



Llywodraeth Cymru  
Welsh Government

## **Visit Britain Board**

# **Appointment of a Welsh Government Representative Board Member**

**Closing date: 10 September 2018**



**The Commissioner for  
Public Appointments**

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## **Making an application**

Thank you for your interest in being the Welsh Government's representative on the Board of Visit Britain.

To make an application please visit the Welsh Government public appointment website here <https://cymru-wales.tal.net/vx/lang-en-GB/mobile-0/appcentre-3/brand-2/candidate/jobboard/vacancy/7/adv/>.

To apply for this role, click on the Visit Britain Board Member vacancy and click on 'Apply' at the bottom left hand corner.

The first time you apply for a post, you will need to complete a registration form for the Welsh Government's online application system. You will only need to register once, and you will be able to keep yourself updated on the progress of your application, and any other applications you make, via your registered account.

Once you've registered, you'll be able to access the application form. You will need to upload a personal statement and CV to the 'Reasons for applying' section of the online application form.

### **Personal Statement**

You should aim to provide detailed examples that demonstrate how your knowledge and experience matches each of the criteria set out in the person specification, and describe what your role was in achieving a specific result. Your personal statement should clearly set out which particular evidence relates to which criteria. Providing separate paragraphs in relation to each criterion is common practice.

*Please limit your personal statement to two pages. Your application may be rejected if you exceed this limit.*

### **CV**

Please ensure your CV includes brief details of your current or most recent post and the dates you occupied this role. Please identify any past or present Ministerial appointments.

### **Indicative timetable**

Closing date:	10 September 2018
Shortlisting:	Mid September 2018
Interviews:	31 October / 1 November 2018
Appointment:	1 January 2018

### **Diversity Statement**

The Welsh Government believes that public bodies should have board members who reflect Welsh society - people from all walks of life - to help them understand people's needs and make better decisions. This is why the Welsh Government is encouraging a wide and diverse range of individuals to apply for appointments to public bodies. Applications are particularly welcome from all under-represented groups including women, people under 30 years of age, black, Asian and minority ethnic people, disabled people, lesbian, gay, bisexual and transgender people.

### **Guaranteed Interview Scheme - Positive about Disability**

The Welsh Government operates a Positive about Disabled People scheme and welcomes applications from people with disabilities. The scheme guarantees an interview to disabled people if they meet the minimum criteria for the post.

#### **Contacts:**

For further information regarding the role of Visit Britain and the role of Members please contact:

Rob Holt, Deputy Director of Tourism Development and Major Events Welsh Government.

Tel: 03000 616096

Email: [rob.holt@wales.gsi.gov.uk](mailto:rob.holt@wales.gsi.gov.uk)

If you need any further assistance in applying for this role, please contact the Public Appointments Unit [PublicAppointments@gov.wales](mailto:PublicAppointments@gov.wales)

## INFORMATION FOR APPLICANTS

### Welsh Government

Tourism is major contributor to the Welsh economy. Total annual expenditure by tourists/visitors in Wales is some £6.3 billion. Wales attracts more than 10 million overnight visits annually. The current split is approximately 90% GB and 10% international visitors with expenditure split approximately 80% GB and 20% international.

Wales has seen successive annual increases in volume and expenditure by international visits since 2012 (2016 visits 1.07 million, spend £444 million). Nevertheless, increasing our share of all international visits to the UK remains a challenge with just under 3% of trips and 2% of spend in Wales. In terms of jobs 131,200 (10% of the Welsh workforce) are directly employed in Tourism. Overall, tourism contributes 5.7% of all Gross Value Added in the Welsh economy.

The Welsh Government's Tourism Strategy (2013-2020) Partnership for Growth (<https://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en>) sets out the Welsh Government's aims for growing tourism in a sustainable way and to increase its contribution to the economic, social and environmental well-being of Wales. Its overall aim is to grow tourism earnings in Wales by 10% or more by 2020.

The wider policies and priorities of the Welsh Government are set out in - Prosperity for All (<http://gov.wales/newsroom/firstminister/2017/170919-new-national-strategy-for-a-more-prosperous-wales/?lang=en>), the Welsh Government's Economic Action Plan, (<https://gov.wales/topics/businessandconomy/economic-action-plan/?lang=en>) and the Well Being of Future Generations (Wales) Act 2015).

The Economic Action Plan identifies tourism as a Foundation Sector acknowledging the significant contribution tourism makes to the Welsh economy and sets out how Welsh Government will support tourism development through marketing, skills, facilities, delivering major events and providing quality tourism products.

### UK Government

The Office for National Statistics estimates that tourism directly contributed over £62 billion to the UK economy in 2014, accounting for over 3% of the UK's Gross Value Added (GVA). In 2016, the Prime Minister launched the Tourism Action Plan through which the Government aims to grow the tourism industry further, and to spread the benefits of growth across the whole of Britain, by encouraging more visitors to travel beyond the capital.

### About Visit Britain

Visit Britain (by statute formally the British Tourism Authority) has been in existence since the 1969 Development of Tourism Act. It aims to grow the value of tourism to

Britain, working in partnership with the industry, nations and regions, and reports to the Secretary of State for Digital, Culture, Media and Sport.

The Secretary of State's priorities for Visit Britain are:

- The marketing of Britain overseas to drive growth in international leisure and business tourism;
- The maintenance of distinct activities to develop and market English tourism, primarily through implementation of the Discover England fund, and activity to support business visits and events for English destinations; and
- Support for the delivery of the Prime Minister's Tourism Action Plan, published in August 2016.

Visit Britain's tourism strategy sets out what Britain can do to ensure that international tourism delivers the largest economic benefit possible and how marketing and policy objectives can be aligned. It aims to attract 40 million international visitors a year, spending £31.5 billion, by 2020. <https://www.visitbritain.org/britain-tourism-strategy>

## **VISIT BRITAIN BOARD MEMBERS**

### **The Role**

All Board Members are expected to contribute effectively to the overall work of the Board. The chief responsibilities of the Board Members will be to:

- Provide effective contribution to the Board and support to the Chair of the board as necessary.
- Assist the Chair to ensure that the policies and strategy of Visit Britain reflect and drive forward the UK Government's strategy for tourism through the Tourism Action Plan, and deliver on the Management Agreement between DCMS and Visit Britain.
- Champion Britain overseas as a visitor destination and support effectiveness of Visit Britain's network of 20 overseas offices.
- Ensure that Visit Britain works transparently and closely with Visit Wales.
- Ensure that Visit Britain maximises investment in tourism and the promotion of Britain (including promotional activities on behalf of Wales) overseas through partner engagement and commercial activity, ensuring such activity remains within the parameters of public sector spending.
- Achieve alignment and coordination across an extensive network of key stakeholders, particularly the national tourist boards, Destination Management Organisations, local government and Local Enterprise Partnerships (local authorities and businesses working together) tourism industry leaders and industry representative organisations.

As required, attend the Welsh Government's 'Tourism Management Board' meetings and provide feedback from the Visit Britain Board meetings.

## **Person Specification – Essential Criteria**

Candidates must be able to demonstrate:

- the ability to participate as part of a team of Board Members to achieve objectives and provide effective challenge and support to the organisation
- ability to demonstrate experience at senior/board level in international or domestic tourism or a related arena;
- The ability to build strong working relationships and command respect.
- an understanding of Wales' competitive position internationally and the political context in which tourism operates; and
- experience of digital, technology or marketing activities;

## **Welsh Language**

Welsh Language Skills are considered as 'desirable' for all Board Member posts, at the level specified below:

Understanding – Can understand basic conversations about everyday topics

Reading – can read some basic words and phrases with understanding

Speaking – Can hold a basic conversation in Welsh

Writing - Can write basic messages on everyday topics

This means that it would be an advantage for applicants to understand basic conversations in Welsh and read and write some basic or simple material, if all other essential criteria has been met.

## **Terms of Appointment**

The appointment will be made by the Welsh Government's Minister for Culture, Tourism and Sport on behalf of the Welsh Government. Appointments are usually made for a term of three years, and members may be re-appointed for one further three year term. Board Members' performance is reviewed annually by the Chair.

## **Board Meetings**

The Board meetings will be held in London and at the Chairman's discretion, in Wales and Scotland. At present board meetings are held around six times a year. The Secretariat at Board meetings is provided by staff of Visit Britain. In addition the member will also be expected to attend approximately 10 Welsh Government's Tourism & Marketing department's Tourism Management Board meetings.

## **Eligibility**

Applicants should be persons who conduct themselves at all times in a manner which will maintain public confidence.

In particular applicants are required to declare whether they are aware of anything in their private or professional life that would be an embarrassment to themselves or to the Welsh Government if it became known in the event of appointment.

**Time Commitment**

Members will be expected to be available to work approximately 22 days per year. This will include attendance at approximately six Visit Britain board meetings (two days per meeting to allow for preparation). In addition to this, the member will also be expected to attend approximately 10 Welsh Government's Tourism & Marketing department's Tourism Management Board meetings – one day per meeting.

**Remuneration**

Remuneration is £320 per day plus T&S. Fees and expenses for attendance at approximately ten Welsh Government Tourism Management Board Meetings, plus T&S will be paid for by the Welsh Government.

Visit Britain Board Meetings will be held around six times per year (the member will be paid two days per meeting to allow for preparation) plus related T & S will be paid for by Visit Britain.

**Assistance for Disabled Members**

Where appropriate all reasonable adjustments will be made to enable members to effectively carry out their duties.

**Conflict of Interests**

You will be asked to declare any private interests which may, or may be perceived to, conflict with the role and responsibilities as Board Member of Visit Britain including any business interests and positions of authority outside of the role in Visit Britain.

Any conflicts of interest will be explored at interview. If appointed, you will also be required to declare these interests on a register which is available to the public.

**Standards in public life**

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the 7 principles of public life (Nolan principles): <https://www.gov.uk/government/publications/the-7-principles-of-public-life>

**Induction Training**

Successful candidates may be required to attend induction sessions within Welsh Government and Visit Britain.

## **The selection process**

The interview panel will assess candidates' CVs and personal statements to determine who best meets the criteria for the role. The panel will rely only on the information you provide in your CV and statement to assess whether you have the skills and experience required.

The selection panel will be chaired by Rob Holt (Welsh Government Panel Member) and will also comprise, Ian McCaig (TBC), Board Member of Visit Britain and Libby Watkins, independent panel member.

Your application may be "long-listed", subject to the volume of applications received, before it is passed to the shortlisting panel for consideration. You should be aware that in this situation, your application might not be considered in full by all of the panel.

We will aim to provide you with as much notice as we can of the interview date. If you are unable to make the arranged interview date, we will endeavour to re-arrange it but it might not be possible due to time constraints within the appointment timetable or selection panel availability.

You will receive email communication from the Appoint system to let you know whether or not you have been invited to be interviewed. It is our intention that interviews will take place at the Welsh Government Offices, Cardiff.

If invited to interview, the panel will question you about your skills and experience, asking specific questions to assess whether you meet the criteria set out for the post.

Candidates who the panel believe are 'appointable', will be recommended to Ministers. The Minister may choose to meet with appointable candidates before making a decision. There will be a time gap between the interview and the final appointment decision. Candidates who have been interviewed will be kept informed of progress.

If you are successful, you will receive a letter appointing you as Board Member of Visit Britain, which will confirm the terms on which the appointment is offered.

If you are unsuccessful at interview, you will be notified via Appoint. We appreciate it takes a lot of time and effort to apply for roles. As a result, the letter will provide the details of who you may approach for feedback on your interview and application.

### **Queries and complaints**

For queries about your application or to make a complaint please contact [PublicAppointments@gov.wales](mailto:PublicAppointments@gov.wales)