

## West Midlands Tourism & Hospitality Advisory Board

### Terms of Reference

<b>Vision</b>	The vision of the board is to align the activity of industry partners in tourism and hospitality, contributing to a strong West Midlands profile and reputation. Board members will be passionate and knowledgeable advisors to influence policy, to grow sector value sustainably and to ensure jobs and well-being for residents, and memorable experiences for customers and visitors.
<b>Purpose</b>	The West Midlands Tourism & Hospitality Advisory Board will represent, and speak on behalf of, the tourism and hospitality sector in the West Midlands, and in doing so, advise regional partners to support the achievement of the vision above.
<b>Advisor to:</b>	<p>Mayor of the West Midlands, CEO of the WMCA and CEO of the West Midlands Growth Company (WMGC), advising through the Economic Growth Board, WMGC board and Economic Impact Group.</p> <p>Tourism &amp; Hospitality is a sector that sits within Economy Portfolio, overseen by Cllr Ian Brookfield</p>
<b>Membership</b>	<ul style="list-style-type: none"> <li>• Independent Industry Chair appointed by the Mayor of the West Midlands</li> <li>• Representatives from the region's tourism and hospitality industry across sub-sectors including transport, F&amp;B, entertainment, accommodation, culture, night-time economy, and a LEP / LA representative.</li> <li>• Co-opted members will be the chair of the Hospitality Task Force and a night-time economy representative</li> <li>• All will be voting members</li> <li>• Selected by a WMCA / WMGC panel based on CV, application and interview</li> <li>• A further non-voting WMGC member to attend in secretariat capacity</li> </ul> <p>Board members are expected to attend each quarterly meeting. If a member has non-attendance at 2 consecutive board meetings without good reason, they will deem to have retired themselves from membership of the Board, and their position will be forfeited for a new representative of that sub-sector.</p>
<b>Chair</b>	<p>Andrew Lovett, OBE</p> <p>The Board may appoint a Deputy Chair from its membership.</p>
<b>Voting</b>	All full members of the Board are eligible to vote

<b>Quorum</b>	The Board will be quorate when a majority of the members are present.
<b>Frequency of Board Meetings</b>	Quarterly  (During sector emergency or crisis, e.g. climate catastrophe, terrorism or pandemic, meetings may held more frequently as proposed by the Chair / Deputy-Chair).
<b>Decision Making</b>	Decisions of the Board will be made by consensus rather than by formal vote. If it is not possible to reach a shared decision, or should any Member insist, a vote will be taken and will be recorded within the minutes. In the case of a tied vote, the Chair will have a casting vote in addition to their original vote.  It will be the Chair's responsibility at the end of each agenda item to summarise the decision which has been taken, and the Secretary's responsibility to ensure that this results in a clear action / minute.
<b>Servicing</b>	West Midlands Growth Company
<b>Functions</b>	<ul style="list-style-type: none"> <li>(a) Being a sector consultee for proposals (either from WM regional bodies, UK Government or agencies, e.g., British Tourist Authority, BEIS; or trade bodies e.g., Hospitality UK) which impact tourism and hospitality.</li> <li>(b) Offering sector weight/authority when actively lobbying to policy and decision-makers, either as part of representations made by the West Midlands Combined Authority, Mayor, WMGC, or in its own right.</li> <li>(c) Providing, through the Chair, a single high-profile voice and recognisable presence/ personality for tourism and hospitality in the region.</li> <li>(d) Periodically reviewing progress made by WMGC and other relevant hospitality bodies to deliver sustainable tourism and hospitality services, including ensuring that nationwide initiatives are leveraged for action in our region, and that trends in national and international visitors are fully understood.</li> <li>(e) Championing excellence through the regional tourism awards.</li> <li>(f) Creating better links between all the elements which contribute to the visitor economy including tourism, hospitality, transport, culture, arts and sport.</li> <li>(g) Demonstrating that the West Midlands Combined Authority and Mayor, as elected bodies, are listening to the sector.</li> </ul>

<b>Delivery</b>	Members may be expected to lead and contribute to time-limited sub-groups as per the delivery requirements of the board to fulfil the functions above, working with other board members, relevant organisations and reporting back to the board.
<b>Professional accountability</b>	<p>Board members understand that their application to the board indicates their ability to play an active role on board matters.</p> <p>Each commits to continuing professional and personal development to ensure that their skills and outlook contribute to an inclusive, collaborative and high functioning board.</p> <p>Acceptance of board membership is confirmation that the individual can attend all of the 2022 / 2023 board meetings, half of which will be in person, and half digital, between 10am and noon:</p> <p>25<sup>th</sup> November 2022  3<sup>rd</sup> March 2023  2<sup>nd</sup> June 2023  8<sup>th</sup> September 2023  1<sup>st</sup> December 2023</p> <p>Term is 3 years, plus a potential future term of 3 years following a professional conversation.</p> <p>Any conflicts of interest must be declared and will be registered</p> <p>In the interests of openness and transparency, the declaration of interests, board agendas and actions will be posted on the wmgrowth/tourism-hospitality-board pages, with headshots of members and brief board biographies.</p> <p>Board member performance will be reviewed annually with the chair, which may trigger a development conversation if necessary.</p>
<b>Review</b>	September 2023