

**DRAFT MINUTES**
**DORSET LOCAL ENTERPRISE PARTNERSHIP – DORSET TOURISM ASSOCIATION**
**12<sup>th</sup> April 2022 14:00 via zoom**
**MINUTES**
**Attendees:**

Richard Smith (RS) (Chairman)	Attractions/Dorset LEP
Martin Cox (MC)	Accommodation
Sally King (SK)	Dorset AONB/Jurassic Coast Trust
Tamsin Mutton-McKnight (TMM)	Weymouth Bid
Caz Richards (CR)	Dorset Food and Drink
Sara Uzzell (SU)	National Trust /Dorset LEP

**Local Authority attendees**

Cllr Tony Ferrari (TF)  
 Sam Richardson (SR)  
 David Bailey (DB)

**Representing**

Dorset Council  
 BCP Council/NCTA  
 Bournemouth Destination Management Board (Chairman)

**Others attending**

Cllr. Mohan Iyengar	BCP Council, Portfolio Holder for Tourism and Active Health
Anthony Woodhouse	Chair, Hall & Woodhouse
Nimisha Loveridge (NL)	Dorset LEP
Rebecca Phillips (RP)	Dorset Careers Hub Strategic Lead, Dorset LEP
David Lockwood	The Arts Development Company (attending on behalf of Hazel Province)

Item	Welcome and Apologies	Action owner
1.	Apologies were received from Sandra Palmer-Snellin (SPS), Amanda Park (AP), Hazel Province (HP) and Cheryl Stapleton (CS).	
Item	Declarations of Interest	
2.	There were no Declarations of Interest.	
Item	Minutes of the Board Meeting held on 16 <sup>th</sup> November 2021	
3.	The Minutes of the meeting held on 11 <sup>th</sup> January 2022 were approved as a true record of matters discussed.	
Item	Actions from the last meeting	
4.	<p>EV sub-group update – It was noted that there are two main issues: 1) EV charging points and 2) electric grid power to service the EV points.</p> <p>It was agreed that this topic would be taken off-line to agree the best way forward.</p>	
Item	Matters arising from the last minutes not covered on this Agenda	
5.	There were no matters arising from the Minutes. All actions had been addressed.	
Item	DTA Discussion Theme: Skills and Staffing	
6.	<p>There was discussion about the skills issues affecting the tourism sector in Dorset.</p> <p>It was suggested that peoples' perception of the hospitality industry needs to change; jobs in hospitality are not currently seen as a career. Parents also need to be proud of their children taking jobs in the hospitality sector.</p> <p>The sector is suffering as a result of long-term term trends, such as the previous import of cheap labour which has now disappeared; this is having an impact on the hospitality supply chain (e.g. lorry drivers).</p>	

**DRAFT MINUTES**

It was agreed that the current skills and staff shortages was due to a culmination of factors. It was noted that, previously, pay was low in the sector but some employers pay above the minimum wage, and therefore another reason for staff shortages is the unsocial hours people are expected to work in the sector.

Accommodation for staff has also reduced as more people have turned their accommodation into AirBNB offerings.

The government also need to have a policy for 'reassured hours' – a fixed rate of pay for 12 months to allow for a busy summer period and quieter off-season periods.

It was noted that young people want to be entrepreneurial, so employers need to try and embrace this; it was suggested that perhaps organisations could offer a share of their business for the energy and motivation someone is willing to put in.

There needs to be an argument for the greater good of boosting skills and employability in the hospitality sector; how will this benefit the region and the people? There should be emphasis on transferable skills.

DB informed the committee that BCP Destination Management Board have produced a video focusing on 'work in hospitality, live in Dorset'. There are a series of interviews, in the format of 'A conversation with.....'; there are interviews with entrepreneurs in the sector talking about their journey into the industry. DB added that BCP are also commissioning lesson planning for schools to raise the profile of the hospitality sector. BCP Destination Management Board are also working with language schools on a youth mobility scheme which provides a visa for 18–30-year-olds (from countries like Australia, New Zealand, Japan, South Korea) to work in hospitality in Dorset; a few people have already been placed with a company.

It was noted that the three areas to focus on are:

- 1) A short-term skills and staffing solution for this summer
- 2) A longer-term solution was needed (which is not covid or Brexit dependent) showcasing that Dorset is a great place to work, and provides a sense of purpose, a value system, like sustainability.
- 3) Currently, there is not a sufficient workforce

RP added that the Careers Hub can reach students in 76 schools. Parents and teachers have to be in support of the career path if it is to be successful.

RS asked whether there was an intervention/set of interventions that DTA could focus on. RP suggested a charter, or a pledge.

It was suggested that hospitality jobs should be targeted at those aged 40 to 60 as well as to younger people; the older age bracket can bring experience and skills to the sector.

It was suggested that a high-level business case needs to be produced which will highlight the benefits of 'Dorset Hospitality' to government (e.g. GDP, PAYE, improving productivity etc.).

The committee considered what would make someone interested in taking up an apprenticeship? It was suggested that a hybrid model of study and work

**DRAFT MINUTES**

	<p>experience (3 days college and 2 days working in hospitality) might be an attractive offer.</p> <p>The committee agreed that the findings from the BCP Pilot (videos, interviews, work with the colleges), and information about qualifications, salaries and vacancies, could be written up as a report to evidence the staffing situation in the region, and the difficulty in filling real vacancies.</p> <p><b>ACTION:</b> RS and DB to progress the report once findings are available.</p>	RS/DB
<b>Item</b>	<b>Consultations, Surveys, Statistics and Grants</b>	
7.	There were no consultations or surveys to report on.	
<b>Item</b>	<b>Covid updates</b>	
8.	It was noted that the trajectory of covid for 2022 was unknown – going forward and through the summer season - but that it would be important to convey clear messaging that the situation is being managed responsibly.	
<b>Item</b>	<b>Highlights for Board update</b>	
9.	<ul style="list-style-type: none"> <li>It was noted that the shortage in skills and staffing in the hospitality industry in Dorset is not only a seasonal issue, but a bigger problem. DTA will build an evidence base following the BCP pilot to offer insights into the qualifications, salaries and vacancies in the region, and demonstrate the difficulty in filling real vacancies.</li> <li>TF and MI were asked for guidance on how to progress this matter; who should the report go to so that action be taken?</li> <li>There is a broader agenda in terms of getting this issue addressed as part of the shared prosperity fund; the fund should address things such as the long-term positioning of the industry. DTA can work towards a plan for accessing the Shared Prosperity Fund for addressing gaps in skills and staffing in hospitality in Dorset.</li> </ul> <p>TF and MI were asked to find out what the process will be for applying for the Shared Prosperity Fund, and asked that this matter be on a long list of projects for prospective funding.</p> <p>It was noted that both councils would need to be in support of this, and to build it into their plans for the Shared Prosperity fund, in order to progress it once the funds are available.</p>	TF/MI
<b>Item</b>	<b>Any Other Business</b>	
10.	<p>DB informed the committee that he was no longer Chair of the Destination Management Board (but would continue to be a member of the Board), and that Craig Mathie is the new Chair, and Andy Lennox is the Vice-Chair.</p> <p>No other business was raised. The meeting closed at 16.00.</p>	

Note: Date of Next Meeting – 12th July 2022 14.00 – 16.00