



OFFICER DECISION RECORD

This form should be used to record Executive decisions taken by Officers

Decision Ref. No:			
Service Area:	Commercial Marketing	Date:	05/03/25
Contact Name:	Chris Shephard Jim Robinson	Tel No:	
E-mail:	Chris.shephard@bcpcouncil.gov.uk Jim.robinson@bcpcouncil.gov.uk		
Subject:	Tourism Websites and Social Assets		
Decision taken:			
To decommission 3 x tourism websites and associated assets by the 31 May 2025, maintaining a basic minimum service of content management until decommission.			
Reasons for the decision:			
<p>The decision supports the council's decision to become a facilitator rather than direct provider of tourism promotional services.</p> <p>The Destination Management Board has agreed to take on responsibility for two of the URLs (Bournemouth and Poole) and Christchurch Town Council have agreed to take on responsibility for the URL and associated social media accounts for Christchurch.</p> <p>Although the Accommodation BID has not been created, the decision to externalise the responsibility for the destination websites supports the aims set out in the Accommodation BID.</p>			
Background			
<p>Despite the unsuccessful formation of an Accommodation BID in 2024, the council move from direct provider of tourism promotional services to facilitator still stands.</p> <p>The tourism marketing team and broader tourism function was disbanded between 2023 and 2024, and the websites are a legacy of past resourcing levels and strategic approach.</p> <p>The council has elongated its responsibilities to support the sites up until renewal of the website provider contract in May 2025. Following the council's new strategic position with regards to tourism the sites must now be decommissioned and responsibility moved externally to trusted bodies.</p>			

Consultations undertaken:

Jim Robinson (Senior Marketing Manager, Commercial Marketing) presented an options appraisal on Tues 8 October 2024 to representatives from marketing, communications, web, and commercial operations.

- A decision to trigger the decommissioning of the websites in accordance with the web contractor's 90 day notice period, was taken by Isla Reynolds (Director of Marketing, Communications and Policy) and Chris Shephard (at that time Head of Operations Strategy) and negotiations with the Destination Management Board were undertaken to encourage them to take on responsibility of some of the sites in the absence of the Accommodation BID formation. The end date of the contract would be 28/5/2025.
- Chris Shephard shared that the direction from Senior Leadership (Glynn Barton, Chief Operations Officer) and Portfolio Holder, Cllr Richard Herrett, also supported decommissioning the websites.
- It was agreed to proceed with a joint decommission project between marketing, communications, web and commercial/ operations.
- Lewis Tobia (Web Manager, IT & Programmes) confirmed capacity to move council specific content across to the council website. This work is scheduled to complete by 1 April 2025.

Note: It is the responsibility of the 'Responsible Officer' – that is the Officer making the decision – to obtain the comments and signature of the Chief Finance Officer and Monitoring Officer before taking the decision and then send the completed record of the decision to Democratic Services for publication.

Note: specific assets in question are as follows:

Websites

Bournemouth.co.uk
Pooletourism.com
visit-christchurch.co.uk

Associated social channels

Facebook @bournemouthofficial
X @bmouthofficial
Instagram @bournemouth_official

Facebook @lovexchurch
X @lovexchurch
instagram @lovexchurch

Facebook @lovepooleuk
X @lovepooleuk
Instagram @lovepooleuk

Finance and Resourcing Implications:

Decommissioning of the tourism websites is an MTFP saving put forward and agreed for 24/25. The final years costs have been funded by use of a one-off budget allocation. Therefore, decommissioning the sites needs to be actioned as soon as possible in order to avoid any unapproved budget pressures in 25/26.

Funding identified:

N/a

Financial risks:

None.

Value for Money assessment:

N/a

VAT implications:

N/a

Name: Adam Richens

Date: 27/02/2025

Redacted link to internal server location

Signature (of Chief Finance Officer):

Legal Implications:

The Local Government (Transparency Requirements) (England) Regulations 2015 places an obligation on the Council to publish certain information via a website.

This does not include information relating to the promotion of the locality or tourism activities specifically so the three websites referred to can be withdrawn without breaching the Transparency Code.

This decision is being made pursuant to article 12.3.6 of the Constitution and in accordance with the delegation contained in the Cabinet decision 8 March 2023:

Name: Janie Berry

Date: 20/03/2025

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Signature (of Deputy Monitoring Officer):

Risk Assessment:

If the change is not made the following risks are possible:

BCP Council need to follow through on decisions previously made in 2023 to mitigate ongoing costs.

There would be significant ongoing financial and resource pressures (between approx. £60K - £140K per annum) to service the existing web hosting contract long-term if existing contracts are not terminated by the 90-day notice period and decommissioned on 28/05/25.

Name: Jim Robinson

Date: 20/03/25

Signature (of Officer Completing Assessment):

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Impact Assessments:

Note:

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Information for publication / not for publication

Note:

- This information can be public.

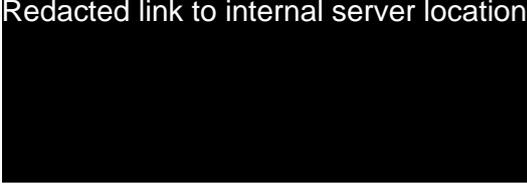
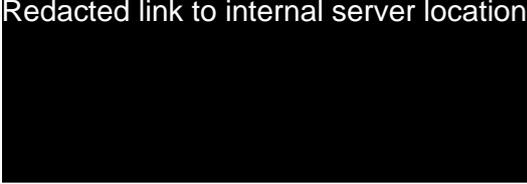
Background Papers

[Cabinet meeting 8th March 2023.](#)

Any declaration of interest by the Officer responsible for the decision	Nature of Interest
No	

Note: No Officer having any personal financial interest in any matter should take a decision on that matter. Other interests of a non-disqualifying matter should be recorded here.

Any conflict of interest declared by a Cabinet Member who is consulted by the Officer	Name of Cabinet Member: Councillor Richard Herrett, Portfolio Holder for Destination, Leisure and	Nature of interest: Cabinet Member is a board member of Destination Management Board. It is the Board's definition to	Details of any dispensation granted by the Monitoring Officer

taking the decision	Commercial Operations	act in the interests of tourism for the towns, and so is the Councillor's cabinet role, and this is an action that does that	
Yes			
<p>Decision taken by: (print name and designation) Chris Shephard Head of Policy, Partnerships & Strategy</p> <p>Redacted link to internal server location </p> <p>Signature:  Date of Decision: 24/03/25</p> <p>Date Decision Effective: 24/03/25</p> <p>Date of Publication of record of decision: (to be inserted by Democratic Services)</p>			

Note: A record of this decision should be kept by the Service Area within which the decision falls