

Chair of Local Visitor Economy Partnership Board

Person Specification

This document outlines the person specification for the Chair of the Local Visitor Economy Partnership (LVEP) Board. The Board will cover the Visitor Economy and key sub-sectors including sport, retail, attractions, culture, accommodation, and transport.

Essential Requirements for the role:

- A recognised leader within their business / sector and has previously undertaken leadership activities relevant to development of the visitor economy.
- Is committed to the Liverpool City Region (LCR) and the success of the regional economy.
- Has established existing national business and government networks
- Ideally has a knowledge and / or significant experience of how the visitor economy can drive economic development and growth.
- Is able to provide a strategic view of the contribution of businesses to the visitor economy.
- Has a commitment to voluntary input into the development of the economy.
- Has a commitment to both leading and working within a team.
- Is able to provide an advisory perspective for the economy as a whole.

Chair of the board will have the following profile:

- Senior level and able to represent the Visitor Economy and key sub sector areas at national and local level.

- Committed to supporting and accelerating the growth, productivity and competitiveness of the sub-sectors relating to the Visitor Economy.
- Has an understanding of the *environmental*, economic, and socio-cultural aspects of *tourism* development.
- Acts as an ambassador for the Visitor Economy and the city region as well as supporting the growth ambitions of The Liverpool City Region Combined Authority (LCRCA).
- Has a wider interest in the success of the local, regional and national economy.

Wider characteristics

- A commitment to promote equality, diversity and ethical business practices and be environmentally considerate
- Must be willing, committed and prepared to positively collaborate, and bring their own experience, expertise and insight to bear (as opposed to pursuing individual and/or organisational interests) to ensure actions are delivered for the City Region. Board appointments are for individuals and no alternates will be allowed.
- Must adhere to high level standards of behaviour and not bring the LCRCA into disrepute – adhering to the Nolan Standards in Public Life and wider LCRCA policies (see terms of reference).
- Must be responsible and professional in their communications regarding their work on the board (including social media and/or speaking opportunities).
- Must maintain strict confidentiality and privacy regarding any commercially sensitive content viewed by the (board).