

LOCAL VISITOR ECONOMY PARTNERSHIP BOARD

TERMS OF REFERENCE

The overarching remit of the Board is to be the City Region's expert and leadership group on the role of the visitor economy on the performance of the LCR economy; to influence policy, stimulate economic growth, productivity and competitiveness whilst supporting the LCR in its ambitions for inclusive growth and sustainability. Board Members should bring a knowledge of the sector and the specific expertise, be advocates of the City Region economy as well as promoting the City Region to national and international audiences supporting inward investment activity where possible.

The LVEP Board feed into the LCR Business and Enterprise Board (BEB), and the wider LCR governance structures, with the Chair of the Board holding a position on the BEB. The LVEP board will be a high-level leadership group, representative of the sector, and will bring together private and public sector leaders to provide advice on the sector, its development and how it is impacting on wider economic development. Members are expected to take a strategic role rather than act in the interests of their individual sectors.

1. Purpose

Specifically, the Board is advisory in nature and will provide VisitEngland, LCRCA and the BEB with insights on:

- Sector intelligence and fore-sighting in terms of the direction of the economy
- How the economy is operating and the key drivers shaping employment, productivity and the performance of wider clusters.
- Supply side issues which are holding back the growth of the economy.
- Opportunities for growth, innovation or investment across the sector and its key clusters (as well as the threats this represents)
- Identify opportunities for linkages between the Board and the wider economy to drive productivity, investment and employment
- Outline of potential economic development initiatives / interventions
- Line of sight to different funding initiatives (private and public)
- Ideas to help promote the VE more widely

With this in mind, the Board will create an annual action plan focused on supporting the economy and in line with the Visit England growth criteria.

2. Membership

The Board will be made up of not more than 15 full members (and not less than 10) who will be selected by an open recruitment process.

Leaders from the LVEP agreement will be automatic members of the board. These include:

- Combined Authority
- Liverpool City Council
- Sefton Borough Council
- Wirral Borough Council

In addition, standing members of the board include:

- Cultural Compact Chair
- LA Portfolio Holder

The board will also have representation from the following business areas (also recruited through an open process) to ensure expertise and geographical spread:

- Private Sector Business Events
- Private Sector Sport
- Private Sector Retail
- Private Sector Attraction
- Private Sector Accommodation
- Private Sector Culinary Arts
- Private Sector Night time economy

Board members will bring experience in or knowledge of their sector specialism. It is also anticipated that coopted members will be recruited on the board for their specific expertise.

The Board Chair will hold position on the Business and Enterprise Board and this will be the formal link into the governance structures of LCRCA.

Board members will generally be appointed for a 3-year term (although initially appointments will be made for 2,3 and 4 year terms to ensure staggered future Board renewal). Board members may serve a second term by exception (and through the recruitment process).

The Board will have gender parity, will reflect LCRCA's policies on equality, inclusivity and diversity and will represent the entire geography of LCR.

3. Accountability

The Board will report on its work to the BEB and VisitEngland.

- Individual Members will commit to attending three out of four meetings of the (board) as a condition of membership.
- Support a fully inclusive culture. Recognise the promotion of diversity and the elimination of discrimination and adhere to LCRCA policies on equality, diversity and inclusivity.
- Membership should be representative of the key sub-sectors relating to Visitor Economy
- Maintain high standards of governance at all times.

LCRCA will regulate the conduct of Board Members according to LCRCA policies including:

- Code of Conduct - underpinned by the Seven Principles of Public Life (the Nolan principles)
- Declarations of Interest
- Confidential Reporting
- Whistleblowing
- Gifts and Hospitality

On issues of conduct, the Board is accountable to the LCRCA Executive Director Policy, Strategy & Government Relations

4. Review

The participation and involvement of Board Members will be monitored on a rolling 12-month basis.

5. Working approach

The Board is intended to bring insights to the CA and to identify priority workstreams for the sector.



The Board will seek to influence public and private sector bodies to participate in and deliver those projects identified as priorities.

Board members will also be able to join cross sector 'task groups' working on issues common to sectors and likely to include (although the Board will determine) issues such as:

- Net Zero & Regenerative Tourism
- Digitalisation
- Social Value
- Skills

6. Meetings

The Board will meet quarterly with the potential for a small number of additional ad hoc meetings during the year.

7. Resources

The Board will be supported by a secretariat function provided through LCRC