



GREATER LINCOLNSHIRE LEP VISITOR ECONOMY BOARD

TERMS OF REFERENCE

**GREATER LINCOLNSHIRE LEP TERMS OF REFERENCE FOR VISITOR ECONOMY BOARD
COVER SHEET**

Name of Document	New GL LEP Visitor Economy ToR
Purpose	This document sets out the main roles and responsibilities of the Visitor Economy Board, including membership, governance and recruitment of its members
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Policy lead officer	LEP Chief Executive

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GREATER LINCOLNSHIRE LEP VISITOR ECONOMY BOARD

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1 OVERVIEW

- 1.1 The Visitor Economy Board is required oversee the delivery of the recommendations within the Greater Lincolnshire Tourism Review and ensure that the tourism marketing of Greater Lincolnshire attracts the potential visitors that our visitor profiling exercise has identified.
- 1.2 The aim of the Board is to boost the economic growth of the Visitor Economy by creating more appropriate, relevant support offers, and its role is to shape and influence future Visitor Economy products to meet the needs of Visitor businesses in Greater Lincolnshire and Rutland
- 1.3 The Board will report in to the Greater Lincolnshire Local Enterprise Partnership (GLLEP) as a Strategic Advisory Board (SAB), and its aim will be to shape and influence the future of Visitor Economy in Greater Lincolnshire and Rutland

2. SCOPE

- 2.1 The Board is the Visitor Economy support arm of the Greater Lincolnshire Local Enterprise Partnership (LEP) and has a specific role to develop and inform LEP strategic plans with particular reference to the Visitor Economy growth needs.
- 2.2 The Visitor Economy Board will;
 - 2.2.1 Lead, influence, and champion the Visitor economy agenda.
 - 2.2.2 Ensure that the Visitor economy is co-ordinated and aligned to provide visitor economy businesses with a clear route of products and expertise that will help them fulfil their growth potential.
 - 2.2.3 Oversee Visitor Economy activity and ensure alignment with the Greater Lincolnshire Local Enterprise Partnership's (GLLEP's) Strategic Economic Plan
 - 2.2.4 Facilitate the joining up of national and local business support and simplifying the local offer.
 - 2.2.5 Review the outcomes of the Greater Lincolnshire Tourism Review (which will identify what works and measure impact) and endorse recommendations.

- 2.2.6 Influence and support the growth ambitions of Visitor Economy businesses within Greater Lincolnshire and Rutland

3 ROLES AND RESPONSIBILITIES

- 3.1 Board Members will be advocates to the issues that Greater Lincolnshire faces and start to seek out and articulate the grand challenges that will be faced by Greater Lincolnshire and Rutland
- 3.2 The Visitor Economy Board, will provide high level strategic guidance to:
- 3.2.1 Monitor progress of the delivery of GLLEP Visitor Economy work programme through an agreed implementation framework. This will be based on the delivery of the agreed priorities within the strategy and include establishing performance targets, supporting the development of investment opportunities and exerting influence where this is required
 - 3.2.2 Work closely with other Boards of the LEP and any new groups with a directly relevant remit that the LEP may establish
 - 3.2.3 Build close working relationships, through means to be agreed, with other key partners operating at both City and District level. These include the Councils of the Local Authorities; Visit Lincolnshire, Coastal Business Improvement District, Chambers of Commerce, and other appropriate organisations including Tourism Business Networks
 - 3.2.4 Promote the recommendations in the published "Review of Tourism in Lincolnshire" to the private sector.
 - 3.2.5 Co-ordinate action against each of the recommendations
 - 3.2.6 Disseminate the findings of tourism studies to help businesses use tools to shape the way they deliver their business model
- 3.3 The Chair shall act as the spokesperson for the Board, feeding into the Directors Board via timely reporting methods. The Chair will be a sector champion for the GLLEP and will work closely with the Chairs of the GLLEP's other Strategic Advisory Boards and with the chairs of other senior groups within the LEP area in pursuance of the GLLEP's accelerated economic growth objectives.
- 3.4 The Chair will agree the most appropriate forms of joint working with the Chairs of the other senior Boards, and these may include reciprocal membership or regular attendance of each other's' Boards
- 3.5 The Chair of the Board is responsible for advising the GLLEP Board and reporting to it on all matters within the remit of the Visitor Economy Board.

4. MEMBERSHIP

- 4.1 The Visitor Economy Board will be one of the GLLEP's Strategic Advisory Boards. It will have adequate sub regional representation and comprising no more than 40% public and no less than 60% private sector representatives across the GLLEP area.

5. RECRUITMENT

- 5.1 The Board will be recruited through an open recruitment process, and all appointments will be approved by the GLLEP's appointment committee.
- 5.2 The Visitor Economy Board will have representation from organisations that are central to development and implementation of visitor economy initiatives.
- 5.3 The specific role of a Board member is to:
- 5.2.1 Use experience and knowledge to help shape strategy and policy on the Visitor Economy
 - 5.2.2 Influence the prioritisation, planning and investment in the Visitor Economy to support provision and the shape of delivery;
 - 5.2.3 Support the strategic aims of the Greater Lincolnshire LEP
 - 5.2.4 Represent a range of people, organisations or views, not just their own or that of their own organisation.
 - 5.2.5 Participate in Task & Finish groups to carry out specific tasks, as needed.
- 5.3 Members should be senior decision makers and able to influence at local and potentially national level to support the delivery of priorities. They should also be advocates of the sector, able to commit the time to attend board meetings and exert influence as is required.
- 5.4 Visitor Economy Board members will have a term of office for three years, with a view to renewal for a further three years in order to provide continuity.
- 5.5 The Visitor Economy Board will approve an annual work plan, and make recommendations to the GLLEP Board for endorsement, whilst also reporting on a regular progress to the GLLEP Board on its delivery.
- 5.6 As members of the Board resign or reach term of office, the Visitor Economy Board will make recommendations to the Visitor Economy Board Chair for replacement.
- 5.7 A Code of Conduct and Register of Interest is in place and all Board members and observers are required to complete a declaration.

6. MEETINGS

- 6.1 The Board will meet at least twice a year. Members are expected to provide apologies if they cannot attend, and no substitutes will be allowed.
- 6.2 An annual calendar of meetings and venues rotating between Visitor Economy Board members will be agreed at the outset.
- 6.3 A Secretariat is to consist of a small, flexible team with an initial focus on carrying out core administrative functions (e.g., logistics support for meetings and calls, gathering, sharing, and publishing agenda and minutes in a timely manner to all Board Members and on the Greater Lincolnshire LEP website). Typically, agenda and papers will be sent out to all Board members one week before the meeting is due to take place
- 6.4 The need for additional support functions will be considered as the Visitor Economy Board work programme develops.
- 6.5 Board members shall be entitled to invite relevant third parties to attend any meeting of the Board as observers providing that such third parties agree to be bound by the Observer Code of Conduct and shall be entitled to speak at meeting of the Visitor Economy Board with the prior permission of the Chair but shall not be entitled to vote.
- 6.6 The Board shall give due consideration to all laws and regulations as appropriate.
- 6.7 The Board will, from time to time, consider projects and proposals of a “commercial in confidence” or sensitive nature. All Board Members and Observers will observe the need for confidentiality in this respect.

7. QUORUM

- 7.1 A quorum shall be 30% of overall membership in person or via virtual meeting including at least one Private Sector Member and one Non-Private Sector Member.