



DORSET TOURISM ASSOCIATION BOARD MEETING
Minutes of the Board Meeting held via Zoom Conference on
Tuesday 11th May 2021 at 11.00am

Directors attending	Representing (Tourism Sector)
(RS) Richard Smith (Chairman)	Attractions/Dorset LEP
(MC) Martin Cox	Accommodation
(SK) Sally King	Dorset AONB/Jurassic Coast Trust
(SPS) Sandra Palmer-Snellin	Best of Dorset (Chairman)
(HP) Hazel Province	Culture and Arts (Arts Development Company)
(CR) Caz Richards	Dorset Food & Drink
(SU) Sara Uzzell	National Trust /Dorset LEP
Local Authority attendees	Representing
(DB) David Bailey	Bournemouth Destination Management Board (Chairman)
(MP) Amanda Park	Visit Dorset Team
(GR) Graham Richardson	Visit Bournemouth and Poole Team
(CS) Cheryl Stapleton	Visit Dorset Team
Associate Members attending	
(AW) Anthony Woodhouse	
Others attending	
(PH) Paula Harding	DTA Administration Support
(NG) Nick Gregory	Dorset Growth Hub
(NL) Nimisha Loveridge	Dorset LEP

Item		For Action
1.	<p><u>Apologies</u></p> <p>Apologies were received from Tamsin Mutton-McKnight and Cllr Tony Ferrari. It was noted that Nimisha Loveridge would arrive late to the meeting due to other work commitments.</p>	<p>Richard Smith</p>
2.	<p><u>Director Changes</u></p> <p>Sarah James has resigned as a DTA Director. Hazel Province has been nominated from the Arts Development Company to take her place. Tim Batty has also resigned and Sandra Palmer-Snellin has been nominated by the Best of Dorset group to take his place.</p> <p>All those present agreed to co-opt Hazel and Sandra as Directors until the AGM when their places could be confirmed. RS is to contact Saffery Champness (DTA Company Secretary) to inform them of the changes.</p>	
3.	<p><u>Minutes of the last board meeting</u></p>	

	<p>The minutes of the board meeting held on the 9th March 2021 were accepted as a true record of the matters discussed.</p>	
4.	<p><u>Matters arising from the last meeting</u></p> <p>i) <u>MP Briefing Paper</u> AW, RS and Cllr Ferrari put together a Re-building Tourism briefing paper for Dorset MP's to be presented to them at the weekly meeting that they have with Dorset Council.</p> <p>ii) <u>Funding discussion regarding tourism research</u> RS had approached the Dorset LEP to consider funding for the wider Tourism research spearheaded by Cornwall Tourism and supported by the Great South West (GSW) group. He had not received any response ahead of this meeting.</p> <p>iii) <u>Local Plan Consultation response</u> CS is to chase and circulate before the next meeting.</p>	<p>Richard Smith</p> <p>Cheryl Stapleton</p>
5.	<p><u>a) DTA – Terms of Reference (ToR)</u> Dorset LEP require the board to revise and agreed their ToR each year to keep in line with the LEP latest guidance.</p> <p>The draft document had been circulated ahead of the meeting. It was proposed, seconded and agreed that this new document be adopted as the ToR for the DTA for the coming year. RS is to confirm that the document has been adopted to the LEP.</p> <p><u>b) Dorset LEP – administration offer</u> RS reported that the Dorset LEP have recognised that they are giving more administration support to other sub-groups than they are to the DTA and have offered to take over the administration role from PH free of charge. NL would be the LEP officer who would take on this role. It was proposed and seconded that the LEP offer be accepted and that this would be the last meeting that PH would be required to attend.</p> <p>RS suggested that PH could still be used to help co-ordinate networking events or the DTA conference if additional resource were required, but this would be on an ad-hoc basis.</p> <p>PH is to liaise with NL for handover before the next meeting and to get the paper file with key documents in, to RS, as soon as practical.</p>	<p>Richard Smith</p> <p>Paula Harding/ Nimisha Loveridge</p>
6	<p><u>Rural Enterprise Group (REG)</u> MC reported that he has been attending the REG meetings, however he feels that as we have a regular route and feed into the LEP and David Walsh also attends that it seems to be a duplicate for him to attend as well.</p>	

	<p>SK requested a list of the people who attend the REG so that they can be contacted if a particular issue needs to be raised to the group and DW is not going to be in attendance. MC agreed to send this around.</p> <p>It was proposed, seconded and agreed that there would be not need for MC to attend these meetings anymore. RS is to update the LEP in the written report that he is due to send to explain the reasons behind the withdrawal.</p>	<p>Martin Cox</p>
7	<p><u>DMO consultation</u></p> <p>Feedback from BCP Council, Dorset Council, Dorset LEP and the DTA to the DMO consultation has been submitted. All the groups collaborated closely to ensure that the messaging was consistent.</p> <p>MP reported that there would also be a 'round table' additional consultation for the South West area and that Dorset would have a further chance to feed into this.</p>	<p>Richard Smith</p>
8	<p><u>Sector Status update</u></p> <p><u>Attractions</u></p> <p>SPS reported that whilst attractions were given the go ahead to open the details of what would and would not be permitted were not released until the actual opening day. There is also an issue with the availability of catering staff with kitchen staff in particular in short supply.</p> <p>Customer demand for outdoor attractions is phenomenal and those with restricted indoor numbers are reporting that on-line ticket sales are often to capacity.</p> <p><u>Arts & Culture</u></p> <p>HP reported that some outdoor festivals are restarting next week and demand for tickets is high. Although the proposed re-opening date is 21st June it is not known what this will mean and whether any social distancing restrictions will remain.</p> <p><u>Food and Drink sector</u></p> <p>CR and AW reported that a lot more establishments have opened outdoor seating and spaces. Dorset Food and Drink have been concentrating on how best to support hospitality by assisting producers to get back into the market place. Several Attraction/Food & Drink collaboration events are planned including Athelhampton and Abbotsbury.</p> <p>Some London based businesses are potentially going to have to restrict their opening hours due to staff shortages. Front of house staff recruitment is bringing forward high calibre candidates, but catering staff vacancies may only be filled by paying increased salaries to encourage people back from the retail industries they seem to have migrated to.</p> <p><u>Accommodation Sector</u></p>	

MC reported that a number of caravan and holiday home sites are having to lay out a reduced offer with regard to their hospitality to suit the staff shortages that they are experiencing.

Many accommodation providers are now introducing changes to their T&C's regarding the proof of a positive covid test in the case of a cancellation to reduce the number of those moving their booking at short notice.

AONB and Coastal Sector

SK reported that a summer advertising campaign is planned in conjunction with Dorset Council and Visit Dorset to help promote treating the area with respect and care. This is to include promoting the reduction of litter, path spread, wildfires and rights of way damage.

National Trust

SU reported that whilst the majority of holiday cottages were fully booked, customers seem to be booking a number of places and then deciding which to visit but using the Terms & Conditions of booking to take the best option each time. Covid guarantees are also been taken advantage of and the industry will need to tighten up on these to avoid large gaps in their bookings, whilst still protecting the customer if they fall ill.

In the early part of re-opening the properties were open but there were no entertainment venues or indoor catering options, so little for visitors to do to make them want to re-visit.

Local authorities

Dorset Council

CS reported that the Dorset Cultural Strategy will go through the Council on the 18th May and that a Dorset Volunteer ambassador programme is being considered.

The Tourist Information Centres run by Dorset Council will not be reopening. Customer Service teams will take the calls until early July.

Visit Dorset membership renewals will now be restarted following a payment freeze during the lockdown period.

MP reported that there is an impression that the South West accommodation is fully booked, so a 'we are not full, but book ahead' style campaign is planned across both Councils to try and mitigate this.

BCP Council

BCP Council is using a Beach App to try and steer visitors to areas of the beach which are less crowded. This is also being considered by Dorset Council but is much harder to manage due to the length of coastline in their area and the fact that many beaches are in private ownership.

	<p>Bournemouth Airport is extending flight paths to Belfast and Edinburgh in the near future which will open up the area to a larger number of potential visitors.</p> <p>Visitors will be looking for 'experience holidays' after the main season is over and the team are working to encourage this with tourism providers.</p> <p>DB echoed the view of the Food and Drink sector that the biggest issue for the coming season would be getting staff. He felt that market forces would have an influence on the wages required to secure regular staff.</p> <p>BAHA have applied for a grant to be used to train additional staff for smaller businesses who do not have the time or funds to do so.</p> <p>GR reported that the BCP Resort Management Plan was in place for Easter including details on parking schemes where towing zones will be implemented.</p> <p><u>Summary to Sector update:</u></p> <ul style="list-style-type: none"> • Demand is strong for the product • Demand needs to be guided towards off peak as an alternative • There are structural issues with staffing (especially in catering positions) • Brexit and Covid have provided the perfect storm with people leaving the sector. • The sector is at a continuing risk from short notice shut down in certain areas where there is a higher contamination possibility such as soft play areas. • Earlier and more comprehensive guidance would be appreciated and allows venue to prepare and capitalise on all available opening times. • Some staff are wanting to stay on furlough rather than return to work and this will only reduce as the scheme is wound down. 	
9.	<u>Grants and future consultations</u>	
10.	<p><u>Any other business</u></p> <p>MP asked if the board members would be able to get snap shots of what the demand and capacity was over the next few months to gauge how the sector is recovering. All agreed that they could do this. MP and CS are to put together a list of questions and the format that they require the answers in and circulate it to the board. Board members are welcome to canvass responses from key 'barometer' businesses in their sector as well as their own experiences.</p> <p>There being no other business the meeting closed at 12.30pm with notice that there would be further DTA Board Meeting (via Zoom) on Tuesday 13th July 2021 at 11am.</p>	<p>Mandy Park & Cheryl Stapleton</p>