Information for Candidates

Wales Tourism Advisory Board

Appointment of Chair
Background and Context

The Welsh Government’s Programme for Government document sets out an overarching plan of action for the Welsh economy for the 21st Century. Tourism has a key role to play in reinforcing a distinctive and compelling national identity for Wales in the UK and internationally as a place to visit, invest in and as a place to do business.

Tourism is big business in Wales. Tourists spend around £13 million a day whilst in Wales, amounting to around £5 billion a year. Visit Wales is the Welsh Government’s tourism team, within the Department for Economy, Science and Transport. We are responsible for formulating tourism policy, encouraging investment in, and improving the quality of the visitor experience in Wales. We are also responsible for marketing Wales within the UK and internationally.

The Tourism Advisory Board provides the Welsh Government with direct expert advice ensuring that the views and priorities of the industry help inform policy development. The overall aim of the Board is to ensure that tourism policy and activities aligned to the national tourism strategy Partnership for Growth 2013-2020 support the growth of the tourism sector and its contribution to the Welsh economy and job creation.

The aims and objectives of the Wales Tourism Advisory Board are to:

- Evaluate the effectiveness of policies and activities delivering against the delivery of the Action Plan; and report to the Minister as necessary.
- Advise Ministers on Welsh Government interventions and policies that impact on tourism development and marketing and consider more innovative approaches to support sustainable growth in the tourism sector.
- Liaise with Welsh Government departments and stakeholder groups to ensure that strategic priorities are aligned and that the delivery arrangements at all levels are effectively managed and encourage partnership and collaboration.

Tourism Advisory Board Membership

The members of the Tourism Advisory Board are:

- Mike Morgan, proprietor, Llansantffraed Court Hotel, Abergavenny; co-owner of Welsh Rarbits.
- Margaret Llewellyn OBE, Former MD of Dragon Shipping; on Board of Finance Wales; Seaport Development Ltd (consultancy company); The States of Jersey (shadow Board member for airport and harbour); Arcis Biotechnology (venture capital company).
- Justin Albert, Director National Trust (Wales); Hay Castle Trust (Charity); Transatlantic Films Ltd.
Stephen Leeke, MD Vale Hotel. Vice-Chairman for the Cardiff Hoteliers’ Association

Nigel Morgan widely published and internationally respected academic who is currently Professor of Tourism and Events Marketing at the University of Surrey

Roy Noble, broadcaster and experienced in public service including recently chairing a task and finish group on the future of the National Eisteddfod

Mandy Davies, Chair of the Vale Marketing Group, the local tourism association and runs a B&B near Llanblethian. She is also actively involved in regional tourism projects, and was Chair of Capital Region Tourism, the South Wales Regional Tourism Partnership.

Neil Rowlands, the chief executive of the four star Tre-ysgawen Hall Country House Hotel and Spa, at Capel Coch, near Llangefni. He was Chair of the North Wales Regional Tourism Partnership.

Karl Schmidtke, as Regional Director of Parkdean, Karl is responsible for Group Gaming and the Welsh parks, including Trecco Bay Holiday Park, the largest of its kind in Europe.

Alun Shurmer is Director of Communications at Dŵr Cymru. Alun worked as a researcher and press officer in the House of Commons before being appointed Communications Manager for the London Congestion Charge at Transport for London. During his time at Transport for London, Alun was also a member of the team looking after media relations in the aftermath of the 7/7 bombings.

George Reid, runs Glangwilli Mansion, a boutique style B&B and mini conference centre, renovated and opened in autumn 2008. He is also, in an unremunerated capacity, director and executive Board Member of the Carmarthen Tourism Association.

**Secretariat**

The Tourism Advisory Board will be supported by a Secretariat provided from the Department for Economy, Science and Transport. The Secretariat will provide the first point of contact for members in relation to all routine business and co-ordinate the activities of the Tourism Advisory Board.

**Role of the Chair and Person specification**

Appointments to the Tourism Advisory Board are made by the Minister for Economy, Science and Transport following a process which takes into account the Commissioner’s Code of Practice on Ministerial Appointments to Public Bodies as best practice.

The Chair will provide leadership to the Board. Appointment will require the Chair to be the Welsh Government’s representative on the Board of Visit Britain.

The Chair will demonstrate the following qualities:

- Ability to lead, to look ahead and identify key issues for the Welsh Tourism industry.
• Experience of working at Board level/holding a responsible position in a private, public or third sector organisation with the ability to look ahead and provide strategic leadership.

• Experience of monitoring the performance of large, complex organisations.

• Sound judgment, sensitivity and political awareness and a proven track record in building highly effective relationships with a range of stakeholders and interest groups.

• An ability to understand complex issues and information and contribute to advice to the Minister.

• Experience of an external “representational” role, through working with the media, making presentations/speeches, attending public events etc.

• Strategic thinking with an outstanding record of achievement in their fields.

• Drive and determination, with the ability to instil vision and develop defined strategies to pursue long and short-term goals.

• Confidence and credibility to operate at the highest levels of Government, public service and business throughout Wales.

• Welsh language skills are desirable. However, all candidates will be expected to display an awareness of the linguistic profile of Wales and support compliance with the forthcoming Welsh Language Standards.

Candidate must also demonstrate:

• Experience of the equality and diversity agenda challenging discriminatory practices when appropriate.

• A clear understanding and commitment to Nolan’s ‘Seven Principles of Public Life’, a copy is available on the Public Appointments page of our website.

**Duration of Appointments**

Appointments are normally made for one term of up to three (3) years. However, this is subject to the Chair remaining eligible for the role for the duration of the term. All Board members may stand for a further term of appointment.

**Eligibility**

Any other information that may materially affect your application for appointment should be declared in your application.

Applicants should be persons who conduct themselves at all times in a manner which will maintain public confidence.

In particular, applicants are required to declare whether they are aware of anything in
their private or professional life that would be an embarrassment to themselves or to the Welsh Government if it became known in the event of appointment.

A person shall be disqualified from appointment if he/she:

a. has within the preceding 5 years been convicted in the UK, Channel Islands or the Isle of Man of any offence and has had passed on him/her a sentence of imprisonment (whether suspended or not) for a period of not less than 3 months;
b. has been adjudged bankrupt or has made a composition or arrangement with his creditors.

**Time Commitment**

The post of Chair is based on a commitment of a minimum of 48 days per year, including attending 8 Advisory Board meetings and 6 meetings of the Visit Britain Board.

**Remuneration**

The Chair will receive a remuneration of £1,348 per month (based on 4 days a month @£337 per day), inclusive of VAT.

All Independent Members, including the Chair, are regarded as holders of an office for tax and National Insurance purposes. Fees payable will, as a result, be chargeable to tax under Schedule E of the Taxes Act and subject to Class 1 National Insurance contributions. These liabilities will be deducted via the Welsh Government payroll system and the net fee paid to the office holder. Office holders will be required to charge VAT on the fees where he or she carries out these duties in furtherance of their trade, profession or vocation. Guidance on when to charge VAT is available on the HMRC website @ VBNB41000 - Specific issues: office holders or from the office holder’s accountant, or via the office holder’s accountant.

**Expenses**

Travel and other reasonable expenses that might be incurred in carrying out work for the Tourism Advisory Board can be claimed within the recognised limits. You may also be eligible to claim reimbursement for costs in relation to child care/care of the elderly/assistant carer, whilst carrying out work on behalf of the Tourism Advisory Board. Expenses for attending Visit Britain meetings are met by the Visit Britain Board secretariat.

**Assistance for Disabled Members**

Where appropriate all reasonable adjustments will be made to enable Board members to effectively carry out their duties.

**Selection Process**

Although appointments to the Tourism Advisory Board do not come within the remit of the Commissioner for Public Appointments these appointments are made using a process which takes into account the Commissioner’s Code of Practice for Ministerial
Appointments to Public Bodies as best practice. Appointments to the Tourism Advisory Board are made by the Minister for Economy, Science and Transport.

It is the policy of the Welsh Government to promote and integrate equality of opportunity into all aspects of its business including appointments to public bodies. Applications are welcomed and encouraged from all groups and we ensure that no eligible candidate for public office receives less favourable treatment on the grounds of age, disability, gender, marital status, sexual orientation, gender reassignment, race, religion or belief, or pregnancy and maternity. The principles of fair and open competition will apply and appointments will be made on merit.

**Starting Date**

It is anticipated that the appointment will be made in time for the new Chair to attend the Board’s September 2015 meeting.

**Further Information and Queries**

For further information about the application process and how to apply, please visit [www.gov.wales/publicappointments](http://www.gov.wales/publicappointments) or contact the Welsh Government’s Shared Service Helpdesk on 029 2082 5454 or SharedServiceHelpdesk@wales.gsi.gov.uk.

For further information about the *Tourism Advisory Board* you may wish to visit the Tourism pages on the Welsh Government internet site: [http://wales.gov.uk/topics/tourism/](http://wales.gov.uk/topics/tourism/)

or contact:

Julie Hanley
Tourism and Marketing
Department of Economy, Science and Transport
Treforest - QED Centre
Treforest
CF37 5YR

Email: Julie.hanley@wales.gsi.gov.uk

**Application**

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To register on the site, click on the Wales Tourism Advisory Board vacancy and click on ‘apply’ at the bottom left hand corner. Then click on the register button. Complete all of the fields; accept the terms and conditions and click submit.

To apply you will need to submit two supporting documents. The first a full CV and the second a personal statement (no more than two sides of A4), detailing your experience, how you meet the role description and person specification and how you could contribute to the role of Chair of the Wales Tourism Advisory Board. The two
documents should be uploaded to the ‘Attach Supplementary Document(s)’ section of the online application form.

Following application, you will receive an automated acknowledgement from us. If you do not receive an acknowledgement, please call the HR Helpdesk on 029 2082 5454 who will be able to confirm receipt of your application.

**Closing Date**

The closing date for applications is **19 June 2015**. Application forms received after this date will not be considered. It is expected to hold interviews between **27 July and the 7 August 2015**. The Minister’s decision on this appointment is expected in September 2015.