

Company Registration No. 09926979 (England and Wales)

Dorset Tourism Association Community Interest Company

**Unaudited financial statements
for the year ended 31 December 2020**

Pages for filing with the Registrar

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Dorset Tourism Association Community Interest Company

Statement of financial position

As at 31 December 2020

		2020		2019
	£	£	£	£
Current assets	18,242		19,575	
Creditors: amounts falling due within one year	-		(84)	
Net current assets		18,242		19,491
Net assets		18,242		19,491
Reserves		18,242		19,491

Notes to the financial statements

1 Employees

The average number of persons (including directors) employed by the company during the year was 10 (2019 - 10)

Dorset Tourism Association Community Interest Company is a private company limited by guarantee incorporated in England and Wales. The registered office is Midland House, 2 Poole Road, Bournemouth, Dorset, BH2 5QY.

For the year ended 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the micro-entity provisions and in accordance with FRS 105 'The Financial Reporting Standard applicable to the Micro-entities Regime' and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 21 September 2021 and are signed on its behalf by:



R C E Smith
Director

Company Registration No. 09926979

100016/15

CIC 34

Community Interest Company Report

For official use
(Please leave blank)

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*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

Dorset Tourism Association Community Interest
Company

Company Number

09926979

Year Ending

(31/12/20)

(The date format is required in full)

Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

The Dorset Tourism Association (DTA) exists to promote trade and commerce in tourism, and improve the overall awareness, effectiveness and quality of tourism provision, in Dorset for and to the benefit of the members, Dorset's residents, tourists and visitors.

The DTA is a sub group of the Dorset Local Enterprise Partnership (DLEP) which seeks to drive economic growth in the county. As such, it is a partnership between tourism businesses and the local authorities, working together to make tourism better. The DTA board comprises of representatives from both private and public sectors and takes a view of the industry across the whole county, including the Bournemouth – Poole – Christchurch conurbation.

The terms of reference from the DLEP lay out the kinds of activities that the DTA is to undertake including:

- Representing and communicating with the tourism trade members across Dorset using website, annual conference, e-newsletter, social media and PR.
- Gathering intelligence (e.g. research, data, case studies, trend information) for market and visitor analysis.
- Understanding changes in tourism trends, economic or other factors (e.g. technology and connectivity) and how these impact Dorset tourism businesses. Supporting initiatives that maximise the opportunity for Dorset tourism.
- Lobbying and helping with co-ordination of activities to maximise grant making and other funding opportunities.
- Encouraging close working and co-operation between all the Destination Management Organisations, economic development teams in the local authorities and the tourism trade throughout Dorset.
- Providing a link into Dorset LEP and other public sector bodies as well as a point of coordination for other organisations in Dorset.

The DTA's strategy is to enable Dorset tourism to flourish through growth in off peak business while retaining our core holiday market.

- Encourage creativity by networking tourism businesses together.
- To inspire excellence by sharing and developing best practice.
- To develop a common approach to building Dorset's brand

In addition, the DTA works with the DLEP and other funding bodies to help prioritise investment in tourism to meet the most important strategic needs and ensure best value for money for the people of Dorset and their customers.

2020 was almost wholly dominated by the pandemic. In response to this the DTA's role became primarily one of joining up the disparate elements of the industry to ensure that the challenges facing tourism in the county were clearly articulated to the relevant parties and that feedback and assistance could be offered to businesses in the area.

The implementation of our new strategy that had been identified in 2019 was suspended in 2020 and replaced with bi-monthly board meetings where industry bodies and local authority teams were able to share up to date information about the current situation and future risks to ensure that the public and private sectors were joined up. This feedback in turn was shared with the wider industry as part of the Great South West Tourism Partnership, which was able to raise our areas of concern on a regional basis through regular updates with DCMS, local Members of Parliament and relevant ministers.

Future Plans

Our future plans are to continue to act as a communication hub until the unpredictability of the pandemic has begun to subside and then to implement the new strategy. The DTA expects to play an important role in the post pandemic recovery effort in promoting our three part strategy of Inspiring excellence, Networking for creativity and Building the Dorset Brand

To achieve this, from 2022 we will operate on a more structured basis, with board meetings bringing together key industry bodies to take a strategic lead on promotion, sustainability, access and investment. In this we will work closely with the Dorset LEP, of whom we are an official subgroup, to ensure that tourism plays a central role in the ongoing prosperity of this area.

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary.)

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

The DTA has a key role in developing communication across the tourism industry in Dorset. This has included our key stakeholders:

Dorset LEP

- Two Directors of the DTA are also on the board of the Dorset LEP, reporting to them on activities every two months and taking feedback to the DTA board in turn.

Local Authorities in Dorset.

- The DTA board includes representatives from Dorset Local Authorities who can liaise with the tourism teams.
- The Chairman meets regularly with local authority representatives to share feedback and identify priorities.

Dorset Tourism Businesses

- The private sectors of the board represent key industry bodies including Dorset Food & Drink, the Best of Dorset, The Area of Outstanding Natural Beauty, Bournemouth Accommodation and Hoteliers Association, European Federation of Campsite Organisations & Holiday Park Associations, Weymouth BID, Shaftesbury Tourism and the Bournemouth Tourism Management Board. This gives a comprehensive view of the sector as well as a direct line of communication across the key partners.

Funding Bodies

- The DTA Board has had meetings and briefings with the Dorset LEADER programme and the Dorset Growth Hub to both understand how the organisations can integrate and share best practice.

(If applicable, please just state "A social audit report covering these points is attached").

PART 3 – DIRECTORS’ REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, “There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director’s loss of office, which require to be disclosed” (See example with full notes). If no remuneration was received you must state that “no remuneration was received” below.

No remuneration was received.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that “no transfer of assets other than for full consideration has been made” below.

no transfer of assets other than for full consideration has been made


(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY (Please note this must be a live signature)

(DD/MM/YY)

The original report must be signed by a director or secretary of the company

Signed



Date

5/11/21

Please note that it is a legal requirement for the date format to be provided in full throughout the CIC34 report.

Applications will be rejected if this information is incorrect.

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Richard Smith	
The Tank Museum, Bovington, Dorset, BH20 6JG	
Tel 01929 462398	
DX Number	DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

(N.B. Please enclose a cheque for £15 payable to Companies House)