

# Visit County Durham



**Visit County Durham Advisory Board**

**Advisory Board Member Recruitment Pack**

## **Visit County Durham**

Visit County Durham (VCD) is the destination management organisation for County Durham and one of a portfolio of nationally supported, strategic, and high-performing Local Visitor Economy Partnerships (LVEPs). Accredited by Visit England the LVEPs work in collaboration locally, regionally, and nationally on shared priorities and targets. LVEPs provide strong local leadership and governance in tourism destinations all over the country. The VCD team is part of, and core funded by Durham County Council delivering the tourism and visitor economy service.

Our mission is to support and grow the visitor economy through robust destination management, strong stakeholder relationships and clear planning.

## **Visit County Durham Advisory Board**

Following a review of governance arrangements for Visit County Durham Ltd, the Board of Directors agreed to establish a new visitor economy advisory board for County Durham. The advisory board is in the early stages of being established. We have successfully recruited a new Chair – Duncan Peake, Chief Executive, Raby Estates to lead the board, drive growth, help set the vision and ensure sustainable development through Visit County Durham. The next important phase in the advisory board development is the recruitment and appointment of members to the Visit County Durham Visitor Economy Advisory Board.

## **Role of the Advisory Board**

The role of the VCD Advisory Board and its members is as follows:

- Provide the strategic oversight and direction for VCD as an LVEP through the development and monitoring of the LVEP Growth Plan and County Durham Destination Management Plan.
- To provide a focus for and influence on Durham County Council tourism/visitor economy policy and strategy and proposals as they relate to VCD operations, through acting as a critical friend.
- To provide a focus for influence on policy and partnerships regarding the regional visitor economy.
- Lead, influence and champion the visitor economy agenda.
- To offer a private sector perspective to VCD activities and proposals, and act as the interface between the private sector and Durham County Council.
- Representation of the sub regional visitor economy at a regional, national and international level, with a particular focus on the North East Combined Authority, the current Destination Development Partnership and future collaboration with other LVEP areas for a regional approach to destination management and the visitor economy.

- Represent the views of the VCD Advisory Board to the County Durham Economic Partnership, North East Combined Authority, membership, partner and stakeholder organisations and the general public.
- Act as a strong advocate for the local and regional visitor economy, particularly in a national and international context.
- Oversee Visitor Economy activity and ensure alignment with wider sectoral frameworks and strategies.
- To derive benefit from The Department of Culture, Media and Sport (DCMS), Visit England and Visit Britain support for the LVEP network and support economies of scale across the region.
- To act as champions and ambassadors for County Durham businesses and its economy, ensuring that the visitor economy is co-ordinated and aligned to provide businesses with expertise that will help them fulfil their growth potential.
- To offer insight through experience into the business world and the global economy.
- To provide a focus for the engagement of the private sector.

### **The opportunity**

Visit County Durham has an exciting opportunity for experienced leaders who are committed and passionate about County Durham’s visitor economy and the growth potential of the sector.

We are looking to appoint Members to join the Advisory Board. Do you share our commitment to an inclusive and dynamic tourism sector? We welcome applications from a range of backgrounds, knowledge, and skills both within and outside of the traditional visitor economy sectors.

Advisory Board Member positions are voluntary, and applications are invited from candidates who are happy to donate their time and experience for the benefit of County Durham’s visitor economy.

### **Advisory Board Member role profile**

#### **Purpose:**

Board members are expected to contribute effectively to the overall work of Visit County Durham (VCD) in providing expert advice and support.

To ensure the visitor economy contributes positive economic and social development in County Durham through the successful delivery of the Destination Management Plan and the LVEP Growth Plan linking to the County Durham Inclusive Economic Strategy and related wider strategic priorities.

To ensure that the inclusive public/private partnership is fit for purpose and meaningfully engaged and that the LVEP continues to evolve to meet the changing priorities of national, regional, and local government and stakeholders.

**Advisory Board Members will:**

- Contribute effectively to the discussion of the VCD Advisory Board and support the Chair of the Board and the work of the Managing Director and Executive team.
- Contribute to the work of VCD and the Advisory Board, ensuring the organisation remains relevant to all stakeholders and provides exemplary leadership on behalf of the industry.
- Contribute effectively to strategic planning processes and performance targets for the Destination Management Plan and Visit England LVEP Growth Plan.
- Challenge constructively and contribute to high quality decision-making and priority setting within a Board/team environment.
- Represent the sub regional visitor economy at a regional, national and international level, with a particular focus on the North East Combined Authority, and future collaboration with other LVEP areas for a regional approach to destination management and the visitor economy.
- Build and maintain influential relationships and close working with international, national, regional, and local institutions and key players in Government, private sector and public sector arenas concerned with the visitor economy.
- Be an ambassador for County Durham raising its profile both as a destination of choice for visitors and to help attract investment from the public and private sector.

**Person Specification**

Advisory Board members will:

- Be a senior leader of a business with a proven track record of delivery.
- Have a good understanding of the tourism visitor economy sector in England and the policy framework in which it operates.
- Knowledge of the public sector and national bodies such as VisitEngland/ VisitBritain, and or DCMS.
- Experience of public / private and third sector partnership working.
- Have an ability to build on Visit County Durham’s existing networks and actively engage with a wider community of key stakeholders and partners at a local, regional, national, and international level.
- Have knowledge of regional, national and international partnerships and networks
- Have knowledge of the County Durham area and the wider visitor economy sector.

- Have a passion and commitment for the potential of the visitor economy to deliver increased impact, sustainable economic growth and social benefits for communities in the County Durham area.
- Have excellent communication skills with an ability to think creatively, critically, independently, and strategically.
- Experience of reviewing, developing, and implementing business strategies and policies, including performance management, financial control, and planning.
- Ability to focus on strategic issues and drive the LVEP and destination forward.
- Have knowledge and understanding of the role and responsibilities of an Advisory Board member.

**Remuneration:** Unremunerated (reasonable expenses reimbursed).

**Location:** County Durham.

**Term of office:** The term of office will be three years (with an option to extend the term for a further three years if agreed by the Advisory Board).

### **How to apply**

**Informal conversations:** if you would like an informal conversation about the role and the advisory board before deciding whether to apply, please email Michelle Gorman, managing director: [michelle.gorman@visitcountydurham.org](mailto:michelle.gorman@visitcountydurham.org) to arrange a suitable time. Please note that these discussions will not form part of the assessment process.

### **Application process**

Please read the role profile and person specification, complete the skills matrix, and return via email with a short CV and a covering letter in support of your application highlighting the skills, experience, and expertise you would bring to the role. Applicants are requested to submit documents via email to Amanda Tutin:

Email: Amanda Tutin [Amanda.tutin@visitcountydurham.org](mailto:Amanda.tutin@visitcountydurham.org)

Application deadline: 12pm (noon), Monday 25<sup>th</sup> November 2024

Application assessment: w/c: 25<sup>th</sup> November 2024

Interviews will take place: w/c: 9<sup>th</sup> December 2024