



Minutes
The Kings Arms,
18 Castle Street, Christchurch
Tuesday, 15 July 2025
11:00 –13:00

MEMBERS PRESENT

Andy Lennox (AL)
David Bailey (DB)

Chair
President

Sector Reps

Richard Wade (RW)
Guido Schillig (GS)
Rosie Radwell (RR)

Transport Sector Rep
IEA Sector Rep
Accommodation Sector Deputy Rep/Chair BAHA

BID Representatives

Fiona McArthur (FMc)
Jacqui Rock (JR)
Louise Berkhauer (LB)

Bournemouth Coastal BID/Vice Chair
Poole BID
Christchurch BID

Professional Officers

Cllr Rich Herrett (RH)
Ruth Spencer (RS)

PFH for Destination, Leisure & Commercial Operations
Interim Director of Economic Development and Smart
Place – BCP Council

Co-opted Members

Nigel Hedges (NH)
Sam Merrick

Bournemouth Chamber of Commerce
Soul Motion

Secretariat

Nickie Khosravi (NK)

Seafront Development Officer, BCP Council

Guest

Peter Lamb

Savills

Apologies

Paul Kinvig (PK)	Bournemouth Town Centre BID/Vice Chair
Ian Jones (IJ)	HE Sector Rep
Jackie Richmond (JR)	Leisure & Attractions Sector Deputy Rep
Sarah Steiner (SS)	Conferencing
Helen Keall (HK)	Culture Sector Rep
Carol Scott (CS)	Leisure & Attractions Sector Rep
Steve Turner (ST)	Conference & Convention Sector
Cllr Millie Earle (ME)	The Leader BCP Council
Sam Richardson (SR)	National Coastal Tourism Academy
Tim Seward (TS)	DMB Awards
Martin Davies (MD)	Bournemouth Town Centre BID
Craig Mathie (CM)	South Coast Forum
Peter Ruscoe (PR)	Bournemouth Coastal BID
Wendy Lane (WL)	Director of Planning, 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

- WL has sent The Chair information on the Blue Flag advert size.
- Coastal BID has decided not to proceed with the Hollywood-style planters but use signage instead. FMc will update the Board at the next meeting. Poole and Christchurch can also adopt the same approach.
- LVEP assets – DB has spoken to Chris Shephard, and he doesn't think there are any. The Chair to investigate where the assets have gone. **(ACTION)**.

The Board AGREED the Minutes from the meeting on 22 May 2025.

3. AFCB Stadium Expansion – Peter Lamb, Savills

- PL presented to the Board the expansion plans for AFCB Stadium.
- Noted that improvements to Pokesdown station are on the agenda.
- Transport and access areas to the ground – Morebus to be involved in transport.
- Disruptions to Ashley Road when the works are carried out – what are the plans for this?
- Construction phase and F&B offer – they will be looking at local supply chains.
- NHS savings of £44M – will be outweighed by policing costs. AFCB are engaging with the police.
- The Chair will issue a letter to stakeholders. **(ACTION)**.

4. Bournemouth and Poole Website – Chair/SM

- Three new websites have been set-up and are live.
<https://www.coastwiththemost.co.uk> is the landing page with links to all the areas including Explore Wider Dorset.
- A new logo for Bournemouth and Poole Tourism has been created. A logo has been created for Christchurch for Christchurch Town Council to use. There is an opportunity for Christchurch to come back on board and The Chair will engage with CTC to bring them back in-house. **(ACTION)**.
- The Chair thanked SM for his hard work.
- A discussion around payment to Soul Motion was had. It was agreed that DMB would set up a company and administer that company. Soul Motion would then invoice the DMB. SM could become a shareholder. A company is required to meet a valid GDPR purpose.

5. **DMB Constitution – Chair**

- The Chair reviewed the new draft Constitution, and the Board discussed any amendments. Key points raised included the following:
- It was thought the Constitution is tourism heavy and should also include retail.
- There should be a point in the Constitution which allows the DMB to set up companies.
- It was agreed to bring the July meeting forward to June. **(NK ACTION)**.
- Attendance – NK to write to the Board requesting that members who are unable to attend the meeting send a deputy or representative in their place (point 8.5). Additionally, if attendance is not possible, members should provide a written update in advance **(ACTION)**.
- The Chair, also a company director, to double check the specification to ensure there are no conflicts. **(ACTION)**.
- The Board AGREED to adopt the Constitution, subject to final sign-off by the accountant.

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

- As discussed under Agenda item 4. above.

7. **Dorset Police High Visibility Policing - Chair**

- The area has seen a much stronger police presence, with additional resources allocated to Pier Approach. Officers have been brought in from other areas, including Somerset, Avon, and Kent. The annual cost of policing all year round is £1M.
- If more businesses report disturbances, it will open the door to financial support to enhance policing. The Chair to explore potential funding opportunities. **(ACTION)**
- It was noted that CSAS Officers were not wearing high-viz.

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

• **Entry Update**

Over 400 businesses received promotional tote bags in mid-June, each containing flyers encouraging entries. Due to ongoing interest and business feedback, the entry deadline was extended to **Friday 4th July 2025**. Over 120 applications received again this year and good to see some great due applications come in

• **Sponsorship Overview**

Several award categories remain without sponsors. This is primarily due to the current economic climate, with many businesses unable to commit to the £1,500 sponsorship fee. I would like to check if **Martin Davies** and **Rawlins Davy** are still interested in sponsoring a category—it's not too late to get involved.

If any categories remain unsponsored by early September, these gaps will be filled by our event partners.

For future years, I recommend reviewing the sponsorship structure. Consider introducing a **tiered pricing system**, where categories with historically fewer entries have a lower sponsorship rate. This may encourage broader participation from smaller businesses.

Categories Still Needing Sponsorship (as of today):

- Self-Catering
- Industry Leader
- Contribution to BCP Tourism
- Nightlife Experience
- Café/Tea Room

- Wedding Venue
- People's Choice
- **Judging Process**
Approximately 80% of judges have already received their category information. The remaining judges, who are covering smaller categories, will be sent their information this week. Yes, **David and Andy**, your category has not been forgotten—your judging packs will be with you in the coming days.

The **Independent Large Hotel** and **Restaurant of the Year** categories have seen the highest number of entries this year.

Judges have been briefed that only **one Gold Winner** will be selected per category. However, in categories with higher entry volumes, **Silver, Bronze, and Highly Commended** awards may also be given more than once but most categories will be one gold, silver, bronze

- **Mystery Shopping/Visits**
Our mystery shoppers/visitors are currently active and will continue visiting businesses until the end of August. Once completed, all data will be compiled to determine the finalists. returned to Tim by 24th AUGUST

It's great to see **new entrants** this year, such as:

- **Ivy**
- **Old Harry Rocks**
- **Koi Sakana**
- Various smaller hotels and other first-time category entries
- **Finalist Announcement Event**
 - **Date:** Thursday 11th September 2025
 - **Location:** Poole Quay
 - **Format:** Boat cruise drinks reception, followed by food and finalist celebration at **La Mía**, Poole Quay
- **Category Removal**
Due to receiving only one entry (a self-nomination) and no sponsor, the **Bar Person of the Year** category has been removed for 2025.
- **Sponsorship Opportunity**
Tim is currently seeking one additional sponsor for an exciting category. If interested, please contact him directly.
- **Awards Gala – Final Event**
 - **Date:** Thursday 6th November 2025
 - **Venue:** Hilton
 - A deposit is being paid this week to secure the venue.
 - Following the 2024 launch event and after a small donation to Sam from last year's social, the **current bank balance is £16,291**.

Due to tight budgeting this year, ticket prices for the Hilton finals will remain at **£96.50** to ensure the event is financially viable.

The Collective band will be returning by popular demand to close the Gala evening.

10. Sector Updates

Transport – Richard Wade

- It has been very busy. Launched the £1 single bus fare in the evenings after 7pm within the BCP area (local authority area specific).
- X3 is now connected to Salisbury Railway Station.
- Airport – currently under review with BCP Planning, with discussions ongoing regarding agreed financial contribution. An increase in flights has led to heightened noise levels in the area.

Hospitality – Andy Lennox

- Due to hot weather, beach venues are much busier than town locations.
- Thatchfest takes place this weekend.

International Education Association – Guido Schillig

- High Season is very quiet.

Higher Education – Ian Jones

- No update.

Conferencing – Sarah Steiner

- Since May DMB meeting, the BIC has welcomed over 21,000 delegates/visitors from x2 medical association conferences and x1 Hobbyist Convention.
- BIC exhibited at the Meeting Show, held at Excel in London, over 2 days. Many of the key appointments were with new organisations – looking at dates for 2027 and beyond.

Attractions – Jackie Richmond

- No update.

Hotels/BAHA – Rosie Radwell

Currently our focus has been on the following:

- Hospitality Connect – Ambassador scheme we are launching this in September 2025.
- Hotels are mentioning the lack of destination marketing, so we have put together a small pot of money to do a PR strategy with Julie Ann Houldrey from Lime Tree Communications for the next 6 months. We have a small pot to do social media with Sam Merrick for 3 months, the hope is that we can continue this, but individual hotels will join up under the partnership. Also, we are having a video made for social media about why BCP is such a great place to visit all year round and working with some attractions too. This has all been agreed by the committee and is now underway. We also had an idea to make it more sustainable, so we are looking at having bags printed with a new check-in chill-out logo with the different, Bournemouth, Christchurch and Poole web addresses and sell them at hotels. The money that is made on these bags could go back into a pot to continue the marketing efforts.
- The BAHA award nominations are now coming in.
- We will look to organize training again for October/November 2025 for hotel staff. Fire marshal, first aid, etc.

A BID

- There is still no update. The future of the A BID is still very uncertain.

Christchurch BID – Louise Berkhauser

- Music festival this weekend.
- Summer on the Quomps.
- The planting has gone in.
- Doing well, with a busy high street.

- DMB to re-engage with Christchurch Town Council regarding website. **(ACTION – Chair)**
- Martyn's Law discussions. **(ACTION – Chair will get an update from BCP Council, and NK to add to September agenda)**

Poole BID – Jacqui Rock

- The planting has gone in.
- Tall ship in June.
- Poole goes Vintage a success.
- Thursday night fireworks starting, and there will be fireworks on 5 November.
- New events with Lewis Manning - Candles on the Quay.
- Christmas – Discover Christmas.
- Ballot will be on 16 March 2026.
- September consultation survey document is out.
- SIA bringing security into Poole to work with the security at the Dolphin Centre.

Coastal BID – Fiona McArthur

- Wall mural installation at the BIC.
- Problem with rats/bins.
- Meeting with Pavilion Dance to discuss Kate Bush Day.
- Getting security for Friday and Saturday nights.
- We Are Urban Boscombe festival in August.

Cultural Compact – Helen Keall

- No update

BCP Council – Cllr H

- The Government has issued a consultation for councils that accounts for seasonality, for example, how many people live here, not how many visitors come here. **(ACTION – Cllr H to send a link to the consultation to the Chair so he can respond).**
- Parking consultation is still open.

BCP Council – RS

- A new Growth Board has been created, and they are focussing on a Growth Strategy. Members are across all sectors. **(ACTION: RS will invite the Chair to the Board).**

11. AOB

- Devolution – Ministerial visit in June went well. Continue collaborating with the LVEP (represented by Sam Richardson). Channel all updates through the Growth Board.

12. Date of next meeting: Tuesday, 16 September 2025 – 11:00am–13:00pm
Bournemouth (tbc)