

**Welcome To Yorkshire Coast
Tourism Advisory Board**

TERMS OF REFERENCE

1. CONTEXT

Between 2007 and early 2011 Tourism activity in the Scarborough Borough was promoted through a Public/Private Partnership formed between the District Councils of Scarborough, Ryedale, Hambleton, the North Yorkshire Moors National Park and the North Yorkshire County Council and five representatives of the Tourism Associations which operate within the Scarborough, Ryedale and Hambleton districts, known as the Yorkshire Moors and Coast Area Tourism Partnership.

At the Annual General meeting of the Partnership in July 2010 a report was presented which recommended the transition of the Partnership from a delivery organisation to an influencing organisation. The membership of the Association's views were expressed at the meeting and appeared to be widely shared these can be summarised as follows:

A. The Members supported the transition of the Partnership from a delivery vehicle into an influencing/advisory body,

B. Within this process Members supported the development of the role of a critical friend/scrutineer using a model comparable to that operated by Local Authority Scrutiny Committees

C. The Membership would welcome greater join-up at a district level of organisations involved in the Tourism Industry and the public sector, including those Tourism Operators not currently adequately represented by the existing Member Tourism Organisations (eg day Attractions/Events).

The reasons for this approach were identified as:

- (i) there is a need for sub-regional scrutiny of the delivery of services by publicly and privately funded organisations in the sub-region to ensure delivery of services in the sub-region in a co-ordinated and effective manner
- (ii) the Members valued the relationships between the public and private sector that had been achieved through the partnership
- (ii) it was recognised that there are sectors of the local industry who are under-represented in the Partnership at present

Local Tourism Associations and Public Bodies in the Borough of Scarborough have met to consider how best to take these objectives forward.

Alongside this the Public Sector has considered with Welcome to Yorkshire how best to support the Tourism Industry in the Districts of Scarborough and Ryedale, including the National Park.

As a consequence of those discussions Welcome to Yorkshire have agreed to provide grant funding to Scarborough Borough Council to support the establishment of a regional tourism office in Scarborough to support the promotion of tourism in Scarborough, Ryedale and the National Park and act as Accountable Body for local tourism delivery.

Through this process the view has been arrived at that it would assist both Scarborough Borough Council and Welcome to Yorkshire to create a Coastal Tourism Advisory Board to act as critical friend and to coordinate support for support the delivery of the aspirations of the Tourism Industry. These terms of reference provide the framework for the work of the Advisory Board, to be known as "Welcome To Yorkshire Coast".

2. SCOPE AND OBJECTIVES

The Primary object of WTYC is to promote the development and promotion of the Yorkshire Coast as a tourism destination; by any other means that W2YC thinks fit including, but not limited to:

(i) representing the interests of the Tourism Industry along the Yorkshire Coast to Welcome to Yorkshire, Scarborough Borough Council and any relevant Local Economic Partnership (“LEP”), any relevant Destination Management Organisation (“DMO”), to Central Government and such other appropriate regional, national and international agencies that may exist from time to time.

(ii) cooperating with sub-regional organisations, including Ryedale Advisory Board, local authorities, commercial members and other bodies to formulate, develop, maintain and update regularly a coordinated strategic plan and action plan for tourism along the Yorkshire Coast;

(iii) participating in and facilitating research, data collection and marketing to support the effective promotion of tourism along the Yorkshire Coast.

(iv) Building the membership of the regional tourism agency, WTY, within Scarborough Borough’

3. REMIT TO MAKE RECOMMENDATIONS

The Board will make recommendations to Welcome to Yorkshire and to Scarborough Borough Council, in relation to:

(i) Public sector support to the Tourism Industry

(ii) Tourism Policy

(iii) The Marketing Strategy for promoting Tourism

(iii) The Board will also have regard to the aim of creating an efficient, open, robust and diverse tourism sector, with specific attention paid to the potential impact of its recommendations on:

- Year on year grown within the Tourism sector of 5%;

- Attracting public and private sector investment into tourism
 - Substantially improving engagement with private sector businesses and public sector bodies within the sub-region
- (iv) Any matter which affects the Tourism Experience

4. BOARD MEMBERSHIP

a) The Board shall comprise:

- (i) The Cabinet Member of Scarborough Borough Council who holds the Portfolio which includes Tourism Services;
- (ii) The Area Director of Welcome to Yorkshire;
- (iii) Eleven Trade Board Members, elected by an appointments committee, on the basis of their knowledge and competence in the management of tourism businesses operating within following market sectors within the Borough of Scarborough:
 - Accommodation
 - Attractions
 - Festivals and Events
 - Restaurants/Food
 - Retail
 - Theatres
 - Renaissance/Forum 4 Tourism
 - Business Tourism
 - Digital Marketing
 - Press/PR
 - NYNP – Senior Tourism Officer

(iv) An independent chair appointed by the Board to act as a critical friend;

b) There shall be an appointments committee comprising of the Chairman of the Board and two other members of the Board elected by the Members. The Committee will

decide new appointments to the Board. Upon the retirement of a Chairman of the Board, it will select and propose to the Board his/her replacement for formal approval.

- c) The Appointments Committee will at all times consult widely. It must consult Welcome to Yorkshire's Area Director and Scarborough Borough Council's Cabinet member for Tourism. The Area Director and the Cabinet Member shall have a veto as representatives of the two public funders and stakeholders.
- d) The Appointment Committee's search for a new Chairman should not be confined to existing Board members, but should extend to persons with the necessary independence, stature and knowledge of tourism. If the new Chairman is an existing Board member, the Appointments Committee will appoint his/her sector replacement.
- e) The members shall be appointed on the basis of their knowledge and competence in the management of tourism related businesses operating within the Borough of Scarborough. Ability to communicate the work of the Board to the wider industry should be taken into account, and likewise the ability to devote time to the affairs of the Board.
- f) The Board will appoint a Deputy Chair of the WTYC
- g) The person presiding as Chair at any meeting of the Board may exercise any power or duty of the Chair.
- h) A member of the Board excluding the Cabinet Member with responsibility for Tourism and the Area Director of Welcome to Yorkshire, may be removed from office at any time by a majority of votes cast as a validly convened meeting of the board

- (ii) by electronic transmission (facsimile transmission or electronic mail) in which case it will be deemed to have been received within twenty four hours of its transmission

10 INTERPRETATION

The Interpretation Act 1979 applies to the interpretation of these Terms of Reference as it applies for the interpretation of an Act of Parliament

Adopted on the 1st day of June 2011

These Terms of Reference were adopted on the date mentioned above by:


CLIVE ROWE-EVANS
CHAIRMAN