



**Minutes**  
**The Kings Arms**  
**18 Castle Street, Christchurch**  
**Tuesday, 16 July 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)

Rosie Radwell (RR)

Guido Schillig (GS)

Ian Jones (IJ)

Leisure & Attractions Sector Deputy Rep

Transport Sector Rep

Accommodation Sector Deputy Rep

IEA Sector Rep

HE Sector Rep (BU)

**BID Representatives**

Jacqui Rock (JR)

Louise Berkhauer (LB)

Poole BID

Christchurch BID

**Professional Officers**

Cllr Millie Earle (ME)

Deputy Leader & PFH for Connected Communities

**Co-opted Members**

Bill Perkins (BP)

Chris Shephard (CSh)

Wendy Lane (WL)

Bournemouth Chamber of Commerce

Head of Operations Strategy – BCP Council

Director of Planning – BCP Council

**Secretariat**

Nickie Khosravi (NK)

Seafront Development Technical Officer - BCP Council

**Apologies**

Sam Richardson (SR)

Tim Lloyd (TL)

Paul Kinvig (PK)

National Coastal Tourism Academy

Christchurch BID

Vice Chair

David Bailey (DB)	President
Martin Davies (MD)	Bournemouth Town Centre BID
Carol Scott (CS)	Leisure & Attractions Sector Rep
Steve Turner (ST)	Conference & Convention Sector
Morag Wood (MW)	Cultural Sector Rep
Sarah Stainer (SS)	Conference & Convention Sector Deputy
Tim Seward (TS)	DMB Awards
Peter Ruscoe (PR)	Bournemouth Coastal BID
Craig Mathie (CM)	South Coast Forum

### 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

- The Education Award is being sponsored by BU (IJ)
- UK Prosperity Fund BID – in hand with CS.
- Chair wrote to the PCC. He is willing to attend the next meeting if the Board still wants him to.
- CM is looking at Events.

The Board AGREED the Minutes from the meeting on 21 May 2024.

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

- The A BID was approved but is now in Appeal.
- Graham Farrant engaged with the other hoteliers by sending them an email stating money will not be collected until the A BID goes through. Chair will be responding to this.
- There will be no money in the pot this year.
- RR/DB/FMc have received abuse from hoteliers.
- RR has engaged with Travel Lodge, who want to get involved.
- UKHospitality are looking at how they can structure it with big chains.
- Other hoteliers are not engaging with the appeals hotels.
- CS is looking at the Appeal and has had sight of the document created by the Legal team. He has started a conversation about the loan and whether it can be extended. The Appeal needs to be signed off by Friday 19 July.
- Cllr Slade has stepped away so there will be a new member on the Board after 23 July.
- The Sales & Marketing Sub Committee has been moved to September.
- A tender has been written for the website, which will be turned off in October.

### 4. Update on MP Summit - Chair

- There are no MP's at the moment. Chair will be reaching out to new MP's.
- Chair to invite new Labour MP's to September or November meeting **(ACTION)**.

### 5. Update on DMB Awards - TS

- Awards entries now closed after 1 week extension.
- All categories have entries except Takeaway experience and as no sponsor have removed the category.
- Judges all sorted and in place and mystery shop visits for specific categories and visits for others now underway till end of August.
- We welcome RT Promotions as a contra deal sponsor who will this year produce our awards.

- Goadsby come onboard a Small Hotel of the Year sponsor.
- Voting categories will go live in the coming weeks, please vote for your business tourism of the year.
- Announcement of finalists' event will take place on Thursday 12 September at The Captains Club, Christchurch – canapes supplied by Captains Club and drinks by Good 2 Know 4 Hospitality – 6pm – 8.30pm. Invites going out soon.
- Finals take place at The Hilton Hotel on Friday 8 November 2024 with a Photobooth360, the Collectives, chic beach theme, 3 course dinner with wine. Welcome cocktails After Party in the Level 8 Sky Bar – tickets £96.50, held at last years price, available from start of September.
- Massive thanks to Sam Merrick for his work on social media.

## 6. Sector Updates

### Transport – Richard Wade

- Positive consultation on redesign for bus stops and taxi ranks in Christchurch.
- Consultation for an improved bus path from Bournemouth Interchange has gone well and will proceed to design stage. Improvements to realm in Bournemouth Town Centre. Construction works on Westover Road.
- Poole Bus Station CCTV and information totems finally being installed from 22nd July after power supply issues delayed.
- CCTV in 149 bus shelters live and being used. Transport Safety Officer funding to March. DfT came to visit as this is the only area to have delivered so far.
- Summer Breezer open top services back and doing well on nice weather days.
- Return of the Boscombe Beach Bus 99 from 20th July.
- Supported Coastal Speed & Style event, Highcliffe Food Festival, Shake & Stir.
- Supporting British Motor Show super car event in Westbourne and Poole Goes Vintage event.
- Joint campaign with SWR - posters at stations to encourage visits to our areas with transport connections by bus on arrival.
- Increasing numbers of language students in recent weeks - additional bus being used from Winton in the morning peak so we don't leave regulars behind.
- Recent consultation of night buses and we will be returning commercially from mid Sept on Fri and Sat nights. Likely routes will be Poole-Bournemouth-RBH, Poole-Bournemouth-Christchurch and Bournemouth-Winton-Ensbury Park-Talbot Campus.
- Bus fare cap remains at £2 for now at least. Will need to observe change of government.
- BSIP for 2025 looking at further kick start funding to improve frequencies and usage. Airport service on the wish list but may require additional funding also.

### Chair / Planning

- He has sent out a couple of emails to engage with the Airport and SW Railway to attend the DMB meeting.
- Branded trains and buses – regional airports will do that.
- There is no advertising in other countries to come to Bournemouth.
- What can we do that is really quick, where are the hotspots.
- JET2 at Bournemouth Airport have submitted a Planning Application to expand existing car park including demolition of a couple of structures – will need EIA screening. Also doing work around enhanced security.
- WL - Airports have a lot of development rights. One application has already been determined. Setting up a PPA (Planning Performance Agreement).
- How do we speed up the process for Planning as there are a significant volume of applications to the Council.

- WL – there is a new structure in place in the Planning team. Process has been streamlined and it has gone from 12,000 to 800 applications on hand. Issues could be with the Agent also. The team are trying to keep to all the statutory dates. The pre-app service has been refreshed.
- The Board agreed there needs to be transport links and can respond to the PA's.
- Where are people going when they arrive into our Airport?
- The Board agreed for the Chair to engage with the Airport to see if there can be a better service of bus links.

#### **Hospitality – Andy Lennox**

- Football has been great for the pubs.
- Across the board hospitality is struggling.
- A lot of firms are bulking up on cash.
- A lot is happening behind the scenes.
- Weather hasn't helped, not a lot of tourists around at the moment.
- Wonky Table is quiet.

#### **International Education Association – Guido Schillig**

- There is a concern about visas with the changing of government.
- Concern around VAT being put onto school fees, especially private schools.
- There is a change of dynamics in countries with students coming from Nigerian countries.
- The Language Schools are under pressure, margins are tight.
- Shortfall in accommodation after Covid with a challenge in residential accommodation in particular, inside summer and outside the summer.

#### **Higher Education – Ian Jones**

- July clearing in August.
- Undergraduate very strong.
- 9,000 applicants for Postgraduate and Masters.
- Postgraduate market is one third more expensive because of exchange rates.
- Students want to stall in Halls as long as possible, therefore there are more properties in Winton becoming free.
- There are one set of Halls, the rest are private.
- There are students wanting support around poverty.
- Profit has been taken away – redundancies and re-structuring taking place. Running at a loss.
- Shift in the market in international because of Visas.
- Australia and Canada are following the same route with postgraduates.
- The College is in a very good position and Apprenticeships are very strong.
- A lot of students are going to Dorset Innovation Park as salary is very good.
- Students have started to opt out of placements to save money, but placements are essential.
- The Great Southwest give us an opportunity to sell, working regionally and how we can work better marketing ourselves.
- Housing is the biggest thing.

#### **Conferencing – Sarah Steiner**

- Recent Conference & Convention Group Meeting held: 9 July 2024
- New BEB website will be published at the end of August. Focusing on accommodation
- Holding a site visit of the B.I.C on the 29<sup>th</sup> of July, 11:30 for hoteliers. Had a good take up so far, if anyone else wishes to attend, please contact Karina: [karina@businesseventsbourne-mouth.org.uk](mailto:karina@businesseventsbourne-mouth.org.uk)

- Attended the Meeting Show at Excel, London in June. Moved away from being on the MIA stand and had a stand-alone. Gave BIC a great opportunity to showcase the B.I.C and Bournemouth. Footfall was high and 3 proposals have been produced and 2 site visits booked, as a result of attending.
- **BIC – 3<sup>rd</sup> phase refurbishment**
- Project starts August 2024 for the Purbeck Foyer entrance and Purbeck Lounge Includes a new living roof at the venue's Purbeck Hall entrance and a foyer remodelled with brand-new toilet facilities.
- Purbeck Lounge, which sits adjacent to the main Purbeck Hall, is being completely transformed with new glazing installations. The bar is being refurbished too. These improvements will increase the room's capacity for conference breakout rooms.
- In a bid to upgrade the venue's conferencing and exhibition spaces, more than £1.8 million has recently been invested into the BIC by BCP Council supported with an additional £800K from venue operator, BH Live.
- Barbers is now up and running in the Hilton. Putting on social events such as a Drag brunch and Mamma Mia interactive show.
- Marriott - looking for a new C&B manager. All sea facing rooms that were damaged by leaks are back online now.
- The group discuss national trends in the industry – this time AI was discussed. Is AI being adopted and if so – is it playing a key role and becoming part of the daily day-to-day operations.
- According to a recent Meeting Industry Association insight report – the sector believes AI has a key role to play in its future, with its current uses including drafting RFP (request for proposal), handling customer enquiries, developing marketing copy and employing artificial website chatbots.
- Some international brands are piloting various programmes already – e.g. AI virtual concierge services for guests.
- The group did not have their own examples of AI being introduced in their daily operations at the moment, however they were aware that AI's role is set to grow in the events industry in the near future.
- As well as adopting AI in their own properties – there has been an increase in events on the topic.
- The BIC has a new event taking place in November this year – AI & Education.

#### a. **Attractions – Jackie Richmond**

- Little bit up based on last year. Booking window very much smaller than they have been. Merlin in York is very much the same.
- Pressures in Attractions.
- Rainy days are very busy.

#### **Hotels/BAHA – Rosie Radwell**

- Meetings had regarding the Air Festival.
- Skate in the Gardens was refused Planning which is very disappointing. WL – Skate was rejected on two grounds. They didn't request any Pre-App advice, and surface water from Flooding and Biodiversity net gain effect on the Gardens.
- Seventa Events did ask if Flooding and Biodiversity would be looked at. Committee Members had concerns that weren't Planning concerns. **Chair** to write to Graham Farrant (**ACTION**).
- Cllr Bartlett sits on the Board of BH Live, and a Code of Conduct complaint has been submitted. It was noted that Councillors are empowered to go into meetings and speak.
- There needs to be more offerings in the town.
- Public perception of Bournemouth as an area – we need to all be aligned. Get more support from the Industry.
- VAT is an issue and ongoing.

- Zero hours contracts – all students want this.
- Elections have had a knock-on effect.
- Airbnb's are a big problem as they are not legislated.
- HMO's are also an issue with ones that took on homeless people during Covid having a knock-on effect.
- Hotel Watch – Bournemouth Together focussing on Bournemouth Beach.
- BAHA to bring back the two yearly meetings with the Council to discuss things like HMO's etc.

#### **HMO's and Airbnb's – WL**

- There was an Airbnb Consultation last year on short-term lets and there is no change.
- HMO is small scale, it is about knowing what has happened and when, is it still a hotel or HMO.
- Encourage people to let Enforcement teams know and be vigilant.

#### **Bournemouth Town Centre BID -**

- Re-aligning all of the offices. BID's will have a lot less money.
- Working with BCP Council to make sure we move forward with things.
- PK is having a conversation with the Arts by the Sea team about using AUB to do some creatives on walls around the town.

#### **Poole BID – Jacqui Rock**

- Figures are down.
- New car parking charges for the Dolphin Centre car parking, reaching out to see if it can be reviewed.
- Shop Academy project, one year ago 25 were vacant, this has gone down to 10.
- Area next to The Lighthouse is a big problem and there is potential to create a pop-up in that space. Developer interested in working with Julia's House. Looking to review the space, then JH will make a decision if they want it or not.
- As BCP are stepping back on events, Poole BID are happy to help with financial contributions for three years. There is lots going on at The Quay but not the high street. It is up to the businesses to keep this up.
- Launch of Galeon Andalucia on 31 July at 5pm – invitation to the Board to go out
- Bunting went up in June.
- Crime Prevention Partnership is working well, just need to educate people to use it.
- Ballot in 2026.
- Reviewing Business Rates going forward.
- Holes Bay Power Station site meeting went well and on the right trajectory but needs to move forward. Funding is an issue – local houses for local workers – how can it be legislated.

#### **Coastal BID – Fiona McArthur**

- Friday night fireworks off a barge near the pier are starting end July, the hotels are paying for this.
- Security is a priority, launching an overnight security service for the hotels on a Friday and Saturday nights.
- Attending Intelligence meetings, which are useful.
- Car show in Westbourne on 21 September.
- Christmas Tree Wonderland – BCP Council's funding has been approved and now looking at the proposal.
- Looking at Halloween and Christmas.
- The coach stop at County Gate, Poole Road – can this be used for other Coaches?

### **Christchurch BID – Louise Berkhauer**

- Positive feedback from traders and stakeholders around the food festival that was held May B/H. Planning an event for 2025 and it will expand.
- First Business Crime meeting on Thursday.
- Planting has gone in.
- Stomp on the Chomps is 3 August, and the Carnival is on 10 August. There is a tug-of-war on Friday 9 August before the Carnival, £10.
- New businesses opening, mainly in hospitality.
- Park yoga was very successful.
- Chamber and the BID are launching a Parking Survey, low earners can't afford to work in the town. A staff discounting scheme would be ideal.
- Big project is the wifi set-up in the town – wifi is unavailable to use the parking app. 4G pole could not be working properly. LG will investigate this **(ACTION)**.
- **Events – Craig Mathie**
- No update.

### **7. AOB**

- Blue Flag – CS made the Board aware that it won't be long before we need to think about this again. Application deadline is March 2025. Sponsorship is £1,500 per beach.
- Chair raised the point that he has not received anything for sponsoring Alum Chine beach eg. a banner. What are the benefits for sponsoring. What can a sponsor put on the beach? CS to look at the Terms and Conditions **(ACTION)**. WL to give clarity on what doesn't need permission **(ACTION)**.
- Meeting to be arrange for Autumn to plan for March.

- 8. Date of next meeting:** Thursday, 19 September 2024 – 11:00 – 13:00  
Bournemouth - tbc