There will also be a digital version which PK will circulate to the Board. **(ACTION)**
- Firms are relocating into Town Centre buildings.
- Savills statistics reports that Bournemouth ranks as the number one location in the UK to launch a start-up business. PK will circulate the report to the Board. **(ACTION)**
- PK has a meeting with BCP Highways team to talk about the works that are happening over the next year.
- The BID will drive and support events that will bring revenue to the levy payers.

Coastal BID – Fiona McCarther

- AFC Bournemouth are on board.
- Westbourne Motor Show is the same weekend as the Distinguished Gentleman's Ride.
- Soul Weekender went well.
- Looking to engage with the local MP.
- Ballot coming up.

Events – no update

Cultural Compact – Katy Griffiths

- Across the cultural industry there has been a noticeable downturn in secondary spend. Although still attending, customers are buying more low and mid-price tickets and not always purchasing added extras.
- BCP council's EOI was submitted for the Town of Culture, with the shortlist due for announcement in "Spring". 8 shortlisted towns will receive £60k to develop their final bids, from 230 applications.
- As Summer approaches there is a festival theme to upcoming events from cultural organisations across BCP.
- Alongside its usual wide-ranging events programme, Saturday 30th May will see hip hop dance festival Breakin' Convention at Lighthouse and Saturday 6th June will be the 3rd iteration of Poole Pride (supported by Poole BID), this free family-friendly celebration of LGBTQ+ creativity will feature community stalls, live music, a silent disco and performances from Suzi Ruffell, Lucid Cabaret, Maddie Morris and Oliver Clothezoff.
- Pavilion Dance's [Dancing Terraces](#) series takes place every Friday & Saturday evening during August – free dance classes with live music in central Bournemouth.
- Bournemouth Reggae Weekender - 24th - 26th July 2026 - Kings Park

- : <https://bournemouthreggaeweekender.co.uk/>
- Reggae on the Bay - Shell Bay Beach - Sunday 21st June - Free Event: <https://afro-disiac.co.uk/reggae-on-the-bay/>
- Africa Comes to Bournemouth - The sights, sounds, and soul of Africa and the Caribbean are set to transform the heart of Bournemouth as the festival returns on Saturday, 27th June and Sunday, 28th June 2026.
- Dorset Mela, Poole Park - 20th June.
- Mazhavil Sangeetham 2026 - 13th June @ Barrington Theatre, Ferndown.
- The Red House Museum, Christchurch. Red House Museum Open 2026 is a vibrant, open-call exhibition showcasing a mix of work from professional and amateur artists across all mediums, from 18 July to 6 September 2026: <https://www.hampshireculture.org.uk/event/red-house-open-2026>
- Russell-Cotes will host *Flower Fairies™: Enchantment by the Sea* runs all summer. Admire Cicely Mary Barker's original *Flower Fairies* artworks, alongside preparatory sketches and landscapes of Dorset. For generations, these enchanting illustrations have blended botanical detail with fairy magic, captivating imaginations worldwide.

Christchurch Town Council – Abi Tuddenham/Elizabeth Murray

- There is now a full staffing team.
- The splash park will be re-surfaced.
- We are looking to utilise the Quomps as much as possible with the usual events and smaller events.
- Abi has joined as Senior Community Engagement & Communications Officer and has been working on; the website, rolling out business membership proposals (businesses have signed up), a short video to go onto socials, meeting with Visit Dorset, and a first newsletter which has been sent out.
- Lots of events have been planned, including Summer Sounds on the Bandstand. It was noted Bournemouth may have a Summer Sounds also, run by Suzi Wheeler.
- RR suggested making an A1 board/poster and having a QR code to the events for hotels and education to display. Chair will take this action. **(ACTION)**

BCP – Cllr Rich Herrett/Amena Matin

- Gold Command is in place; we could have a very busy summer.
- There will be eleven additional police officers over the summer.
- The Lane Rental Scheme has been passed at Full Council.
- Launch of the BCP Residents card which will be rolled out in the summer. The card will cost £10. The card will be a web-based app but there will be a digital card too. AM will update the Board at the next meeting. **(NK to add to the agenda - ACTION)**
- Pride of Place funding will be £60M.
- The next Arts Council meeting is scheduled for 3 June.

11. AOB

- Toby Granville is the new Editor at the Daily Echo (previously 2011-2015) and has been active over the last few months. He will be more engaging, but there may be more negative stories.
- The bank account balance stands at £7,767.59 with an invoice of £5,319.50 to be paid to Sam.
- The Chair encouraged the Board members to continue promoting Tourism Partnerships. Christchurch BID is currently exploring the possibility of signing all relevant stakeholders.
- Green Flag – each town currently has one Green Flag per park. Poole Park and Upton Country Park each have a Green Flag. The Chair will seek an industry sponsor for Bournemouth Gardens. **(ACTION)**

- The Board would like to ensure that sponsors of the flags receive recognition.
- Blue Flag sponsor plaques - Cllr H will investigate this and provide an update to the Board. **(ACTION)**

Date of next meeting: Tuesday, 16 June 2026 – 10:30am–13:00pm at Nusara, 8-10 Castle Street, Christchurch