

**Terms of Reference – Local Visitor Economy Partnership Board**

Name	Local Visitor Economy Partnership (LVEP) Board
<p><b>Position</b></p>	<p>The overarching remit of the LVEP Board is to lead, advise, influence and champion the Liverpool City Region’s (LCR) visitor economy strategy.</p> <p>As a nationally recognised official body, the LVEP will provide strong leadership and management of the LCR visitor economy and will work collaboratively with the public and private sector.</p> <p>Due to the importance of the visitor economy and its influence on the LCR’s overall economic sustainability, Board Members will monitor performance of the visitor economy; influence policy; work to stimulate overall economic growth, productivity, and competitiveness; support the LCR in its overarching aim for inclusive growth and sustainability. Board Members must have a working knowledge of the sector plus sector specific expertise; be advocates to help drive and promote the LCR’s economy; be able to promote the City Region to national and international audiences; and actively support inward investment activity wherever possible.</p> <p>The LVEP Board will feed into the LCR Business and Enterprise Board (BEB), and the wider LCR governance structures, with the Chair of the Board, or their nominated representative, holding a voting 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 or businesses.</p>
<p><b>Purpose of the Board</b></p>	<p>The Board will help to shape and deliver national strategy and activities. Their important role will be promoted across government and national agencies, ensuring the local visitor economy is an active and valued contributor to Levelling Up and the wider LCR economy. Working with VisitEngland, the Liverpool City Region Combined Authority and the BEB, the Board will be responsible for:</p> <ul style="list-style-type: none"> <li>▪ Gathering sector intelligence on the performance and impact of the LCR visitor economy (including quantitative and qualitative information against agreed metrics) and assessing performance as a driver for economic growth, improving social outcomes and impact.</li> <li>▪ Gathering data to help shape and support the visitor economy’s current and future role, including interface with employment and skills.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Gathering information on current and future indicators, influences, threats and opportunities that may impact the VE sector (for example supply chain issues).</li> <li>▪ Identifying investment opportunities to generate growth in the sector or key clusters.</li> <li>▪ Identifying opportunities to support connections and collaborations between the Board and the wider business ecosystem that will help to drive productivity, investment, employment and skills.</li> <li>▪ Outlining potential new economic development initiatives / interventions.</li> <li>▪ Assessing funding sources (private and public) to drive opportunities for growth.</li> <li>▪ Influencing and supporting the growth ambitions for the VE and those in the supply chain.</li> <li>▪ Formulating ideas, campaigns, and solutions for the promotion of the VE to national and international audiences.</li> </ul> <p>The Board will be the sponsors of the LCR Destination Management Plan and create an annual action plan focused on supporting the economy and in line with the Visit England growth criteria.</p>
<p><b>Membership</b></p>	<p>The Board will be made up of not more than 16 full members (and not less than 10) who will be selected by an open recruitment process. However, there may be occasions when direct recruitment will be used by Liverpool City Region Combined Authority (LCRCA) to secure specific board members.</p> <p>The LCRCA will be represented by the LA Portfolio Holder or nominated representative (currently the Deputy Portfolio Holder). Liverpool City Council will be giving up their individual DMO status to form the LVEP and as a result, Liverpool City Council will also be represented on the board.</p> <p>Local Authorities with existing DMOs in Liverpool City Region, will also be given the option to be represented on the Board. However, they may choose to be represented through existing Board members rather than taking a position on the Board.</p> <p>The Board will also have representation from the following business areas (also recruited through an open process) to ensure expertise and geographical spread:</p> <ul style="list-style-type: none"> <li>• Private Sector Retail</li> <li>• Private Sector Attraction</li> <li>• Private Sector Culture</li> <li>• Private Sector Music</li> </ul>

	<ul style="list-style-type: none"> <li>• Private Sector TV &amp; Film</li> <li>• Private Sector Accommodation</li> <li>• Private Sector Culinary Arts</li> <li>• Private Sector Business Events</li> <li>• Nighttime economy</li> <li>• Sports member*</li> </ul> <p>*The sports member will be the chair of the Liverpool City Region Sport Board or a nominated representative from that Board and will be exempt from the LVEP Board recruitment process.</p> <p>Board members will bring experience in or knowledge of their sector specialism.</p> <p>The Board Chair (or nominated representative) will hold a position on the Business and Enterprise Board, and this will be the formal link into the governance structures of LCRCA. The Board Chair tenure period will be agreed by LCRCA.</p> <p>Board members will generally initially be appointed for 2- and 3-year terms to ensure staggered future Board renewal). It is intended that future appointment processes will generally be for 3-year terms. Board members may serve a second term by exception (and through the recruitment process).</p> <p>Additionally, the Board will have the ability to co-opt, for periods of up to 2 years, additional members who bring specific subject matter expertise to any matter under investigation by the Board.</p> <p>The Board will endeavour to achieve gender parity, will reflect LCRCA's policies on equality, inclusivity and diversity and will represent the entire geography of LCR.</p>
<b>Accountability</b>	<p>The Board will report on its work to the BEB and VisitEngland, and on the impact on the sector.</p> <ul style="list-style-type: none"> <li>▪ Individual Members will:</li> <li>▪ Commit to attending three out of four meetings of the (board) as a condition of membership.</li> <li>▪ 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.</li> <li>▪ Be representative of the key sub-sectors relating to Visitor Economy</li> <li>▪ Maintain high standards of governance at all times.</li> </ul>

	<p>The board will represent entrepreneurship and will actively support the development of early career practitioners in the sector.</p> <p>LCRCA will regulate the conduct of Board Members according to LCRCA policies including:</p> <ul style="list-style-type: none"> <li>▪ Code of Conduct - underpinned by the Seven Principles of Public Life (the Nolan principles)</li> <li>▪ Declarations of Interest</li> <li>▪ Confidential Reporting</li> <li>▪ Whistleblowing</li> <li>▪ Gifts and Hospitality</li> </ul> <p>On issues of conduct, the Board is accountable to the LCRCA Executive Director Investment and Delivery.</p>
<b>Review</b>	<p>The participation and involvement of Board Members will be monitored on a rolling 12-month basis.</p>
<b>Working approach</b>	<p>The Board is intended to bring insights to the LCRCA and to identify priority workstreams for the sector.</p> <p>The Board will seek to influence public and private sector bodies to participate in and deliver those projects identified as priorities.</p> <p>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:</p> <ul style="list-style-type: none"> <li>▪ Net Zero</li> <li>▪ Digitalisation</li> <li>▪ Social Value</li> <li>▪ Skills</li> </ul>
<b>Meetings</b>	<p>The Board will meet quarterly with the potential for a small number of additional ad hoc meetings during the year.</p>
<b>Resources</b>	<p>The Board will be supported by a secretariat function provided through LCRCA.</p> <p>Board members would be expected to provide c1-2 days of support per month. Board positions are not remunerated.</p>