



**Minutes
RNL College,
West Quay Road, Poole
Tuesday, 4 November 2025
10:30 –13:00**

MEMBERS PRESENT

Andy Lennox (AL)
David Bailey (DB)

Chair
President

Sector Reps

Rosie Radwell (RR)
Jackie Richmond (JR)
Elizabeth Murray (EM)
Katy Griffiths (KG)
Matt Desmier (MD)

Accommodation Sector Deputy Rep/Chair BAHA
Leisure & Attractions Sector Deputy Rep
Deputy Town Clerk, Christchurch Town Council
Head of Programming, The Lighthouse
HE Sector (Deputising for Ian Jones)

BID Representatives

Louise Berkhauer (LB)
Paul Kinvig (PK)
Jacqui Rock (JR)

Christchurch BID
Bournemouth Town Centre BID/Vice Chair
Poole BID

Professional Officers

Wendy Lane (WL)

Director of Planning, BCP Council

Co-opted Members

Not in attendance

Secretariat

Nickie Khosravi (NK)

Seafront Development Officer, BCP Council

Apologies

Ian Jones (IJ)
Sarah Steiner (SS)
Helen Keall (HK)
Craig Mathie (CM)
Tim Seward (TS)
Carol Scott (CS)
Steve Turner (ST)

HE Sector Rep
Conferencing
Culture Sector Rep
South Coast Forum
DMB Awards
Leisure & Attractions Sector Rep
Conference & Convention Sector

Sam Richardson (SR)	National Coastal Tourism Academy
Martin Davies (MD)	Bournemouth Town Centre BID
Guido Shillig (GS)	IEA Sector Rep
Richard Wade (RW)	Transport Sector Rep
Fiona McArthur (FMc)	Bournemouth Coastal BID/Vice Chair
Peter Ruscoe (PR)	Bournemouth Coastal BID
Rob Brown (RB)	Poole BID Chair
Cllr Rich Herrett (RH)	PFH for Destination, Leisure & Commercial Operations
Cllr Millie Earle (ME)	The Leader BCP Council
Ruth Spencer (RS)	Interim Director of Economic Development and Smart Place – BCP Council
Nigel Hedges (NH)	Bournemouth Chamber of Commerce
Sam Merrick	Soul Motion

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

- Engagement in Destination Management Plan workshops and survey. The Chair encouraged everyone to sign-up and fill out the survey. NK will send a link to the survey and workshop dates. **(ACTION)**.

The Board AGREED the Minutes from the meeting on 1 September 2025.

3. Growth Board - Chair

- The Growth Board was created by BCP Council in response to the Government agenda. The Council agenda is already set for the Growth Board. The Chair is Dan Ware. The BID representative is Fiona, but there are some representations missing.

4. Change of Name from Destination Management Borad to Destination & Tourism Management Board – Chair

- The members discussed a change of name for the Board.
- The DMB and the Dorset Tourism Board have the same purpose. The DMB is a business led business driven board. The DMB Constitution states that the DMB are responsible for the Destination & Tourism Strategy.
- It was agreed that the words Tourism or BCP should not be in the name.
- The Chair proposed a name change to:
Destination & Visitor Management Board – further thought was to be given. The Chair to send an email to the Board for further discussion at the next meeting.
(ACTION)

5. Update on DMB Awards - TS

- There is a total of 189 people booked.
- The awards evening is Friday 7 November and is at The Hilton Hotel.

6. Social Media Update - SM

- Bournemouth & Poole Tourism has now officially launched along with its new Tourism Partnership Scheme ([Press Release here](#)) and has been featured in the press including by the BBC), with several sign-ups of key partners already having come in, as well as several meetings to discuss partnership/advertising opportunities already have happened and are in the diary. We're off to a steady start.

Information on the BP Tourism Partnership Scheme can be found

at <https://www.bournemouth.co.uk/business/become-a-partner> or <https://www.pooletourism.com/business/become-a-partner>

- We are also currently rebuilding our trade database from scratch, and would encourage businesses to sign up via this link: <https://mailchi.mp/bptourism/tradenewsletter>
- With the further development of our trade database, will in turn help us be able to communicate to the industry and drive partnership sign-ups as well.
- It was asked if the data prices can be kept separate so hotels only get the price list.
- It was noted that DMB Members get 10% off listings

7. **DMB Bank Account**

- The DMB now have a bank account, and it was agreed that the first £8K will go to Sam at Soul Motion for his costs for the websites. The Chair has had some requests for funding. The Board will decide how to spend the money in the bank account.
- The responsibilities of the Treasurer are currently being shared between the Chair and DB. Roger Wareham at Saffery will serve as the appointed Auditor. A part-time Bookkeeper will be required. The Chair will initiate a tender process to appoint a suitable Bookkeeper **(ACTION)**. RR recommended a suitable Bookkeeper.
- As the bank account begins to grow, two or three dedicated groups should be established to manage specific areas such as marketing and security.
- There should also be a Policy in place and a strategy for Destination Marketing. It was noted that a sub-marketing group has started with BAHA and is going well.
- There should be a breakout of the Constitution which the Chair will bring to the Board. **(ACTION)**.
- Before the Town Councils come into place, it should be decided who does what job and make sure there is no duplication.

Funding/Festivals

- The Arts by the Sea Festival will go ahead in 2026 but with half capacity. There are no plans for 2027 currently as there will be no funding. They are currently preparing an impact report. The Chair suggested that the ABTSF join forces with other festivals all within the same shoulder and they can be cross marketed. BU and AUB should be part of this. It was suggested conurbation wide cultural could be the marketing. The right people need to be in the right room and Cultural Compact could help with this.
- The Board casted a unanimous vote to explore the option of an off-shoulder festival.

Safeguard Force

- It was suggested the DMB convene with relevant parties without Safeguard Force members. The Chair to arrange a meeting. **(ACTION)**.

10. **Sector Updates**

Transport – Richard Wade

- Demand for bus travel continues to fall short of last year's equivalent, which we think is demand to travel in general.
- We still await news on Bus Service Improvement Plan funding for next year (ie April 26 onwards). Coupled with the bus subsidy removal consultation from BCP Council we're working on various hypothetical scenarios with assumption of different levels of funding, so that we're as prepared as we can be when the outcome is known, but this is very much on preserving the current levels of service rather than being overly ambitious at this stage
- Questions continue to be received about an airport service next Spring, and those conversations are yet to happen but mentioned in the Airport planning request outcome report.

Hospitality – Andy Lennox

- Getting ready for Christmas.
- A letter has been sent to Rachel Reeves on behalf of the Wonky Table.

International Education Association – Matt Desmier

- Domestic is up, and international is down.
- There is a 6% levy on international students.

Higher Education – Matt Desmier

- Graduation week is happening now.
- There is a new 10-year Placemaking Strategy landing in January.

Conferencing – Sarah Steiner

- BIC Team attending Association Event Venues annual conference at Excel in November. Will report any findings.
- Throughout September and October, BIC team has conducted several site visits and hosted fam trips for conferences looking for a southern destination for 2027 and 2029.
- Clients continue to request evidence of venue sustainability initiatives as part of their procurement process.

Attractions – Jackie Richmond

- Business is flat at the moment for everyone. The early dark evenings are certainly making an impact.
- The next Marketing meeting is currently being planned.
- JR doesn't have many email addresses anymore. Sam M and Sam R could help with this.

Hotels/BAHA – Rosie Radwell

Currently our focus has been on the following:

- We trying to link the Check In Chill Out campaign with any offers hotels is doing through the Bournemouth & Poole Tourism websites to create more synergy.
- Possibly looking to make another video about March time, featuring different hotels and some of the great festivals and outdoor activities with maybe some local restaurants too.
- Hospitality Connect launch went well and hotels already have taken part in events with their schools that they are partnered with. The enthusiasm is there and hopefully this will continue.
- BAHA started a marketing subgroup with help of Contextful which will now be meeting every quarter. It was an interesting first meeting, but everyone felt it was worth attending.
- We had a really well attended Hotel GM & Directors meeting in October.
- More hoteliers joining the committee meeting next week wanting to get more involved with BAHA.
- The BAHA awards for 2026 are well under way for sorting. Just trying to sort out the sponsors for which we have 11 agreed already.

Training courses under way this week for first aid and fire marshal

A BID

- There is still no update yet, but David & I meet with John & Josephine Butterworth, we also have a meeting this week with Paul Harper from Daishs. We have been trying to get a meeting with Nici but no luck yet.

I think we will need to call a board meeting soon to make a final decision.

Christchurch BID – Louise Berkhauser

- Local businesses are being hit very hard whilst the Christchurch bypass is closed due to resurfacing roadworks. These roadworks are having a devastating effect on local trade with many businesses reporting losses up to £10,000 to date. The roadworks are planned to be 3 weeks in length and we are one week in. The BID, Christchurch Chamber and individual businesses have been emailing BCP Highways to make them aware of issues and they are responding as best they can with marshals on the High Street to help control traffic flow but it's still taking over an hour to get down the High Street and out of town towards Mudeford. The levy payers are very unhappy about the situation and as a BID we feel a little helpless to assist them outside of placing pressure on BCP to ensure the roadworks are completed on time.
- Christmas plans are still on track for light switch on the 22nd November and Carols in the Square on the 13th December.
- Christchurch businesses can join UKPAC for free for the next 12 months after we have invested in a one-year contract. After this date, businesses will be required to sign up directly for £20 per month. This is a positive step for ASB and crime management in the Town Centre. The launch will coincide with Safer Business Action week starting on the 10th November where BCLO's will be visiting businesses to help them get signed up for free.

Poole BID – Jacqui Rock

- Italian Market week is being held the weekend before Christmas.
- Dusty the Grounds Maintenance Machine working well, and along with cleaning the underpass mural of recent graffiti, is starting to support many levy payers.
- Want to fund and erect a hoarding with mural in front of all the buildings to the left-hand side of the Lighthouse which are due to be demolished. BCP Council have said we would have to pay an additional approx. £300pm licence to keep it there continuously which seems absurd when, of their own admittance, it would help with antisocial behaviour, as the hoarding would stop easy access to the units. The Chair offered to speak to the Transport Team. **(ACTION)**.
- A Poole BID Security Officer patrols the town.
- Ballot is March 2026. During a consultation in September 75% of businesses said they would vote in favour. A proposal has been sent to BCP Council and will be used for Cabinet on 26 November. The completed Business Plan will go out to levy paying businesses on 29 January, with the outcome of the ballot being 17 March.
- Residents Card – what will it include?

Bournemouth Town Centre BID – Paul Kinvig

- Town Centre secures Purple Flag status for the 15th year running – please see link for press release & details. Excellent achievement that flies in the face of current social media inaccuracies <https://towncentrebid.co.uk/15th-purple-flag-award-for-bournemouth-town-centre/>
- As part of our “Age-Friendly Cities” initiative we are offering free “Older Customer Awareness” training to levy payers with the first session on Non 11th at The Cosy Club. A second session is provisionally planned for Nov 25th – see link for further details <https://towncentrebid.co.uk/free-age-friendly-training/>
- Two new Town Centre Rangers have been recruited a Business Liaison Officer – all are starting this month.
- The final installations of the Town Centre Improvement Fund project are completed this month – 5 units have 3D window vinyls installed along with information towers & story blocks highlighted B'mth history, buildings & famous people. The catenary wires are installed which will hold Xmas lights then different installations throughout 2026.
- CTW 2025 is being built – not without some significant planning related issues with the SKATE installation & biodiversity. Additional installations are planned for The Triangle, Westover Road, Beale Place, Horseshoe Common & Lansdowne.
- TCBID has a new social media/PR partner – Total Network with an increased focus

on digital media output.

Coastal BID – no update

Cultural Compact – Helen Keall/Katy Griffiths

- **Arts by the Sea Festival** took place 26-28th September – the Impact Report is currently being compiled and will have final visitor numbers, but Bournemouth town centre saw huge crowds of people throughout the town over the course of the weekend. As discussed earlier in the meeting, the festival are looking for new partners and sponsors to develop the offering from 2026 onwards as the Council are only able to support the festival with in-kind staff time (rather than the 50% match-funding from previous years), so if partners are keen for the free-to-access festival to continue we need to raise new sources of funds. Andrea Francis, Festival Director, is very happy to chat to people with ideas and suggestions for the future of the festival and can be contacted via andrea.francis@bcpcouncil.gov.uk
- **Poole Museum** reopening is tomorrow (5th November) and their opening programme is available on their website: [Poole Museum Tickets, Products - Buy Online](#)
- **Pavilion Dance South West** is celebrating 15 years in their central Bournemouth home with a special ticket deal. For the month of November tickets for all performances in their 200-seat theatre will be just £5. Details of the offer and the shows it applies to on the website: <https://www.pdsw.org.uk/whats-on/>
- **Lighthouse** is heading into its busiest time of year with the annual pantomime (Dick Whittington) in the theatre and a busy festive season in the Concert Hall including a number of local schools using our facilities for Christmas concerts – December will see over 40,000 attendances within a single month. In common with other cultural venues and attractions we are though noticing a level of price resistance, particularly within families where the effects of inflation are hitting hard alongside the uncertainty of the upcoming budget. Lighthouse has also submitted a capital application to the DCMS Creative Foundation Fund for £3M of essential maintenance (after a successful Expression of Interest) - fingers crossed for success and that this will leverage national funding into region.

Christchurch Town Council – Elizabeth Murray

- Elizabeth started her role as Deputy Town Clerk in March, and is catching up especially with community engagement.
- Working with BCP for next year's events.
- Roadworks causing a problem for the town.
- The new website is looking good with the aim to celebrate the whole of Christchurch. Will be working on the Business listings.
- Christchurch is twinning with Christchurch in New Zealand.

Events – no update

11. AOB

- There were no AOB's.

Date of next meeting: Tuesday, 20 January 2025 – 10:30am–13:00pm at The Captains Club Hotel, Christchurch.