

Establishment of a Tourism Advisory Board in Brighton & Hove

Draft Terms of Reference

1. Purpose and Scope

The primary purpose of the Tourism Advisory Board (TAB) is to guide and advise VisitBrighton in the development and ongoing implementation of tourism strategies.

2. Board Purpose & Principal Tasks

- 2.1 A review of the existing tourism Strategy 2008-2018.
- 2.2 Scope a new tourism strategy for the city.
- 2.3 Consider the future governance arrangements for tourism in the city, taking account of the reports and findings of Blue Sail and Stepping Out.
- 2.4 Provide advice to BHCC officers in setting tourism activity plans.
- 2.5 The role of the Board will not be to enforce policy or set and manage activity or work plans for VisitBrighton.

3. Board Membership & Organisation

- 3.1 The membership of the TAB should build upon and consolidate a partnership-based approach to tourism development. In order to fulfil this ambition, the Board should include representatives from a range of stakeholders, including:

Voting membership to include representatives from:

- Three BHCC Councillors
- Four tourism operators
- Two Relevant trade / membership organisations
- Transport provider
- Education provider e.g. Brighton University, University of Sussex, BSMS
- South Downs National Park
- National Tourism Organisation
- Digital media sector

All members of the Tourism Advisory Board are to have broad tourism knowledge and/or skills in the areas of: financial awareness; marketing and promotions; local knowledge; broader product knowledge; insights into tourism sector and work in/or have worked in a tourism or related business.

It is recommended that Board members are appointed on the basis of their ability to facilitate action for the mutual benefit of the tourism industry as a whole in Brighton & Hove, not for the promotion of their own individual organisation.

Efforts will be made to have individual or industry representation from the major sectors of: accommodation, attractions, venues, retail, dining, festivals and events.

Board member appointments will be approved by the Economic Development & Culture Committee.

Non-voting membership to include representatives from:

- BHCC Council officers – who will provide administrative support and professional advice to the Board.

Other industry representatives may be called upon as required.

- 3.2 TAB members will be appointed by BHCC for a two year term with vacancies being publically advertised.
- 3.3 Members will be asked to resign if they:
 - Have been absent for three consecutive meetings without having given reasons acceptable to the TAB for the members absence
 - Have been absent from at least half of the meetings of the TAB held during the immediately preceding year without having given reasons acceptable to the TAB for the absence
- 3.4 Each member is an independent representative of the TAB and does not represent the concerns of one particular group.
- 3.5 Members shall declare any situation that is, or has the potential to be a conflict of interest.
- 3.6 A quorum shall consist of not less than 50% of the membership of the TAB.
- 3.7 Meetings shall be held quarterly (subject to review) on a day and time to be determined by the TAB.

4. Rules of Procedure

- 4.1 The TAB shall appoint a Board Clerk from among its members.

- 4.2 Meeting agendas will be prepared by the Board Clerk and approved by the Chairperson. The agenda will be distributed to all members of the TAB at least three days prior to the meeting date.
- 4.3 Minutes of the meeting will be recorded by the Board Clerk and will be submitted to BHCC following approval by the Chairperson.
- 4.4 All recommendations of the TAB shall be by majority vote.
- 4.5 In carrying out its responsibilities the TAB may provide advice or guidance to staff as to the scope and priority of the Board's work to be carried out. Where such direction represents a change in the previously approved departmental workplans, or an expenditure of funds, the TAB shall refer the matter to BHCC, with appropriate recommendations, for decision by BHCC.

