

**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 York 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 growth 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

- i) The Board shall hold at least four board meetings each year. Not less than seven days notice of a meeting shall be published on the Scarborough Borough Council website with an agenda together with any papers relating to the matters to be discussed
- j) Where votes are taken decisions will be by a simple majority of the representatives of constituent bodies present at the meeting. In the event of there being no overall majority the Chair will hold the casting vote.
- k) The Board shall ensure that minutes of the proceedings of its meetings are taken and these shall be made available on the Scarborough Borough Council website.
- l) The Board may from time to time make and alter rules for the conduct of their business the summoning and conduct of their meetings and the custody of their documents. No rule may be made which is inconsistent with this constitution
- m) The Board may act notwithstanding a vacancy among its membership and the validity of any proceedings of the Board shall not be affected by any defect in the appointment of a member of the Board.
- n) Members of the Board must endeavour to attend as many meetings as possible to ensure that their sector is represented.
- o) 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 at a validly convened General Meeting. of the Association

5. CO-OPTION OF THIRD PARTIES ON TO THE BOARD

- a) The Board may as it thinks fit co-opt any body organisation or individual to assist the Board achieve its objects. However, a co-optee will have no voting rights.

6. APPLICATION OF MONEYS AND PROPERTY

- a) It is not expected that the Board will generate or receive moneys and/or property directly. However, to the extent that moneys and property are received by the WTYC they shall be transferred to Scarborough Borough Council, as the accountable body for WTYC, and applied solely towards the promotion of the objects of WTYC and no portion thereof shall be paid or transferred directly to the membership of Welcome to Yorkshire, save as provided for below:
 - a. reasonable and proper remuneration to any servant of the Board for services rendered
 - b. interest on money lent at an interest rate which is reasonable in the light of the general level of interest rate prevailing at the time the money was lent
 - c. reasonable and proper fees for use of premises demised or let by any Board Member
 - d. No member shall be entitled to expenses for travel and subsistence incurred.

7. FUNCTIONS OF THE BOARD

- a) To act as critical friend to Welcome to Yorkshire.
- b) To market, monitor and progress the development of Tourism along the Yorkshire Coast.
- c) When any document is necessary to give effect to any legal document on behalf of the WTYC, it will be signed by both the Chair and Deputy Chair of the WTYC.
- d) In situations where WTYC chooses to carry on financial activity of any kind outside the purview of any financial system operated by a Public Authority appointed to act

as the WTYC's agent then WTYC shall appoint independent auditors to draw up annual financial statements for reporting to the constituent bodies

- e WTYC shall in all respects comply with United Kingdom and European Community law and shall draw up and comply with Financial Regulations to govern its financial activities

8. DISSOLUTION

If The Board decides that it is necessary or advisable to dissolve WTYC it shall call a meeting of all members of WTYC giving at least 28 days written notice stating the terms of the resolution to be proposed. Any decisions taken on this resolution will require not less than a two-thirds majority of the members present and voting.

If, upon the winding up or dissolution of the WTYC, there remains, after the satisfaction of all the debts and liabilities of the Partnership, any property whatsoever, the same shall be given or transferred to some other institution or institutions having objects similar to the objects of the WTYC (provided that such objects are linked primarily to the sub-region); if in the opinion of the partners no such appropriate institution exists the income and property of the Partnership shall be paid to the members in proportion to their financial contributions to the general operations of the WTYC in the current and previous year.

9. NOTICES

Any notice requiring to be served on any member of the Board or a Member of Welcome to Yorkshire living within the Borough of Scarborough, shall be in writing and served either:

- (i) by publishing the information upon the Scarborough Borough Council website

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