



Department for
Digital, Culture,
Media & Sport



VisitEngland™

VisitEngland Advisory Board

1 x Board Member

Information Pack for Applicants

Summary

The Secretary of State wishes to appoint a new Board Member to the VisitEngland Advisory Board (“VEAB”). The VEAB is responsible for providing advice on English tourism matters to Ministers and the Board of the British Tourist Authority (BTA).

DCMS is committed to eliminating discrimination and advancing equality of opportunity in its public appointments. We particularly encourage applicants from underrepresented groups, those based outside London and the South-East and applicants who have achieved success through non-traditional educational routes. This ensures that boards of public bodies benefit from a full range of diverse perspectives and are representative of the people they serve.

Introduction

Tourism is a crucial industry for the United Kingdom and made up of a variety of different kinds of enterprises, including: accommodation providers, attractions, cultural activities, exhibition and conference facilities, passenger transport, and sport and recreational activities.

Importance of the UK tourism industry

In 2019 (the most recent for which full figures are available), the Office for National Statistics (ONS) estimates that tourism industries directly contributed £75 billion to the UK’s economy (gross value added or GVA), with 1.7 million direct employees. This equated to 4% of all GVA.

Impact of and HM Government’s response to coronavirus pandemic

The tourism industry has been one of the hardest hit sectors affected during 2020 and 2021 by measures introduced to combat the spread of COVID-19, such as restrictions on travel, on leaving home for non-essential reasons and on gathering, and the mandatory closures of certain types of businesses and premises. The ONS estimates that overseas residents made only 11.1 million visits to the UK, a reduction of 73%, and only £6.2 billion, a reduction of 78%, in 2020 compared to 2019.

In June 2021, HM Government published The Tourism Recovery Plan, following the commitment reiterated in the Prime Minister’s Spring Reopening Roadmap announced in February. It sets out the role that HM Government will play in assisting and accelerating the tourism sector’s recovery from COVID-19, along with a framework for how the government will work with the sector to build back better.

Looking ahead, the HM Government wants to see a growing, dynamic, sustainable and world-leading tourism sector reaching its full potential and driving growth across all parts of the UK. Specifically, some of the key aims are to:

- Ensure that the sector’s recovery benefits every nation and region with visitors staying longer, growing accommodation occupancy rates in the off-season and high level of investment in tourism products and transport infrastructure.
- Build back better with a more innovative and resilient industry, maximising the potential for technology and data to enhance the visitor experience and employing more UK nationals in year-round quality jobs.
- Ensure that the tourism sector contributes to the enhancement and conservation of the country’s cultural, natural and historic heritage, minimising damage to the environment and is inclusive and accessible to all.
- Return the UK swiftly to its pre-pandemic position as a leading European destination for hosting business events.

About the VisitEngland Advisory Board

The VisitEngland Advisory Board has been in existence since the Development of Tourism Act 1969 and is legally constituted as the English Tourist Board, an advisory Non-Departmental Public Body. It is responsible for advising the Board and the Senior Team of the British Tourist Authority, which operates

as VisitBritain and VisitEngland with ring-fenced funding for Britain and England activity, on matters relating to tourism in England, and thereby helping to drive economic growth and excellence in English tourism. It recently advised on the criteria for assessing grant-funding applications to the Discover England Fund and its comments and advice were then communicated to the BTA Board to inform its decisions.

VisitEngland is accountable to the BTA Board and the Accounting Officer of BTA exercises the responsibilities through a governance framework put in place in 2016 which details the corporate governance arrangements.

The Secretary of State's priorities for English tourism

The Secretary of State has recently reconfirmed the following priorities for English tourism:

- Continue to maintain distinct activities to develop and market English tourism.
- Help the tourism industry recover swiftly from the impact of COVID-19 by aligning work with HM Government's Tourism Recovery Plan. This includes funding for the development of a new domestic rail tourism product, addressing any recommendation of the current independent DMO review being undertaken and prioritising support for domestic marketing activities.
- Capitalise on key events in 2022 including Her Majesty The Queen's Jubilee and Birmingham 2022 Commonwealth Games.

The Role

Board members are expected to contribute effectively to the overall work of the VisitEngland Advisory Board, chaired by Nick de Bois since June 2020, in providing expert advice and support.

The main responsibilities of board members are, to:

- Contribute effectively to the discussion of the VisitEngland Advisory Board and support the Chair of the Board.
- Support the Chair in advising the Board of the British Tourist Authority on matters relating to English tourism.
- Support the Chair in ensuring that the VisitEngland Advisory Board membership and governance is constituted in such a way as to provide the most relevant and expert advice and experience on a range of key topics of increasing importance, including (but not limited to) the needs of English destinations, digital marketing, grant management and local economic development issues (in light of the Levelling Up agenda).
- The Board Members must provide support and challenge as necessary to the VEAB Chair to ensure that the BTA retains an appropriate separation of England only activity and funding.
- Champion England domestically as a visitor destination.

Person specification (essential criteria)

Candidates for the role must be able to demonstrate that they meet the majority of the following essential criteria:

- A commitment to the purpose and objectives of the VEAB and an understanding of matters relating to tourism in England, and thereby helping to drive economic growth and excellence in English tourism;
- An ability to think strategically and creatively to help the VEAB deliver its strategic objectives to better serve and work in partnership with all stakeholders;
- Experience and demonstrable senior leadership in a commercial or financial role in either the private or public sector including effective oversight of audit, risk and compliance.
- Good judgement with a willingness to be open, ask challenging questions and help find solutions;
- An ability to work collaboratively and as part of a team;
- A willingness to learn about the legal duties and responsibilities of trusteeship;
- An understanding of the differing opportunities and demands of the public and private sectors;
- The ability to contribute effectively to corporate governance matters including risk management and strategy development; and
- A strong commitment to engaging communities outside of London, and factoring UK-wide

perspectives into all decision making.

Desirable criteria

In addition to experience in audit, risk and compliance, applications from individuals with experience in any of the following would be desirable: digital marketing, grants management and local economic development.

Time Commitment

VEAB meets five times a year in its advisory function, along with a joint strategy board meeting held in conjunction with the members of the BTA Board. All meetings are ordinarily held in London.

Remuneration

Board members are remunerated at a rate of £3,300 per annum. Costs of travel from your home location (within the UK) can be reclaimed, as well as other reasonable expenses incurred in carrying out work for VisitEngland.

Term of appointment

The term of appointment is 5 years.

How to Apply

To apply, please send:

- A CV of no more than two sides of A4; this should provide details of your education and qualifications, employment history, directorships, membership of professional bodies and details of any publications or awards;
- A supporting statement of not more than two sides of A4, setting out how you meet the criteria – please make sure you refer to the contents of this document; and
- The conflicts of Interest Form and the Diversity Form.
- The Diversity Monitoring Form which must be completed by clicking this [link](#), before submitting your application – please note this replaces the previous PDF monitoring form.

Completed applications should be sent to: publicappointments@dcms.gov.uk. Please put ‘**VisitEngland Advisory Board Member Application**’ in the subject line.

If you have any questions about the appointments process, please contact Joe Cox at joseph.cox@dcms.gov.uk.

Diversity and inclusion

We want to ensure any appointee is committed to promoting diversity, in its broadest possible sense. This will include embedding a commitment to the principles of levelling up and championing opportunity for all across the organisation, helping to ensure that the organisation is one in which a genuinely diverse range of views can be expressed, without fear or favour. We ask all applicants to complete a diversity monitoring form. We hope you will help us by providing this information. Your data is not disclosed to the panel, but allows us to constantly evaluate any potential barriers to becoming a public appointee and what we can do to encourage a more diverse field to apply.

Disability Confident

We guarantee to interview anyone with a disability whose application meets the minimum criteria for the role. By ‘minimum criteria,’ we mean that you must provide evidence in your application, which demonstrates that you meet the level of competence required under the majority of the essential criteria.

If you wish to apply under this scheme, state this in the covering email or letter when submitting your application. This will in no way prejudice your application.

Reasonable adjustments

If you would like a confidential discussion regarding any reasonable adjustments ahead of making your application or during the process, please contact us.

About DCMS

Our department operates at the heart of government on some of the UK's biggest economic and social issues. Our mission is to drive growth, enrich lives and promote the UK to the world. We champion innovation and creativity. From the Arts to Artificial Intelligence, a quarter of UK businesses are in our sectors, and are among the fastest growing of our economy. Emerging technology is opening up new possibilities for human endeavour and self-expression. But we need to harness it, create new norms for the online world and build a strong civil society so that the benefits are shared by all. Our actions over more than 25 years of DCMS have become woven into the fabric of our nation. Today we continue to shape the world we want to live in – building a future fit for everyone. DCMS is a ministerial department, supported by 45 agencies and public bodies.

If you are not completely satisfied

We aim to process all applications as quickly as possible and to treat all applicants with courtesy. If you have any complaints about the way your application has been handled, please contact publicappointments@culture.gov.uk.

Supporting information

This appointments process adheres to the Cabinet Office [Governance Code on Public Appointments](#), which is regulated by the Commissioner for Public Appointments.

All applicants are expected to abide by the [Seven Principles of Public Life](#) and the [12 Principles of Governance](#).

Eligibility Criteria

You cannot be considered for a public appointment if:

- you become bankrupt or make an arrangement with a creditor
- your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors;
- you are disqualified from acting as a company director under the Company Directors Disqualification Act 1986;
- you have been convicted of a criminal offence, the conviction not being spent for the purposes of the Rehabilitation of Offenders Act 1974 (c. 53);
- you become subject to a debt relief order or a bankruptcy restrictions order;
- you fail to declare any conflict of interest.

Conflicts of Interest and Due Diligence

If you have any interests that might be relevant to the work of the VisitEngland Advisory Board, and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application. If you have queries about this and would like to discuss further please contact the Public Appointments Team.

Given the nature of public appointments, it is important that those appointed as members of public bodies maintain the confidence of Parliament and the public. If there are any issues in your personal or professional history that could, if you were appointed, be misconstrued, cause embarrassment, or cause public confidence in the appointment to be jeopardised, it is important that you bring them to

the attention of the Advisory Assessment Panel and provide details of the issue(s) in your application. In considering whether you wish to declare any issues, you should also reflect on any public statements you have made, including through social media.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity. This will include us undertaking searches of previous public statements and social media, blogs or any other publicly available information. This information may be made available to the Advisory Assessment Panel and they may wish to explore issues with you should you be invited to interview. The information may also be shared with ministers and the Cabinet Office.

Expenses

Expenses incurred by external candidates during the recruitment process will not be reimbursed, except in exceptional circumstances, and only when agreed in advance.