

Wiltshire & Swindon Destination Management Partnership Board

Terms of Reference

1. DMP Board Membership

It is proposed that membership of the DMP be managed and confirmed in the first instance by Wiltshire & Swindon Economic Partnership (WSEP). It will also serve as the principal reporting channel for the DMP. The DMP Chair will sit on the WSEP Board and the Tourism Manager will attend the WSEP Development Group.

The Board of the Wiltshire & Swindon DMP will initially be formed according to the membership structure in the paper submitted to and agreed by the WSEP Board on 6th October 2005.

- 1 x Chair of the Board (Private Sector)
- 1 x Tourism Manager (DMP Facilitator)
- 5 x Tourism Officers (1 from each LA)
- 5 x Trade representatives (1 from each district/borough)
- 1 x Wiltshire County Council representative
- 1 x NGO representative
- 1 x Educational/Training representative
- 1 x Community representative
- 1 x SWRDA Area Team representative (observer status only)
- 1 x SWT representative (observer status only)

Membership will be kept under review as the DMP evolves. It was felt that invitations to private sector members were personal rather than on behalf of an organisation.

Wiltshire County Council has agreed to second its tourism staff and budget to provide the secretariat for the new organisation and pump priming for delivery, for an initial 3 year period.

It is hoped that district and borough tourism budgets will at least remain the same or increase in order to deliver a co-ordinated approach to tourism guided by the *Proposal for the Development of a Tourism Strategy for Wiltshire & Swindon 2005 – 2010 & for the Establishment of a Destination Management Structure*. The proportion of each budget to be put towards the work undertaken by the DMP working groups will be suggested by the DMP in the early stages following its establishment.

2. Roles and Responsibilities

The DMP Board will have responsibility for overseeing the co-ordination of the areas of activity identified below. Delivery may be at the local level, or by collaboration or by the DMP.

Role of the DMP Board:

- Be the lead body for tourism in Wiltshire and Swindon.
- Establish the working group(s) which will form part of the structure of the DMP.
- Interact with the tourism trade in order to maximise their involvement in working groups, marketing campaigns and skills and training programmes with the intention of gradually forming a DMP membership scheme in the future.
- Engage with, challenge and influence regional strategies and plans on behalf of Wiltshire's tourism businesses.

- Ensure sustainability in all marketing and development work.
- Work with the regional skills development plan to provide a programme of business training and support for the tourism sector in liaison with Business Link, Learning & Skills Council and other training and business support organisations.
- Manage the budget provided by Wiltshire County Council, the districts and borough, match funding from EU or government sources and private sector funding for marketing campaigns and other initiatives.
- Provide the liaison body to interact with regional partners, particularly the regional tourist board, South West Tourism.
- Ensure the best use of resources, both human and financial, by streamlining and rationalising partners' tourism delivery.
- Work with the public and private sectors and other relevant organisations to ensure the full representation of tourism views wherever possible.
- Ensure that members of the Board are of a sufficient level to make decisions on behalf of the organisations they represent.
- Measure and monitor the work of the DMP, reporting on its progress to all relevant authorities and organisations.
- Focus on issues that are intrinsically linked to the tourism industry in Wiltshire but it will also take into account issues that are not restricted by local authority boundaries.

3. Administration

- The DMP Board will meet at least 4 times a year.
- All meetings will be formally recorded by minutes and subject to a properly circulated agenda with clearly delineated action points and responsibilities.
- Failure to attend at least 3 meetings a year will, unless in exceptional circumstances agreed by the Chair, result in loss of position on the DMP Board. Where membership or representation is from a local authority, any uncommitted funds from that organisation's financial contribution to the DMP will be returned by the end of the financial year.
- Votes will be taken by simple majority and the Chair will not vote unless a casting vote is required. 8 members need to be present for the vote to be valid, of which the Chair can be one.
- DMP Board members, other than those employed by the Local Authorities, will require re-election at least every 3 years.
- The preferred method of communication with the full Board will be email and then paper and post.
- Board communications will be co-ordinated by WCC through the secretariat.
- Members may not stand for more than 2 consecutive terms.
- The Board has the opportunity to co-opt members either to the Board or its sub-committees, as appropriate.
- There is an opportunity to claim reasonable out of pocket expenses up to local authority rates.
- The Terms of Reference will be reviewed by the Board after one year of operation.
- The composition of the Board will be reviewed when required and a submission made to WSEP to ratify any changes.

4. Commitment of Partners

In undertaking to participate in the DMP Board, individuals and organisations will be expected to take part and contribute to the work of the DMP in the spirit of partnership and, in particular, each of these partners will:-

- Work together with other partners in developing and implementing a Tourism Strategy for Wiltshire Salisbury & Stonehenge;

- Report back regularly and formally to their organisations on the work of the DMP and identify their organisation's level of contribution to the Strategy and associated Action Plans;
- Assist each other in the achievement of their organisation's priorities insofar as they are consistent with the Strategy, including the sharing of information for development and monitoring purposes of the agreed action plans;
- Include, wherever possible, the objectives of the Strategy in their own Plans and Strategies;
- Work in a style that:
 - continues to build trust and openness within the partnership
 - recognises the value and contribution which each partner brings
 - enables all partners to share their views and have an equal say in decisions
 - enables different partners to lead where they have expertise
- Appoint representatives to the DMP Board who are best placed to fulfil these roles and commitments and who are empowered to speak for and seek action from their organisation.
- Suggestions for membership are considered, decided and agreed by the Board.
- Members may nominate a representative to attend on their behalf when necessary but will be expected to attend in person on the required number of occasions.
- Organisations are able to withdraw from membership of the DMP at any time. Any unspent or unallocated money from their contribution will be returned.

5. Chair

The chairperson will not be a participating Local Authority Officer or Member and will provide chairmanship and facilitate meetings.

The Term of Office for the Chair is 2 years but this will be dependent on the availability of suitable candidates at the end of the term.

- The Chair may not stand for more than 2 consecutive terms.
- A vice chairperson will be elected.

Role and Responsibilities of the Chair:

- To be the key tourism representative for Wiltshire and Swindon on a county, regional and national level.
- To promote the Board
- To manage the Secretariat
- To recruit new board members (to explain the work of the board to other members of the trade and encourage their participation as and when new representatives are required)
- The chair will remain impartial and objective in the running of the Board.
- The chair may not stand for more than 2 consecutive terms.
- The vice-chair will not be a participating Local Authority Officer or Member.

Role and Responsibilities of the Vice Chair:

- The Vice Chairperson will deputise for and represent the Chairperson in his/her absence.