

DORSET LOCAL ENTERPRISE PARTNERSHIP – DORSET TOURISM ASSOCIATION

11 January 2022 14:00 via zoom

MINUTES

Attendees:

Richard Smith (RS) (Chairman)
 Martin Cox (MC)
 Sally King (SK)
 Tamsin Mutton-McKnight (TMM)
 Hazel Province (HP)
 Sandra Palmer-Snellin (SPS)
 Caz Richards (CR)

Attractions/Dorset LEP
 Accommodation
 Dorset AONB/Jurassic Coast Trust
 Weymouth Bid
 Arts and Culture sector
 Farmer Palmers/Best of Dorset
 Dorset Food and Drink

Local Authority attendees

Cllr Tony Ferrari (TF)
 Sam Richardson (SR)
 Neil Short (NS)
 Andrew Emery (AE)

Representing

Dorset Council
 BCP Council/NCTA
 BCP Council
 BCP Council

Others attending

Cllr. Mohan Iyengar
 Rachael Shefford
 Anthony Woodhouse
 Nimisha Loveridge (NL)

BCP Council, Portfolio Holder for Tourism and Active Health
 Visit Dorset, Dorset Council
 Chair, Hall & Woodhouse
 Dorset LEP

Item	Welcome and Apologies	Action owner
1.	Apologies were received from Sara Uzzell (SU), Amanda Park (AP) and Cheryl Stapleton (CS).	
Item	Declarations of Interest	
2.	There were no Declarations of Interest.	
Item	Minutes of the Board Meeting held on 16 th November 2021	
3.	The Minutes of the meeting held on 16 th November 2021 were approved as a true record of matters discussed.	
Item	Actions from the last meeting	
4.	<p>ACTION: All members to seek examples of sustainable best practice in the tourism sector that can be shared in a forthcoming newsletter.</p> <p>Update 11/01/22: To be discussed as Item 6.</p> <p>ACTION: AP to check with Malcolm Bell about what is required and how often to Talking Tourism.</p> <p>Update 11/01/22: AP contacted Malcolm Bell to enquire about the requirements for contributing to Talking Tourism, and reiterated that Visit Dorset could only support a digital issue of the publication. MB confirmed that a print version of Talking Tourism was issued before Christmas, and that there would have to be further discussion about moving this to a digital release.</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: Sustainability and Products (including collaboration and inclusion)	

6.	<p>The Committee had a thorough discussion about how DTA can help bring sustainable practices to tourism in the region.</p> <p>Best practice</p> <p>There was a discussion about what people are doing that is already working and whether DTA should be a place to share best practice or be a sign-posting forum. It was suggested that the DTA choose a theme and make this the focal point for 2 years; DTA can be a forum to advance the theme.</p> <p>DTA can share examples of simple, low-cost, entry-level ideas to making changes for sustainability, so that the changes will not feel overwhelming and can be achievable.</p> <p>It was suggested that Dorset could become an eco-friendly place to visit; creating an identity for Dorset through its sustainable practices.</p> <p>What support do businesses need to improve practices to become more sustainable? Through discussion, a collective issue can be identified, and this could be the basis for a conference – business support for greening your business.</p> <p>There was discussion about the advantages of showing how businesses can benefit from making sustainable changes, e.g., kitchens using electric instead of gas; waterless urinals and saving water the size of 4 Olympic swimming pools; by providing examples and stories about the actions that are being taken already, and illustrating the benefits/cost savings that are generated.</p> <p>ACTION: NL to collate the information that committee members have gathered and to circulate this to the tourism and sustainability teams within the Local Authorities.</p> <p>Consultative Forum</p> <p>There was a discussion which concluded that the DTA can be a key consultative forum, for sharing and discussing ideas, in particular by bringing industry and local authority representatives together on an annual basis.</p> <p>Engaging with major trends</p> <p>There was a discussion that the DTA should look at the big trends that are emerging, and decide which areas to focus on.</p> <p>The initial conclusion was that there would be merit in the DTA being a focus for discussing the issues around electric vehicles on tourism. EV requires huge infrastructure. Purbeck has very few EV charging points but is heavily populated in the summer. EV and EV charging is a vast and multifaceted theme and a sub-group (RS, MC, MI, TF, SR) has been created to consider the matter further.</p> <p>ACTION: NL to co-ordinate meeting date for sub-group.</p> <p>There was a discussion about the food cycle and the opportunity to consider issues such as eating seasonably; reducing single waste plastic; holding more farmer's markets; sourcing local produce; reducing food poverty in the region.</p> <p>ACTION: CR to consider how DTA could raise awareness about food and sustainability.</p>	<p>NL</p> <p>NL</p> <p>CR</p>
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Item	Consultations, Surveys, Statistics and Grants	
7.	Following the DMO review, there has been no further information about how many Level 1 and Level 2 organisations there will be, and how they will be distributed across the regions (e.g. by county, by South West region etc.). Department for Digital, Culture, Media and Sport (DCMS) are reviewing budgets and an outcome is expected in February, ready for the start of the new financial year in April.	
Item	Covid updates	
8.	Following updates from the tourism sectors, it was noted that the impact of the current variant is limited as long as the tourism sector remains open. There is no immediate cause for panic.	
Item	Highlights for Board update	
9.	<ul style="list-style-type: none"> Best practice - The DTA can link with Local Authorities to raise awareness and share best practice around the themes of sustainability and products. This area was identified as a potential focus for a post-pandemic conference. Conserving our local environment – the DTA could act as the key annual forum for businesses and local authorities to raise issues of mutual concern in protecting the Dorset environment on which tourism depends – e.g., the controls around illegal or unregulated camping. National trends to which we need to respond: <ol style="list-style-type: none"> there is an opportunity in Dorset to reduce the carbon footprint and environmental impact of food, by looking at source, supply, packaging, seasonal availability etc. There is widespread acceptance that the growth in electric vehicle use will have an impact on the tourism industry, but Dorset does not have the infrastructure to support the scale of EV use. A sub-group has been formed to further discuss this theme. The challenges and opportunities around the themes of food and EV would be strong topics for the basis of a tourism industry conference. 	
Item	Any Other Business	
10.	No other business was raised. The meeting closed at 16:15	

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