



Minutes
The Haven Hotel
Sandbanks, Poole
Thursday, 22 May 2025
13:00 –15:00

MEMBERS PRESENT

Andy Lennox (AL)
Paul Kinvig (PK)
David Bailey (DB)

Chair
Bournemouth Town Centre BID/Vice Chair
President

Sector Reps

Richard Wade (RW)
Guido Schillig (GS)
Ian Jones (IJ)
Jackie Richmond (JR)
Sarah Steiner (SS)
Helen Keall (HK)
Rosie Radwell (RR)

Transport Sector Rep
IEA Sector Rep
HE Sector Rep (BU)
Leisure & Attractions Sector Deputy Rep
Conferencing
Culture Sector Rep
Accommodation Sector Deputy Rep/Chair BAHA

BID Representatives

Fiona McArthur (FMc)
Jacqui Rock (JR)
Peter Ruscoe (PR)

Bournemouth Coastal BID/Vice Chair
Poole BID
Bournemouth Coastal BID

Professional Officers

Cllr Rich Herrett (RH)
Matt Robson

PFH for Destination, Leisure & Commercial Operations
Economic Development, BCP Council

Co-opted Members

Nigel Hedges (NH)
Wendy Lane (WL)
Sam Merrick

Bournemouth Chamber of Commerce
Director of Planning, BCP Council
Soul Motion

Secretariat

Nickie Khosravi (NK)

Seafront Development Officer, BCP Council

Guest

Greg Walsh

Meyrick Estate

Apologies

Carol Scott (CS)

Steve Turner (ST)

Cllr Millie Earle (ME)

Sam Richardson (SR)

Louise Berkhauer (LB)

Tim Seward (TS)

Martin Davies (MD)

Craig Mathie (CM)

Ruth Spencer (RS)

Leisure & Attractions Sector Rep

Conference & Convention Sector

The Leader BCP Council

National Coastal Tourism Academy

Christchurch BID

DMB Awards

Bournemouth Town Centre BID

South Coast Forum

Interim Director of Economic Development and Smart
Place – BCP Council**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**

- AL confirmed that Simon Brookes and Simon Smith are both attending the next meeting.
- DMB taskforce – it was suggested that the DMB do 6 monthly presentations to the businesses (not to residents) as the more people that is on the Board the less effective it will be. The Board AGREED to update the businesses every 6 months.
- NH asked if the Board could produce a report (xmas lights, what is the Council doing etc) that he could put onto the Bournemouth Chamber website. SM confirmed this could be done via a link.
- The websites are being transferred over and just waiting for BCP Council to send over final document. Christchurch social media websites have been transferred over to Christchurch Town Council.
- SM that the websites have been built and ready to go. Developing an element of a partnership scheme and looking at how it will be administered (invoicing etc). Soul Motion will now manage the DMB socials and the Tourism Awards, plus Love Poole and Love Bournemouth.
- TS will be sending out category sponsors.
- PK will circulate an update on what the BID is doing with the Culture Compact empty spaces in the town centre.
- There are four candidates for the CEO role at BCP Council.
- Greg Walsh from Meyrick Estates is in attendance and will be attending meetings going forward.

The Board AGREED the Minutes from the meeting on 18 March 2025.

3. Christmas Tree Wonderland 2025 - Chair

- Simon Brookes and Simon Smith will be attending the next meeting to update the Board.
- The Board discussed where the people are going in the town other than CTW.

4. Devolution - Chair

- There has been no further update. The Heart of Wessex proposal has been deferred in the first instance.
- Bournemouth and Poole are the only areas in the Southwest that do not have Parish Town Councils.

- There are two stage one consultations out: - Southbourne/Boscombe/Broadstone/Redhill and Northbourne areas and one for the rest of Poole and Bournemouth.
- It was discussed whether the DMB should give feedback into the consultations.
- TC BID will submit their own input into the consultations directly after discussing with their businesses.
- The Wards will be reviewed again in 2032.
- WL clarified that the consultations would run until 22 June, and they are interested to hear from local groups and interested parties.
- It was agreed that the Board will look further into it and feedback.

5. **Blue Flag - Chair**

- The BF have been awarded with Bournemouth pier and Boscombe pier receiving Seaside awards. It was noted that Weymouth have lost their BF award.
- The Chair thanked SM for his hard work.
- It was discussed what the sponsors can do regarding advertising. WL clarified it is not the advert itself but the size of the advert. **WL to provide exact size required to the Board. (ACTION).**

6. **Tourism Websites and Social Media - AL/SM**

- As discussed under Agenda item 2. above.

7. **DMB – New Bank Account and Deposits - Chair**

- Bank account has been set up.
- Discussed whether the DMB need a company that has a bank account that can feed money back and forth. It would be better to have a company that deals with the partnership as will be a cost to create a company.

8. **Update on DMB Awards - TS**

- Sponsorship continues to be a challenge in the current climate, with **several categories still unsponsored**. Despite consistent outreach, interest remains limited. On a positive note, we are pleased to welcome Johnson Electrical as a new category sponsor since the awards launch. **Important Note:** Any categories **still without sponsorship by the end of August** will be **allocated to DMB Award partners** to ensure full coverage at the event finals
- Entry levels remain **slower than anticipated**, with **just three weeks remaining** until the submission deadline. A drive to push applications is now in operation. Key outreach activities include:

- **Goodie Bag Deliveries:**

- **Southbourne and Christchurch** were visited last week. This is using left over tote bags from 2024 awards
- **Westbourne, Poole, and Bournemouth** are scheduled for this coming weekend, delivered by **Tim**.

- **Social Media Campaign:**

- **Sam** continues to promote all categories across social media platforms, encouraging entries and raising awareness.

- **Direct Email Campaign:**

- A targeted **email** was sent out to local businesses and previous participants to **remind them of the deadline** and encourage entries.

- Despite these efforts, uptake remains slow, and a final promotional push is underway to maximise entries before the deadline closes.
- We're grateful to the **Daily Echo**, who provided a **free editorial feature**, helping increase visibility and credibility for the awards.
- Financially, the awards are under pressure this year:

- **Morebus** is the **only main sponsor** to have come forward for 2025.
- The **other expected main sponsor has declined** participation this year.
- **Total funds currently stand at £16,500**, which includes:
 - This year's confirmed sponsorship income
 - A **small remaining surplus from the 2024 event**

Note: A portion of the **remaining funds from 2024** was used to pay **Sam Merrick** for **general social media work** to support ongoing awareness and engagement.

- With plans to deliver the awards at previous years' standards, this budget is very tight. At this stage, there is no projected surplus for 2025. Any remaining funds from 2024 will be used to subsidise the shortfall in this year's event delivery.

Finalist Announcement Event

- **Date:** Thursday, 11th September. 4pm sharp
- **Location:** Poole Quay
- **Format:** Boat cruise, followed by finalist presentations and food at **La Mias**
- **Drinks Sponsor:** Tolchards

Awards Final

- **Date:** Thursday 6th November
- **Venue:** **The Hilton**
- Planning is progressing well, with further details to follow in the coming weeks.

9. DMB Constitution - Chair

- AL will circulate the Constitution and asked the Board for any comments which will be discussed at the next meeting (**ACTION**).
- It has been updated through BCP Council. Martin has also looked at it from a legal point of view.

10. Sector Updates

Transport – Richard Wade

- 24th May - Morebus summer timetable. Return of the open top Beach and Harbour Breezers and enhancements of Purbeck Breezer 50. Beach Breezer 70 won't serve Boscombe Pier this year because of severe delays in traffic last year.
- Also from 24th May, two fares initiatives which are BSIP funded - £2 child day rider within BCP area on Saturdays and Sundays. £1 single fare for any evening journey after 7pm that is wholly within the BCP area.
- 15th May - launch of Flixbus services happened. Flix are a German company who have coach services in operation around the world. Our company (Excelsior Coaches, sister brand to Morebus) are providing coaches for 5-6 round trips from Poole to London via Bournemouth, Southampton and Heathrow each day. Fares start from £4 each day. Excelsior provides the coaches, and Flix the technology and website. A long journey for London based people visiting our area, but Flix has a record of carrying people who are time rich. A very achievable journey from Southampton to our area at low cost.

Details and bookings here; simply type the start and finish location and the date and it will bring up options. <https://www.flixbus.co.uk/>

Hospitality – Andy Lennox

- Difficult month but hopefully summer will be busy.

- Nusara has been voted one of the top 20 Thai restaurants within the UK.
- The Botanist opens Friday 23 May.
- Obscura café was discussed (owner is Mary Wilcox). Creating a heat map of who owns what property.

International Education Association – Guido Schillig

- Undergraduate applications were down.
- Other institutions are making redundancies.
- The NTE is intra-related with students.
- EU Summit – Youth Mobility Scheme – nothing came out of it.
- Talk of buying back into the Erasmus project which is a good scheme for Europe.
- It is very hard to sponsor a person coming into UK hospitality.

Higher Education – Ian Jones

- Bournemouth university staff consultation continues. We are reaching a point where we will have different stages of each of the three phases of staff consultation happening across the university. There are up to 200 jobs at risk. Union (UCU) at Bournemouth University have announced industrial action, including potential strike days, in response to proposed job losses.
- Immigration White paper was released last week.
- Highlights for Higher Education - The post-study stay period for Graduates had been reduced to 18 months. The introduction of a levy on higher education provider income from international students had been explored, with funds reinvested into skills.

BU News/events

- This week we held the Southwest Maritime Conference.
- We also hosted the Media of Festival Production over two days.
- Official launch of a prospectus to outline interventions to reduce health inequalities in coastal communities took place at Bournemouth University. The event was attended by Professor Sir Chris Whitty, Chief Medical Officer for England, alongside representatives of Integrated Care Boards (ICBs) and healthcare providers across the UK.
- Bournemouth University (BU) celebrated the achievements of its apprentices at this year's Dorset Apprenticeship Awards, held on Thursday 15 May. Sara Matthias, a Level 7 Advanced Clinical Practitioner apprentice, won the prestigious Degree Level Apprenticeship Award, with fellow BU apprentice Kirsten Bland, a Level 7 Senior Leader, named runner-up in the same category. In addition, Cassidy Maidment, a Level 4 HNC Electronic Design Engineering apprentice studying through our valued partnership with Bournemouth and Poole College, was runner-up in the Higher-Level Apprenticeship Award.
- Bournemouth University (BU) hosted its first Sports Day for visually impaired (VI) children which took place on Talbot Campus on 1 May 2025. 16 VI children aged between 8 to 15 years old from across the Dorset area were invited to take part in a day of sporting activities including goalball and VI cricket.

Conferencing – Sarah Steiner

- There is a good mix of events and conferences coming up.
- Worked with BU colleagues and secured a European conference on Visual Perception in August 2026.

Attractions – Jackie Richmond

- Tower Park has major refurbishment going on which has been delayed (started in February).
- Vue cinemas will be open for the school holidays.

Hotels/BAHA – Rosie Radwell

Currently our focus has been on the following:

- Hospitality Connect – Ambassador scheme. I will leave a few flyers for people to perusal.
- Hotels are mentioning the lack of destination marketing. We would love to hear more

about possible marketing opportunities within the new tourism websites. Will Sam Merrick be invited to these meetings in the future?

- The BAHA awards have been launched, and nominations are already coming through. This is positive by the support we have shown. All 24 categories have been sponsored and are moving in the right direction.
- We will look to organise training again for October/November 2025 for hotel staff. Fire marshal, first aid, etc.

Feedback from hoteliers on the committee varies:

The hotel industry in Bournemouth is currently facing a serious and growing threat, as both corporate and leisure business have significantly declined. With limited demand, hotels are being forced to compete over the same pot of clients, driving room rates down to unsustainable levels. Tied in with a year-on-year decline of MICE business (Meetings, Incentives, Conferences, and Exhibitions), the region is struggling to attract sufficient business due to a lack of effective marketing and promotional opportunities. This puts Bournemouth at a disadvantage compared to rival cities and towns that are better equipped to draw in visitors and corporate clients, exacerbating the challenges faced by local hotels.

We have had a difficult start to the year with March £10000 down on accommodation. We put this down to a lack of residential conferences and overnight parties. April picked up with a ARR of £229.15 against a 53% occupancy. We converted much better than forecast so seem to be reacting well to the increase in wages, NI, and business rates. May is looking better, helped by the weather, we are currently running on a par with 2024 so have opportunity for growth given we are only mid-month. Our ARR for May is currently £237.88 and occupancy stands at 57%. We are optimistic if the sun continues to shine although we do have a downturn in function business against 2024. Christchurch is competitive and we are missing the tourism marketing of old through BCP, but we are working closely as a town to offer a great set of events and will soon begin marketing ourselves through the Christchurch element of the former tourism website. We need to be self-sufficient.

Trading has been inconsistent and highly unpredictable, despite the favourable weather we have recently experienced.

While the figures are somewhat comparable to last year, I have observed that maintaining decent Average Daily Rates (ADRs) is becoming increasingly challenging, and some hotels in Bournemouth appear to be quick to lower their rates.

I noticed that higher end of the market seems to be outperforming the lower end in terms of business performance. Additionally, escalating costs and taxes continue to be a significant concern, consistently pressuring our profit margins.

On a positive note, May and June seem promising, at least on paper, for now. I believe the weather has contributed to an increase in demand.

We are noticing group trading has been down in April and beginning of May; however, groups going into the summer look better.

The industry is still very weather dependent on pick up of business now, but rates also seem lower than usual for this time of year.

Occupancy was up for February and March, but down slightly in January and April. May is picking up and on par with last year.

ARR has been doing better this year, up slightly every month, but costs and wages have well exceeded the inflation rate and will not be sustainable going forward. Profits are being squeezed.

There is a definite lack of destination marketing at present and this needs to be addressed with a strategic approach.

A BID

- There is still no update. The future of ABID is still very uncertain.
- Premier Inns have implied no matter where in the country they will vote NO.

- This would have a huge impact on us in this area. 8-10 Premier inns alone.
- Fiona is due to start going out and speaking to hotels at present and see how they feel about the area and what they think needs to be done.
- We must decide before December, but the feeling out there now is still very split. Certain NO voters will not change their minds as they do not see the benefit to their business, and I honestly don't think they will change their minds.
- It is a lot of money which we just don't have at present.

Poole BID – Jacqui Rock

- The Distinguished Gentlemen's Ride raised £107,000.
- QR code soft launch.
- Dunkirk exhibition at the Lighthouse.
- The mermaid tales will finish on 1 June.
- The Tall Ship will be coming back in July.
- Bunting is going up and planting going in.
- Tall Ship will be at the Quay from 11 June.
- Poole Museum will be opening in the summer.
- Discussions and questions around Christmas.

Coastal BID – Fiona McArthur

- Coastal will be part of Christmas Tree Wonderland.
- Using the TC Improvement Funding, the Winterbourne site will have a wall mural.
- In discussion with Highways regarding Hollywood style planters. FM to send WL details for her to look at **(ACTION)**.
- Westbourne Motor Show went very well.
- Shop lifting is an issue.
- Becoming more sustainable this year.
- Urban life in Boscombe – big brands and the O2 Academy to get involved.
- There will be laser displays between the two piers to music instead of the fireworks this summer.
- Some businesses would like Martyn's Law training. It was noted that Amanda Barrie is leading the response on behalf of the Council and there is no implementation date for it yet. AL advised the Board to link in with her.
- There are no barriers blocking the high street, so cars can drive down it.

Bournemouth Town Centre BID – Paul Kinvig

- Planters and hanging baskets will be going in w/c 9 June.
- Starting this weekend the town will see five weekends of TC Improvement Fund events.
- History and information block installations will be in place by the end of June, and concertina wires will be going up across Old Christchurch Road.
- Liaising with Simon Brooks re CTW and what the installations will look like.
- 175 businesses have signed up to the Business Crime Partnership. At the moment there is a resource issue with the police (sickness).
- Purple Flag – submission goes in at the end of June when a town centre walkaround will happen. Cllr H. is helping with the submission. The BID has picked up the costs. visitors.

Cultural Compact – HK

- Working on interactive maps.
- Creative health conversations around Bournemouth as a spa/wellbeing town, being out in the open air. As a destination we can boost the health and wellbeing aspect.
- Dancing terraces – free dance workshops happening throughout the summer.
- Two websites showcasing their product (below).

Cultural Compact website – www.culturalcompact.org.uk

Cultural trails website – www.explorebcp.co.uk

BCP Council – MR

- UK Shared Prosperity Fund (UKSPF) extension for 25/26. Will include:
 - Continued free 2 hours of [1-2-1 support for businesses](#)
 - Free Carbon Literacy training and accreditation ([and match funded energy audits](#) – max £500)
 - Match funding (with Dorset Council) the Local Visitor Economy Partnership (LVEP)
 - Town and District centre support
- New BCP Growth Board to be established shortly
 - To be the ‘Voice of business’
 - Strategic group to drive growth and create the BCP Growth Plan which will feed into wider Devolution
 - Board will include businesses, FE, HE, Voluntary Sector, BIDs, Council etc

BCP Council – Cllr H

- Currently doing media interviews – send anything you may have to him.
- Looking at a BCP Explorers Programme which is all about getting young people out to explore the area.

11. AOB

- PK – Negative Publicity – newspapers are putting out negative articles. BCP Council (snr level) need to take a steer on this. The root of all these articles is a Bournemouth business.
- Cliff slips – still risk of movement and Cllr H is speaking to the seafront team.
- LEPS assets – what has happened to them. DB will speak to Chris Shephard **(ACTION)**.
- The Marsham Court has been nominated for a Visit England award on 4 June for Accessibility.

12. Date of next meeting: Tuesday, 15 July 2025 – 11:00am–13:00pm
Christchurch (tbc)