



Minutes
The Hilton Hotel
Terrace Road, Bournemouth
Tuesday, 18 March 2025
11:00 –13:00

MEMBERS PRESENT

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

Chair
Bournemouth Town Centre BID/Vice Chair
President

Sector Reps

Richard Wade (RW)
Tim Seward (TS)
Michael Matthews (MM)
Martin Davies (MD)
Guido Schillig (GS)
Ian Jones (IJ)
Craig Mathie (CM)

Transport Sector Rep
DMB Awards
Deputy Chair BAHA
Bournemouth Town Centre BID
IEA Sector Rep
HE Sector Rep (BU)
South Coast Forum

BID Representatives

Jacqui Rock (JR)
Louise Berkhauer (LB)

Poole BID
Christchurch BID

Professional Officers

Cllr Rich Herrett (RH)

PFH for Destination, Leisure & Commercial Operations

Co-opted Members

Ruth Spencer (RS)

Interim Director of Economic Development and Smart
Place – BCP Council
Bournemouth Chamber of Commerce
Director of Planning, BCP Council

Nigel Hedges (NH)
Wendy Lane (WL)

Secretariat

Nickie Khosravi (NK)

Seafront Development Technical Officer - BCP Council

Apologies

Fiona McArthur (FMc)

Bournemouth Coastal BID/Vice Chair

Carol Scott (CS)	Leisure & Attractions Sector Rep
Steve Turner (ST)	Conference & Convention Sector
Jackie Richmond (JR)	Leisure & Attractions Sector Deputy Rep
Sarah Steiner (SS)	Conferencing
Cllr Millie Earle (ME)	The Leader BCP Council
Helen Keall (HK)	Culture Sector Rep
Rosie Radwell (RR)	Accommodation Sector Deputy Rep/Chair BAHA
Peter Ruscoe (PR)	Bournemouth Coastal BID
Sam Richardson (SR)	National Coastal Tourism Academy

1. Welcome & Apologies – Chair

Chair welcomed RS and MM to the Board and presented the apologies.

Declarations of Interest – None

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

- AL to invite Simon Brookes to the next meeting.
- AL has written an LVEP support letter to the Board and to the DTA.

The Board AGREED the Minutes from the meeting on 21 January 2025.

3. New DMB Taskforce (Bournemouth, Poole & Christchurch) - Chair

- Businesspeople are approaching AL about wanting to get involved in the town centres. Should we create a branch of DMB as a strategic advisory group?
- It was suggested that they join their Sector's Board, who then feed into the DMB. It is always a challenge to get people engaged in the process. A meeting should be arranged with the people who want to get involved first. It was noted that there are lots of groups involved in the town centre (Bournemouth) now.
- AFCB and JP Morgan represent a large body.
- Is there a value to explore having the sub-groups back. Should the Groups already represented on this Board go back to their Groups, rather than adding more. What and how will it be delivered?
- Culture Collective/Conference Sector are looking at their marketing objectives because the landscape has changed.
- The updated Constitution is with MD for a legal review.
- **AL asked everyone to discuss with their Groups. (ACTION FOR ALL).**
- **AL to write a proposal and check the Constitution to see if it allows co-opt members. (ACTION).**

4. Christmas Tree Wonderland 2025 - Chair

- PK has spoken to Simon, and they have a very good offer but at this point in time the BTC BID will not be putting funding in unless there are benefits for other parts of the town eg. The Triangle, Horseshoe Common.
- Coastal BID has yet to confirm if they are putting in funding.
- **AL to send the Tender document to the Board Members and invite Simon Brookes to the next meeting. (ACTION)**

5. Devolution - Chair

- Heart of Wessex offer has been rejected, and conversations remain.
- Chris Shepard is now Head of Policy at BCP Council so will be working on this, alongside the CEO (who will be retiring in the summer).
- Town and Parish Councils are looking at if they should be going out to consultation or not. Any election will be in May 2026, and it will be a five-year term.
- The Great South-West have their funding, so they are carrying-on.

- 6. Blue Flag - Chair**
- All sponsored and we are just awaiting confirmation from BCP Council in April.
- 7. Tourism Websites and Social Media - AL/SR**
- Websites are still live and will be turned off on 31 May. Waiting on confirmation from BCP Council that they are going to transfer them over. **RS will find out when the Council will be transferring them over. (ACTION).**
 - The tender process has been completed and AL confirmed that no money will be spent to fund all the websites and have them built.
 - Soul Motion (Sam Merrick) have agreed to take on the websites for no charge. Sam has built the website and has connections within BCP Council. It was noted that LB was unaware of this.
 - The Board will feed into Soul Motion who will run the website.
 - CM thanked AL for his work on this.
 - **AL to invite a member of Christchurch Town Council to the next DMB meeting. (ACTION).**
 - **AL to send out the tender document and the website for feedback as soon as possible. (ACTION).**
 - Is there an opportunity for Business Tourism as the Business Events Bournemouth page is just for branding. There is no conference bureau for the town. **AL will look into this further (ACTION).**
 - What is the cultural offering across the conurbation. Individual organisations to feed into Sam.
- 8. DMB – New Bank Account and Deposits - Chair**
- AL has applied for a Community Bank Account, which has been approved.
- 9. Update on DMB Awards - TS**
- Morebus are onboard again this year.
 - Launch event on 3 April at The Kings Arms, which has been bought out and refurbished. They are doing an offer if anyone would like to stay after the event.
 - TS thought it would be a good idea to use a bus after the launch event to go around and give businesses flyers in a tote bag.
 - Still pushing for sponsorships.
 - Categories – some of the small ones have gone.
 - Hotels – split to branded and unbranded.
 - Coastal Cruises have offered a boat for free, with food for the Finalists announcement. The boat will go to Christchurch and Poole. The finals will be held at The Hilton on 6 November.
 - **TS/AL to send out Category sponsors (ACTION).**
- 10. Sector Updates**
- Transport – Richard Wade**
- BSIP is available to spend from April this year.
 - Bournemouth Airport Shuttle – they employ an Agency on their behalf and they have agreed that a shuttle is required, if so, it would happen in 2026. It will go to Bournemouth, Chapel Gate and the University.
 - WL – multiple PA's received from the Airport but the key one is for additional buildings to facilitate Jet2 flights. They didn't feel the need for a non-car-based transfer offer. Looking at developing a Section 106.
 - Visitors coming into Bournemouth from abroad – what are the universal numbers?
- Hospitality – Andy Lennox**
- Launching a new pub – The Old Beams, Ibsley, Ringwood.
 - Very quiet, but turnover is good.
 - Getting ready for April budget.

International Education Association – Guido Schillig

- Lots of challenges with UK Board Schools closing because of VAT.
- Language School – there are more young learners.
- Outside of the UK/USA/Canada and Australia, English tour degrees have risen by 48%.

Higher Education – Ian Jones

- Lots of challenges. The Uni's have reserves but they are getting eaten into.
- There will be redundancies coming up.
- One in four have deficits.
- Problem with Visas.
- Lots of nursing courses but since the NHS restructure it won't be serviced, even though there is a need for them.
- There are lots of enquiries coming through.

Conferencing – Sarah Steiner

- Met last week. Looking at the conference sector and how to make it more purposeful. New tourism website business events focussed and more collaboration.
- The BIC refurbishment is complete.
- Jan-March was a busy quarter.
- Apprenticeship Show on 18 March (today).
- Having to be flexible with contracts.
- The BIC team will be attending the Meetings Show in London.
- It is noticeable when there events on at the BIC. The BIC is massive for hotels.
- What can the DMB do as a group to drive Cultural activities, also includes the Lighthouse and the Regent.

Hotels/BAHA – Rosie Radwell

Currently our focus has been on the following:

- Still very low rates for bedrooms across BCP.
- A Christmas offering is essential, and we have a meeting set up with Simon Brooks (Under Coastal BID) we like what he has planned and feel this will help for overnight visitors.
- We are also looking at a summer offer to help with overnight guests, possibly different to the fireworks. Again, with Coastal BID.
- Hotels would love to have more events to shout about, so are interested in the possible progress of the tourism websites which Andy Lennox is organizing.
- The BAHA awards launch & AGM was on 12th March 2025 at the Riviera Hotel. This event was well attended, and we were able to have sponsors for all 24 categories, plus drinks sponsors too. Looking forward to the awards night on 5th October 2025 at the Hilton Hotel. Nominations are now open, and this is a free event for hotels to bring their staff to if they become finalists.
- Organising training again for March/April 2025 for hotel staff. Fire marshal, first aid, etc. This has already begun and is going well.
- We are starting to have a few issues across the area with security. Cars broken into, intruders trying to break into hotels and issues with having to move homeless people on. Not a great look for tourists who are visiting.

Poole BID – Jacqui Rock

- Grounds maintenance machine clearing areas.
- Mural between the Lighthouse and the bus station.
- Planting going in and bunting going up.
- Dunkirk exhibition in April and May.
- Tales of Poole.
- The Tall Ship will be coming back in July.

- Ballot date is 16 March 2026. (Crawley lost their BID by 1 point). Results from a renewal survey concluded that 70% would vote YES.
- Looking at how we can change shop fronts.
- Car parking is a problem for businesses.
- Christmas Survey.

Christchurch BID – Louise Berkhauer

- Christchurch Food Festival is happening 24th-26 May.
- Waiting for Easter.
- Renewal will be in June 2026.
- Town improvements coming into fruition.

Coastal BID – David Bailey

- Discussions around the summer fireworks and Christmas.
- Distinguished Gentlemen's Ride in Westbourne.

Bournemouth Town Centre BID – Paul Kinvig

- Footfall - 2024 was 0.04% down on 2023 so essentially flat.
- Decline appears to have been arrested.
- Business and Levy Payers Survey results in. A big concern (66%) was rough sleepers. BCP Council has done well with rough sleepers but not the begging. Prince William came to the area, and it was discussed whether another press release should go out from the DMB. IJ offered to write this and send to AL **(ACTION)**.
- Very positive response about the TC Rangers.
- Forty people have signed up to do a litter pick.
- Free First Aid at Work course for businesses.
- Lots of things planned – street art/dance/food/fashion.
- Concertina wires going up around the town.
- Bournemouth Writing Festival has been voted the best event in Bournemouth by visitors.
- April will have a significant effect on revenue, with a 15% drop.
- Improvement in vacancy rates.
- Lots of small, good news stories.

Events – Craig Mathie

- Large attendance spaces tickets have fallen.
- Growth in higher end family led events.
- Events industry is tough at the moment.
- Freelance resource – struggling to fill their calendars for the year.
- There are lots of community type events happening.
- Advertising of the events that are happening needs to be in one place.

Culture Compact – PK

- CC have employed someone two days a week to drive events.
- Small empty units will be used by the Arts Council as arts spaces/cultural spaces. PK to circulate to the BID's. **(ACTION)**.

11. AOB

- Add a BCP Council Sector update **(ACTION)**.
- BCP Local Plan – this was rejected, and we are going to have to look at creating a new Plan that delivers 3,000 units per year for BCP residential. This will not stop planning applications coming forward.
- BCP Council are currently looking for a new CEO, which will go through panels and full Council.
- DTA Update – they are looking at the County of Dorset, so a good synergy. An application has been submitted to become a LVEP but have yet to hear. Visit Dorset

have already been invited to Visit England events so that is a good sign. The DTA have received a grant for marketing to the travel trade. Literature has been produced. Now starting to look at Dorset as a County.

- AL stressed the importance of reading the meeting Minutes.

12. Date of next meeting: Thursday, 22 May 2025 – 11:00am–13:00pm
Poole (tbc)