



**Minutes**  
**Pavilion Dance South West,**  
**Westover Road, Bournemouth**  
**Thursday, 19 March 2026**  
**10:30 –13:00**

**MEMBERS PRESENT**

Andy Lennox (AL)  
David Bailey (DB)

Chair  
President

**Sector Reps**

Rosie Radwell (RR)  
Sarah Steiner (SS)  
Helen Keall (HK)  
Craig Mathie (CM)  
Guido Shillig (GS)

Accommodation Sector Deputy Rep/Chair BAHA  
Conferencing  
Culture Sector Rep  
South Coast Forum  
IEA Sector Rep

**BID Representatives**

Paul Kinvig (PK)  
Jacqui Rock (JR)

Bournemouth Town Centre BID/Vice Chair  
Poole BID

**Professional Officers**

Cllr Rich Herrett (RH)  
Wendy Lane (WL)

PFH for Destination, Leisure & Commercial Operations  
Director of Planning, BCP Council

**Co-opted Members**

Sam Merrick (SM)

Soul Motion

**Secretariat**

Nickie Khosravi (NK)

Seafront Development Officer, BCP Council

**Guest**

Rose Guldede (RG)

Vice Chair, BAHA

**Apologies**

Jackie Richmond (JR)  
Tim Seward (TS)  
Carol Scott (CS)

Leisure & Attractions Sector Deputy Rep  
DMB Awards  
Leisure & Attractions Sector Rep

Steve Turner (ST)	Conference & Convention Sector
Sam Richardson (SR)	National Coastal Tourism Academy
Martin Davies (MD)	Bournemouth Town Centre BID
Nigel Hedges (NH)	Bournemouth Chamber of Commerce
Elizabeth Murray (EM)	Deputy Town Clerk, Christchurch Town Council
Rob Brown (RB)	Poole BID Chair
Katy Griffiths (KG)	Head of Programming, The Lighthouse
Ian Jones (IJ)	HE Sector
Richard Wade (RW)	Transport Sector Rep
Louise Berkhauer (LB)	Christchurch BID
Fiona McCarther (FMc)	Bournemouth Coastal BID/Vice Chair
Peter Roscoe (PR)	Bournemouth Coastal BID
Cllr Millie Earle (ME)	The Leader BCP Council
Amena Matin (AM)	Director of Investment & Development, 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**

- The Chair has invited members of the Growth Board to the next meeting but has had no response yet.
- SM has circulated a PDF to help support members with the website/database.
- The Chair has engaged with Tom Hayes MP regarding International Education, but he is not engaging. It was suggested to try Jessica Toale.
- Love Bournemouth sign – waiting for written consent from Meyrick Estates before it goes to Planning.
- The Board AGREED the Minutes from the meeting on 20 January 2026.

### 3. **Appointment of new Chair/Vice Chair/President**

- The Chair left the room for the Board to discuss the appointment of a new Chair.
- With no nominations received, DB proposed extending AL's term as Chair for a further year on a rolling extension. A succession plan will be developed, including a formal election process with a press release.
- The Board agreed that AL will continue as Chair for the next twelve months, after which the position will be reviewed
- PK proposed that he would like his term as Vice Chair to be extended for a further year.
- The Board agreed that PK will continue as Vice Chair for the next twelve months, after which the position will be reviewed. It was agreed an independent Vice Chair should be appointed in future. FMc was not in attendance today.
- The Chair proposed extending DB's role as President to the DMB Board for the next twelve months. The Board agreed the proposal.
- With no nominations received for Treasurer, the Chair proposed extending DB's role as Treasurer to the Board for the next twelve months. The Board agreed the proposal.
- It was proposed that DB/VC/Chair should meet monthly to discuss the Chair's priorities. A couple of sub-groups should be formed that focus on the delivery of the DMB.

### 4. **Town of Culture 2028 – Chair**

- Members have submitted their feedback, and the Chair will compile a collective response on behalf of the DMB Board. He will circulate for approval before submitting. **(ACTION)**.
- Shortlisted areas will receive £60,000 to develop a full bid later in the year.

### 6. **Websites/Tourism Partnerships Update – Chair/SM**

- Bournemouth and Poole have released their tourism packages, and Christchurch has asked SM to produce theirs as well.
- As BCP Council no longer has a Tourism team, Tourism should be managed by the DMB.
- There is approx. £8.5K in the bank account, with another £4-5K coming in soon. SM confirmed another ten partners have signed up.
- SM will produce a one-page sheet of all the Trade Shows and circulate it to the Board. **(ACTION)**.
- The Blue Flag process has been completed.

#### 7. **DMB Tourism Awards - Chair**

- Currently looking for a new main sponsor. The Chair has approached AFC Bournemouth, who are considering the request. Alternative venues for the awards night are also being explored, as the Hilton Hotel has increased its prices. The Chair has additionally asked AFC Bournemouth about hosting (although possibly not big enough space).
- Sponsorship has started to come through, and currently looking at category sponsors.
- The launch event is on 23 April in Poole (venue tbc).
- Finalists will be announced on 10 September, and the final will be on 12 November (venue tbc).
- It was noted that the DTA Awards are on 22 October at The Marsham Court Hotel.
- TS finishes on 31 March at The Holiday Inn.

#### 8. **'Live, Work, Play, Stay' Marketing Campaign 2026 - Chair**

- The Chair suggested doing a social campaign around Live, Work, Play, Stay. He would also do the PR, which will get organic growth.
- Culture – what can we do to be a stronger network.
- Tourism binds all the areas and will be high up on the growth agenda.

#### 9. **Wessex Partnership/Dorset+ Mapping "The Wessex Coast" - Chair**

- Wessex Coast and Wessex Partnership will happen at some point. Wessex Coast runs from Hurst Castle to Purbecks and Weymouth. Wessex has been defined as a physical location.
- The DTA and Dorset LVEP should be linked together with Wiltshire and Somerset.
- There were a few name suggestions including Wessex Coast & County and Delightful Dorset.
- Three towns, one destination – we need a tag/brand. What is our target audience.
- SM has produced a draft campaign, which he will circulate to the Board. **(ACTION)**.
- It was agreed that the Board will engage with all people across Wessex for further discussions and conversations. Cllr H is happy to be involved in discussions.
- The Chair will contact the DTA, Dorset LVEP, Somerset and Wiltshire. **(ACTION)**.
- The Chair will form a sub-group to take these discussions forward. **(ACTION)**.

#### 10. **LVEP Update – DB**

- The LVEP has received two grants, one from BCP Council and the other from Dorset Council.
- A Destination Management Plan has been produced and was presented to the DTA Board last week. It is currently being reviewed. DB will circulate to the Board if he is allowed to do so at this stage. **(ACTION)**.
- The DTA is doing a lot of good work with the travel trade and are continuing this throughout the year (trade shows).
- The Board discussed whether there is potential to have a stand at the IMM Conference (media event) which is on 8/9 March 2027. There would be two people per stand and the potential to have 35 pre-booked meetings per person. SM will send the details to RR/DB. **(ACTION)**.

## 11. Sector Updates

### Transport – Richard Wade

- Bus passenger numbers continue to show decline year on year despite us knowing our operational performance is high. We haven't yet quite lapped the effects we saw last April from cost-of-living impacts. As said before, transport demand usually relies on wanting to go somewhere to spend money.
- Summer bus timetables will start from 23<sup>rd</sup> May. From the perspective of tourist services, largely a repeat of last year though we're adding Boscombe Pier back into Breezer 70 following changes made by BCP to seafront car park entry arrangements and we will monitor queues.
- Changes to bus stops in Bournemouth town centre will occur from 18<sup>th</sup> May while Westover Road is resurfaced and then again from 23<sup>rd</sup> May for the temporary closure of Gervis Place which is anticipated to run until January. We're producing leaflets with all the changes and will share that info electronically here. CGI drawings being progressed following our last meeting.
- Flix express coach services are enhanced from 1<sup>st</sup> April with 9 journeys per day between Poole/Bournemouth and Heathrow/London rather than the current 6.
- I had an action last time to see if we could put messages from the DMB on the coach exteriors. Flix didn't respond to that, so I chased again this week but haven't heard back yet. Will share when I do.
- Rail and bus through ticketing options are still being worked on.
- Beryl e-cargo bikes are expected to launch on a relatively small scale to begin with, location to be confirmed.

### Hospitality – Andy Lennox

- Currently creating a hospitality network and looking for hospitality voices.
- Venues are closing every day.
- Have acquired The Old Thatch as a freehold and currently developing a new venue in Weymouth.
- Talks about VAT in-line with Europe.

### International Education – Guido Shillig

- Conflict in the Middle East is affecting the language school sector.
- GS is going to Korea in ten days' time.
- Slow across the Board.
- Latin America, Europe and Middle East marketing.
- The Home Office is looking for English language testing to be done on-line, although a lot of authorities do not allow this. We will communicate our concern to the MP's.
- There is still a lack of communication with the MP's (Tom Hayes), and it was suggested to try Jessica Toale – PK will be able to help with this. **(ACTION)**.

### Higher Education – Ian Jones

- The environment remains challenging but lots of positive work taking place. The transnational education work continues despite overseas development.
- Greenwich and Kent announce merger to become UK's first 'super-university'. Formal approval given for new university group to operate from August, with both institutions keeping their names.
- Tuition fees for students from EU countries at British universities could be lowered, but only as a result of a "very big" offer from Brussels that was part of a wider "reset" of post-Brexit ties (UK officials). The number of young people from the EU studying in the UK dropped sharply after Brexit and a sharp rise in tuition fees, and Brussels is pushing to cut those costs in talks with London over a new youth mobility scheme.
- The UK Health Security Agency is continuing to investigate an outbreak of meningococcal disease in Kent. As of 17 March, 9 laboratory cases are confirmed and 11 notifications remain under investigation, bringing the total to 20. Six of the confirmed cases are confirmed to be group B meningococcal disease. Sadly 2

students have died. In November a BU student (Meg Draper) after contracting meningitis.

- **Student skills investment to boost UK defence industry.** Britain's defence industry will benefit from an £80 million skills boost to increase places on key strategically relevant courses. BU have submitted a bid following on from our successful 2.3m OFS bid for a cyber skills centre.
- Bournemouth University has received £529,000 as part of a major EU-funded project to improve the reliability, trustworthiness, and security of AI agents. FRAME is a 6m EUR project that aims to provide a shared software engineering environment to design, build and test AI agents effectively.
- Two former Bournemouth University (BU) students are celebrating the success of contributing to two Oscar winning films. Fernando Morillo, who graduated BU in 2014 with a Master's in Digital Effects was part of the team at Sony Pictures Imageworks that worked on 'KPop Demon Hunters' which won an Oscar in the category of Best Animated Feature category. Another Oscars win went to film 'Avatar: Fire and Ash' for Best Visual Effects. Former BU Computer Animation graduate, Stephen Cullingford who worked on Avatar as part of the team at Weta FX said: "My time at BU gave me a strong foundation in both the artistic and technical aspects of visual effects. The course encouraged curiosity and problem solving, which are skills I've relied on throughout my career working on digital characters and facial performance in film. It's great to see so many BU graduates contributing to major projects across visual effects."

#### **Conferencing – Sarah Steiner**

- There is a selection of conferences for this year, that are new to the region.
  - Festival of Humanism Bournemouth 2026
  - European Conference on Visual Perception Conference 2026
  - Royal Statistical Society International Conference 2026
  - The British Association for Parenteral and Enteral Nutrition Annual Conference 2026
- Expression of concern about the deterioration of Bournemouth Town (made by a regular booker). Reputational damage, if there is any positive news we need to push it out. Cllr H will pick this up. **(ACTION)**.
- The LGA Conference is this summer and currently looking for a venue.

#### **Attractions – Carol Scott**

##### **Splashdown & Lemur Landings**

- Splashdown is trading well. Taking half-term and a week each side, Splashdown is up on revenue 15.3% and Lemur Landings is up 8% vs 2025. A little pent-up demand for Splashdown due to over winter closure, have been very lucky as internally the changing rooms have looked 2<sup>nd</sup> rate and the toddler pool closed, but this will soon be remedied, with a bit of luck!
- Lemur Landings will have a £75,000 upgrade for new interactive features in June.
- Tower Park - snagging from refurb is ongoing but should be finished very soon, hopefully before Easter and car park disruption from the installation of EV charging will hopefully be sorted soon (I believe there are 24 points). Slim Chickens opens in the old Pizza Hut unit next week, Turcuisine opened in the old Chiquito's unit last week, seems good from comments, I have seen. Wagamama will be opening in the next few weeks. Vue cinema seems well received. Land Sec (landlords) have appointed new managing agents - Workman Group, marketing will be handled by Land Sec going forward.

##### **Coastal Cruises Poole**

- Well, what a year! (First trading season since the management buyout from American owned City Cruises.)
- Positive 1<sup>st</sup> season showing 17% uplift in revenue across all channels (some of this I will say was down to sunny days right when we needed them).

- Very strong travel trade remains constant (but we do put a LOT of work into this) and coaches' numbers seem to be holding strong at present.
- Bookings for the year ahead looking good with 8% uplift on this time last year with the 'experiential' / events showing strong growth of 5.5%
- Currently exploring new avenues for secondary spend and also bringing VR and the digital world into the traditional boat trip market (more to follow on this as we have it under wraps at the moment but will be a UK first).

### **Hotels/BAHA – Rosie Radwell**

Currently our focus has been on the following:

- I have brought Rose Guldede from the Orchid Hotel with me today. She is one of my new vice chairs but wanted to see the format of this meeting in case she is asked to attend in my absence of BAHA chair in the future.
- More hoteliers have joined the committee, and this was confirmed at our AGM last week.
- The BAHA awards for 2026 launched 12<sup>th</sup> March 2026 at an event at the Bournemouth West Cliff. All our sponsorship was sold for this year, which is great news.
- Check In Chill Out campaign as it is Tourism Week, we have sent our new video out on our channels. This video focuses on events and festivals and that we have something happening all year round.
- We are going to start ramping up the sale of the bags ready for the summer season so we can continue our efforts.
- BAHA marketing subgroup with help of Contextful is due to meet again next month. Hopefully this will be better attended as last time was the day of the horrendous weather and all the floods so people couldn't get to Christchurch.
- Hotels generally had a good January, but February was a different story. March is ok but not great.
- 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 April holidays.

### **ABID - RR**

- Nothing to progress at this time.

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

- We are gearing up for BID Term 2 with the ballot opening in June, declaration day 3rd July.
- Our summer opening events will start with the DGR on the High Street on the 17th May where the riders will be stopping at around 12.30pm for a regroup before heading off to Sammy Millers to finish the day. There's quite a buzz around town about it. Road closure from 11.30am - 2pm on the day.
- 23/24th May - Food Fest Local and Christchurch Food Festival will be back on the High Street and at the Quay for another great year of food offerings in Christchurch. We have more levy payers (who get discounted pitch space at the event) than ever this year which is really positive.
- We have signed off our Whats on Summer Guide that is distributed to 14,500 homes in the local area and surrounds which details all of our summer events through to September. We did this last year, and it was very well received. We produce it as an A5 fold out to A3 so it can be stuck up on walls in homes to remind people whats on when in the town. It includes all the major events such as Christchurch Music Festival, Stompin on the Quomps, The Carnival, Summer Sounds on the Bandstand, Gigs in the Garden and more.
- The bunting will be reinstalled in the coming weeks alongside the planting of the flower pedestals. Hanging baskets will also be going up in May.
- We have a new electric vehicle arriving in Christchurch as per the other BIDS town maintenance vehicles, Christchurch BID also used their Town Improvement grant

fund to purchase a vehicle which will be arriving imminently.

### **Poole BID – Jacqui Rock**

- The BID has won the ballot for another five years, which is fantastic news. It will begin on 1 July.
- There is a 2.1% increase in rateable value, which allows us to get a further £100K pa.
- Vacancy rate is at 8%.
- Bruno Lounge have opened on Poole Quay.
- The whole town events plan has been issued, with lots happening in the summer.
- In May the bunting will be going up, and planting will be going in.
- Getting extra security in to make sure the town is as safe as possible.
- Safeguard Force came to Poole a couple of months ago, and JR has spoken to the Police Crime Commissioner about them.
- Looking at coach packages.
- Buskers – complaints of being too noisy and disturbing the town.
- There is potential for Purple Flag.

### **Bournemouth Town Centre BID – Paul Kinvig**

- 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.
- The bottom of Bobby's is closing, and a major business will be coming in.
- Savills statistics reports that Bournemouth ranks as the number one location in the UK to launch a start-up business.
- The Bid is funding the hanging baskets.
- We have issued Exclusion Notice's to three offenders in the town.  
Events: Writing Festival, Screams by the Sea, Bournemouth Soul House weekend.

### **Coastal BID – no update**

#### **Events – Craig Mathie**

- There are now up to 450 members.
- Events are selling well across the local area.
- People are staying in the UK, which is good for us.
- Training for Martyn's Law is now in place.
- Crisis mentality gets us into a collaborative place.

#### **Cultural Compact – Helen Keall**

- Currently working on a place narrative, which has a maritime heritage, creative health & wellbeing landscape. HK will circulate the draft to the Board. **(ACTION)**.

#### **BCP – Cllr Rich Herrett**

- Sophie Sajic is leaving BCP Council.
- The Council are currently getting summer ready (congestion, buses, PCN fines etc).
- The pre-election period is approaching.
- The budget has been passed with a Council Tax increase slightly above 5%.
- The Council will need to pay off £38M in Capital costs in two years' time.
- Selling off assets.
- Statutory services remain at risk.

### **11. AOB**

- It was agreed to add the DMB Board's priorities for the next twelve months to the May meeting agenda. It was noted that the Constitution was updated last year but will be looked at again.

- Amena Matin from BCP Council will attend the DMB meetings going forward.
- Marketing sub-committee – PK/JR/RR/SM/GS and an attendee from a cultural perspective. The Chair will coordinate this. **(ACTION)**.
- The Durley Dean Hotel is up for sale.
- The Exeter Hotel/1812/Bar So ownership has changed.
- The Board agreed to keep the meeting length to 2.5hrs.

**Date of next meeting:** Tuesday, 12 May 2026 – 10:30am–13:00pm at The Lighthouse, Kingsland Crescent, Poole.