

**DORSET LOCAL ENTERPRISE PARTNERSHIP – DORSET TOURISM ASSOCIATION**
**16<sup>th</sup> November 2021 14:00 via zoom**
**MINUTES**
**Attendees:**

Richard Smith (RS) (Chairman)	Attractions/Dorset LEP
Hazel Province (HP)	Arts and Culture sector
Martin Cox (MC)	Accommodation
Sally King (SK)	Dorset AONB/Jurassic Coast Trust
Caz Richards (CR)	Dorset Food and Drink
Sara Uzell (CU)	National Trust/Dorset LEP

**Local Authority attendees**

Amanda Park (AP)  
 Cllr Tony Ferrari (TF)  
 Cheryl Stapleton (CS)

**Representing**

Dorset Council, Visit Dorset Team  
 Dorset Council  
 Dorset Council

**Others attending**

Nimisha Loveridge (NL) Dorset LEP

Item	Welcome and Apologies	Action owner
1.	Apologies were received from Tamsin Mutton-McKnight (TMM), David Bailey (DB), Sam Richardson (SR) and Andrew Emery (AE).	
Item	Declarations of Interest	
2.	There were no Declarations of Interest.	
Item	Minutes of the Board Meeting held on 13th July 2021	
3.	The Minutes of the meeting held on 21 <sup>st</sup> September 2021 were approved as a true record of matters discussed.	
Item	Matters arising from the last minutes not covered on this Agenda	
4.	There were no matters arising from the Minutes. All actions had been addressed.	
Item	Covid updates and feedback for LEP	
5.	<p><b>Accommodation:</b>            SU reported that staffing is an ongoing concern, as well as resourcing, and services from supplier industries such as laundry and refuse collection.</p> <p>SK reported that the summer campaigns were effective, with fewer parking fines issued, fewer heath fires, less anti-social behaviour, and less waste collected. For example, in Lulworth, less litter was collected in all of the 2021 season, than in one day in 2020.</p> <p>MC reiterated that staffing is also an issue within the accommodation sector, across all departments.</p> <p><b>Food and Drink:</b>            CR reported that staffing is the main issue. There is a big demand for local produce; the general public and restaurants are interested in local produce.</p>	

	<p>Outdoor food markets have been doing well.</p> <p><b>Arts:</b>          HP reported that generally reopening of the arts sector has gone well. Audience numbers for festivals, concerts and theatre has been good. Recognise the staffing challenges, also in technical and stage management roles.</p> <p>SU commented that Dorset LEP is engaging with schools in relation to hospitality and skills.</p>	
<b>Item</b>	<b>Dorset Council and BCP Tourism team updates</b>	
6.	<p>AP reported that having attended the GSW meeting, the issues facing Dorset are the same as those across the South West.</p> <p>TF asked Committee members to recognise that this year has been better than last year due to good planning and having policies and procedures in place to manage visitors to the region.</p> <p>TF commented on the difficulty of building, due to lack of labour, availability of materials, and rising prices of materials. It was noted that there is a labour shortage rather than a skills shortage.</p> <p>Industry contingency plans now take account of covid so there are less unanticipated challenges than last year.</p>	
<b>Item</b>	<b>2022 DTA role and activity pattern</b>	
7.	<p>In March 2019, the DTA received Sam Richardson's (Academy Director, National Coastal Tourism Academy) report on tourism in Dorset; based on the report findings, DTA made changes to how the various sectors are represented within the Committee, and reviewed membership and roles within DTA. The report suggested, in order to be more strategic, DTA should discuss bigger, more focused topics, such as skills, access, promotion, product and sustainability.</p> <p>The Committee agreed that these topics are still relevant, with a stronger commitment to sustainability, which cuts across all topics. After discussion, it was agreed that the order of topics would be:</p> <p>January 2022 – Sustainability and Products (including collaboration and inclusion)          April 2022 – Skills and Staffing          July 2022 – Access and Connectivity          October – Promotion and Branding</p> <p>The report also suggested running networking sessions before each DTA Board meeting, to feed ideas into meetings. It was agreed that this idea would be pursued and would be reviewed at future meetings as to when they will commence.</p> <p>RS suggested inviting external speakers to subject specific meetings.</p> <p>It was agreed that 'sustainability' was a vast topic and DTA would need to define the parameters of discussion during the January meeting. It was noted that local authority teams who manage sustainability might be the key people to invite to the meeting. E.g Low Carbon Dorset.</p> <p>There was discussion about how the Committee can communicate with industry partners about DTA activity. It was suggested that a newsletter / press release be</p>	

	<p>produced to share knowledge and best practice with the sector. For example, a list of actions local businesses are taking to reduce their carbon footprint. DTA can identify an item/initiative that the industry can work on together, rather than an individual business approach.</p> <p><b>ACTION:</b> All members to seek examples of sustainable best practice in the tourism sector that can be shared in a forthcoming newsletter.</p> <p>It was noted that the local authority environmental teams could be asked to provide suggestions of things tourists can do to make a difference when visiting tourist destinations.</p> <p>It was noted that discussion had focused on the carbon impact of business activity in Dorset, but consideration had not been given to using the carbon agenda to enhance business volumes in Dorset. E.g. EV charging points; if hospitality venues each provided a few EV charging points, Dorset could be known as the best county for EV charging. It was noted that DTA should look at the opportunities as well as the responsibility of sustainability.</p>	
<b>Item</b>	<b>South West Tourism Alliance</b>	
8.	<p>It was noted that the Great South West (GSW) partnership have a magazine that is posted out in Cornwall called 'Talking Tourism.' Malcolm Bell coordinates the content and there was discussion about whether this was the right place to share DTA news and suggestions of best practice.</p> <p>Committee members agreed that further information was needed about content, frequency and commitment before deciding to publish in Talking Tourism. Committee members were in favour of a digital newsletter rather than hard copies by post.</p> <p><b>ACTION:</b> AP to check with Malcolm Bell about what is required and how often to Taking Tourism.</p>	
<b>Item</b>	<b>Consultations, Surveys, Statistics and Grants</b>	
9.	[Redacted]	
<b>Item</b>	<b>Any Other Business</b>	
10.	There being no other business, the meeting closed at 1.30pm.	

Note: Date of Next Meeting – 11<sup>th</sup> January 2022 14.00 – 16.00