



# Terms of Reference for The LVEP Advisory Board

## Objective

Demonstrate a deep understanding of and a strong commitment to the potential of the Visitor Economy to promote regenerative tourism, drive significant economic growth, and deliver meaningful social benefits to Sussex communities.

As a nationally recognised official body, the LVEP will provide strong leadership and direction to the East Sussex, Brighton & Hove and West Sussex Visitor Economy and will work collaboratively with the public and private sector.

## Purpose of the LVEP Advisory Board

The LVEP Advisory Board will:

- Support, advise and agree on the design and delivery of LVEP agreed priorities and plans as part of the [10-year Strategy for Growth](#).
- Provide sector insight and intelligence, review evidence and data, and assess and advise on the performance of the Visitor Economy as a driver for economic growth.
- Consider and respond to current and future indicators, influences, challenges and opportunities that may impact the Visitor Economy.
- Bring forward proposals, comments and views on matters affecting the region's Visitor Economy.
- Advise on, seek and support investment opportunities and funding bids.
- Explore opportunities to strengthen connections and collaborations between the LVEP Advisory Board and the broader business community to boost productivity, attract investment, create jobs, and enhance skills development.
- Provide a strong, unified voice and advocate for the Visitor Economy in East Sussex, Brighton & Hove and West Sussex on local, regional and national issues.
- Develop ideas and strategies to promote the Visitor Economy to both national and international audience.
- Advocate for and represent the Sussex Visitor Economy regionally and nationally, including with VisitEngland/Visit Britain and Government.

## **LVEP Advisory Board Membership**

The Board will consist of up to 21 members (plus the secretariat) who will act in a voluntary and unremunerated capacity.

The make-up of the Board will be a blend of people from both the public and private sectors.

The public sector representatives will be from the 3 funding partners: East Sussex County Council, Brighton & Hove City Council and West Sussex County Council, as well as VisitBrighton and Experience Sussex (the Secretariat). There will be three representatives from District & Borough Councils/DMOs: one from West Sussex and one from East Sussex, as nominated by Chief Executives Groups. The third place will be reserved for a participant from the East Sussex, Brighton & Hove and West Sussex LVEP Destination Forum.

The Visitor Economy sector Board members will represent a geographically and professionally diverse mix of businesses and organisations across the industry that have an interest in the sustainable growth of the Visitor Economy in the region. A competitive application process will be used to appoint these Board members. Written applications will be assessed against the person specification to ensure the Board can effectively manage the work of the LVEP.

It is essential that the Board reflects a well-rounded mix of skills, expertise, community connections, diverse perspectives, and areas of influence.

The LVEP Advisory Board will be led by a Chair who will be supported by a Vice Chair. Both will be drawn from the private sector Board members.

The appointment of all Board members will be recommended by the Applications Subgroups and submitted to the relevant Local Authorities for approval.

The Applications Subgroup for the industry/sector representatives will be made up of:

- The East Sussex, Brighton & Hove and West Sussex LVEP Secretariat
- The current interim LVEP Advisory Board Chair
- A representative from VisitEngland

The Applications Subgroup for the Chair role will be made up of:

- Senior representative from the 3 local authorities (West Sussex County Council, East Sussex County Council, Brighton & Hove City Council)
- The current interim LVEP Advisory Board Chair
- A representative from VisitEngland

Sub-groups will be set up to progress work and more members can be co-opted if required as the scope of priorities develop.

The LVEP Advisory Board may also invite additional people on a one-off basis to present to or to advise the group.

## **Decision making**

The group is responsible for advising and putting forward recommendations regarding activities and actions that will raise the profile of Sussex as a visitor destination and in the development of new priorities; it does not have voting rights or decision-making authority on financial matters.

The work of the LVEP Advisory Board complements local Visitor Economy initiatives, with a focus on attracting international visitors. Wherever possible, decisions will be made through consensus.

For a meeting to be considered quorate, at least 50% of the Board members must be present. Decisions will aim to be reached through consensus wherever possible. If a vote is required, each Board member will have one vote, and decisions will be made by a majority. In the event of a tie, the Chair will hold the casting vote.

The 2 members of the Secretariat do not have voting rights.

## **Accountability**

All individual Board members will:

- Work in an atmosphere of mutual respect.
- Remain readily available to other board members and the LVEP Secretariat outside of meetings.
- Act on behalf of the sector.
- Champion the promotion of diversity and the elimination of discrimination, supporting a fully inclusive culture.
- Respect the contribution of all parties.

Members must be alert to the possibility that conflicts of interest may arise, which may be due to the personal interests of the member, or because of the interests of their associate/s or organisation.

As a member of the LVEP Advisory Board, members have a duty to act in the best interests of the group where financial and non-financial conflicts of interest may arise.

To avoid conflicts, members should consider whether participating in a particular agenda item or meeting has the potential to cause a conflict of interest, at which point it should be declared (e.g. if there is a discussion about a potential procurement or contract, they or their associate/s or organisation may wish to bid for). Should members become aware of an interest during the course of the meeting, it should be declared at that point. Having declared an interest, they should withdraw from participating in the item/meeting.

When unable to attend, a member can provide their contributions in writing at least 24 hours before the meeting for consideration at the meeting. Board members are not permitted to send a representative or substitute in their place for Board meetings.

Board members who miss more than two consecutive meetings may be subject to removal from their position on the Board.

### **Relationship with VisitBritain/VisitEngland**

The East Sussex, Brighton & Hove, and West Sussex LVEP is legally bound to VisitBritain/VisitEngland to: take a leading role in managing and growing the local Visitor Economy by collaborating with destination partners and stakeholders from both the public and private sectors; align its work with national and government priorities for Visitor Economy growth; agree on an annual action plan with VisitEngland to drive tourism growth in its geographical area; regularly report on progress and performance, including key performance indicators; actively engage with the national LVEP network and relevant working groups; and share best practices and lessons learned with other LVEP partners to foster improvement and innovation across the network.

### **Procedures:**

- The Chair will preside over meetings when present and in their absence, the Vice-Chair will preside over the meeting.
- The LVEP Advisory Board will meet three times per year, or more frequently as agreed by the group or in response to a request from the Chair.
- Meetings will be held in-person and at locations across Sussex.
- Meetings will normally last two hours.
- An agenda and relevant papers will be shared in advance of each meeting.
- Notes of the meeting will be taken and shared with all members.

### **Support**

The LVEP Advisory Board will be supported by the LVEP Project Officer