

DORSET LOCAL ENTERPRISE PARTNERSHIP – DORSET TOURISM ASSOCIATION
21st September 2021 12.30pm via zoom
MINUTES
Attendees:

Richard Smith (RS) (Chairman)	Attractions/Dorset LEP
Tamsin Mutton-McKnight (TMM)	Weymouth BID
Hazel Province (HP)	Arts and Culture sector
Sandra Palmer-Snellin (SPS)	Best of Dorset

Local Authority attendees

David Bailey (DB)
 Amanda Park (AP)
 Cllr Tony Ferrari (TF)
 Samantha Richardson (SR)
 Cheryl Stapleton (CS)

Representing

Bournemouth Destination Management Board (Chairman)
 Dorset Council, Visit Dorset Team
 Dorset Council
 BCP Council
 Dorset Council

Others attending

Nimisha Loveridge (NL) Dorset LEP

Item	Welcome and Apologies	Action owner
1.	Apologies were received from Martin Cox (MC), Sally King (SK), Caz Richards (CR) and Sara Uzell (CU).	
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 13 th July 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	
Item	Covid updates and feedback for LEP	
5.	<p>The Tourism industry is now fully open. Anecdotal feedback is that Dorset had a good summer in 2021. The area successfully hosted a very large number of tourists and a variety of substantial public events without seeing a corresponding major spike in covid infection rates. The success of these events can be attributed to the robust planning and hard work undertaken by businesses and local authorities to ensure that these events could take place safely.</p> <p>Members have noted that some of the measures introduced during the pandemic, such as pre-booking entry to visitor attractions, or limiting numbers at venues, could continue as the new 'normal' practice post-pandemic</p>	

	<p>Some of those visiting Dorset this summer were a 'new audience'; people who would normally have travelled abroad had 'staycations' instead. There is limited data available on this new visitor profile and funding may be needed to investigate this further, and to find ways of attracting these visitors back to Dorset again.</p> <p>Due to the 'staycation' effect, there was an increase in accommodation provision across Dorset this year.</p>	
Item	Dorset Council and BCP Tourism team updates	
6.	<p>AP reported that there had been 1.3 million visits to the website in the last three months.</p> <p>SR reported that there had been some changes within the BCP staffing structure and she would now be attending DTA meetings in place of Graham Richardson, and that Andrew Emery would also be a second BCP attendee.</p>	
Item	Government DMO Paper	
7.	<p>Following the publication of the DMO review, the committee discussed the findings and noted the following salient points:</p> <p>The Department for Digital, Culture, Media, and Sport (DCMS) have invited feedback on the DMO review via a dedicated mailbox.</p> <p>The review recommends a tiered structure; it is not clear yet who/what organisations will be classified in each tier, but they will be as follows:</p> <p>Regional Tier - Destination Development Partnership (between 20 and 25) Intermediate Tier – Accredited Tourist Boards (around 40) Local Tier – Local Marketing Organisations (unaccredited)</p> <p>Key feedback at this point is a lack of clarity on the new structure. There needs to be more discussion about the criteria for the various Tiers, and this should be an ongoing discussion.</p> <p>It was reiterated that keeping Dorset together as one entity was key. Dorset's natural alignment would be West, but it has coherence with the East too, and so there should be flexibility to align with whichever region shares the same issues.</p> <p>It was noted that DMOs are still contributing to the recovery of the sector after Covid.</p> <p>It would be helpful to work with Dorset Council and BCP Council to collate feedback on this report.</p> <p>ACTION - SR to circulate email about providing feedback to the report.</p>	SR
Item	Consultations, Surveys, Statistics and Grants	
8.	<p>The government DMO review was the key consultation that DTA had responded to. It was noted that the Coastal Survey would be launched during w/c 20/09/21 and that the Accommodation Registration review would also be taking place shortly.</p>	

Item	DTA Governance	
9.	<p>NL explained that as part of Dorset LEP governance, Minutes of DTA meetings had to be published on the website within 10 days of a meeting taking place. NL confirmed that she would circulate Minutes to the group, indicating redactions, for their approval. Once approved, the draft Minutes would be published on the Dorset LEP website, pending formal approval at the next meeting.</p> <p>The Committee members confirmed that DTA Minutes could be published on the Dorset LEP website to be compliant with their governance framework.</p> <p>NL also explained that meeting dates had to be set one year in advance and NL will circulate provisional dates to the committee.</p> <p>ACTION: NL to circulate provisional meeting dates for the year ahead.</p>	NL
Item	Any Other Business	
10.	There being no other business, the meeting closed at 1.35pm.	

Note: Date of Next Meeting – 16th November 2021 14.00 – 16.00