

<b>Subject:</b>	<b>Tourism Advisory Board</b>		
<b>Date of Meeting:</b>	<b>Thursday 14<sup>th</sup> November 2013</b>		
<b>Report of:</b>	<b>Paula Murray, Assistant Chief Executive</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Adam Bates</b>	<b>Tel: 292600</b>
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<b>Ward(s) affected:</b>	<b>All</b>		

## **FOR GENERAL RELEASE**

### **1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 To seek member support to establish a Tourism Advisory Board for Brighton & Hove.
- 1.2 Members of the Tourism Advisory Board shall provide advice, support and guidance to Brighton & Hove City Council, ensuring that the Tourism Strategy and activities of Officers is aligned with the needs of the tourism industry in Brighton & Hove.
- 1.3 The establishment of this Board will facilitate deeper engagement and collaboration between Brighton & Hove City Council and tourism stakeholders within the City.

### **2. RECOMMENDATIONS**

- 2.1 That the Tourism Advisory Board is established with the Terms of Reference at Appendix 1 and with the composition as included in Appendix 2.

### **3. CONTEXT/ BACKGROUND INFORMATION**

- 3.1 At this committee on the 20 June members agreed to the principle of establishing the Board and the Head of Tourism embarked on an exercise to recruit prospective members to the Board.
- 3.2 The Council issued press releases relating to the prospective board  
<http://www.brighton-hove.gov.uk/content/press-release/bhcc-seeks-recruits-new-tourism-advisory-board>
- 3.3 Local media covered the recruitment of prospective board members  
[http://www.theargus.co.uk/news/10580350.Tourism\\_bosses\\_in\\_search\\_of\\_experts\\_to\\_help\\_shape\\_Brighton\\_and\\_Hove\\_s\\_future/](http://www.theargus.co.uk/news/10580350.Tourism_bosses_in_search_of_experts_to_help_shape_Brighton_and_Hove_s_future/)

- 3.4 Visitbrighton issued calls for applications to over 450 businesses through its regular newsletters.
- 3.5 Almost 35 applications were received from businesses and organisations in the city and region.
- 3.6 Attached at Appendix 2 is the proposed composition of the Advisory Board. While larger than first imagined, the scale of interest and breadth of work required will benefit from this larger board.
- 3.7 It is anticipated that the Board can make better use of this cohort through sub-committees to the Board to focus on particular areas of interest or issues.
- 3.8 The board composition has a breadth which spans the English Language Schools, South Downs National Park, Sport, Events, Food, Festivals, Venues, Adventure Travel, Corporate Travel, International Conferencing, Exhibitions, Attractions, Arts, Transport, Retail, Restaurants, Digital, Small and Large Hotels, Education and Self Catering.
- 3.9 While it has not been possible to accommodate everyone who applied to be on the board, those who could not be included have been told that should work streams or further activity be undertaken which could make use of their input and contributions, then the TAB would seek their input.
- 3.10 The Board also includes positions for the Brighton & Hove Hotels Association and Tourism Alliance.
- 3.11 It is proposed that for the bodies named in 3.10 the representatives at the TAB meetings can be determined by the Chair of each of those respective bodies.
- 3.12 It will be for the Chair to consider the overall composition of the Board and can make recommendations to the Board to amend the composition.
- 3.13 To begin the Board, the Chair of the TAB will be the chair of the Economic & Development Committee. The role of Chair is however something which may be reviewed once the Board is established. The Chair and the Board will consider whether the Chair could be drawn from any of the Board members as part of its future agendas.
- 3.14 Members, not including elected Members (Councillors) will serve for a two year term.
- 3.15 Elected Members are those who are their Party Leads for Tourism. If responsibilities change within the Party's then those with responsibility for Tourism would become the representatives on the Tourism Advisory Board.
- 3.16 The Board will be administered by the Head of Tourism & Venues and his officers.

- 3.17 The Board will meet 4 times a year and the agenda will be circulated prior and minutes circulated following.
- 3.18 The key functions of the Board include:
- 3.18.1 Review the current Tourism Strategy
- 3.18.2 Produce a new Tourism Strategy for the city. This to cover all subjects which the board are likely to consider significant.
- 3.18.3 Review the governance of the City's Tourism Services and determine suitable models for delivering the City's Tourism Functions.
- 3.19 The agenda for meetings will be set by the Chair in conjunction with the Head of Tourism & Venues.

#### **4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTION(S)**

The Blue Sail report considered and discounted the option of no change. The formation of an arms length Destination Management Organisation is one that we would ask the Tourism Advisory Board to consider in due course.

#### **5. COMMUNITY ENGAGEMENT AND CONSULTATION**

- 5.1 Visitbrighton collaborated with the Tourism Alliance in appointing an external consultancy, Blue Sail, to conduct a 'Think Tank' event in May 2012 to discuss how tourism could best be supported in Brighton & Hove. Over 60 representatives from local tourism stakeholders attended the event.
- 5.2 Visitbrighton employed Stepping Out, a consultancy specialising in creating social enterprises from existing public sector services, to conduct an options appraisal to assess the potential of converting Visitbrighton to an independent Destination Management Organisation in September 2012. Individuals consulted during this process included Council Officers from Tourism, Finance and Legal as well as the Chair of the Economic & Development Committee.

#### **6. CONCLUSION**

Visitbrighton currently works in partnership with over 400 businesses in the city. It is imperative that the City Council maintain the support and engagement of this sector and formalises how this wealth of experience can be used to support strategy. The Board is considered a step in the right direction.

#### **7. FINANCIAL & OTHER IMPLICATIONS**

- 7.1 Financial Implications

There are no financial implications other than Officer time as the Board would be advisory only. Any subsequent recommendations would need to be considered and reported to Committee in due course

*Finance Officer Consulted: Name Michael Bentley Date: 16/10/13*

## 7.2 Legal Implications

The proposed Board would operate on a similar basis to the City Sports Forum and the Arts & Creative Industries Commission and the terms of reference should be agreed by Full Council.

*Lawyer Consulted: Bob Bruce Date: 29/10/13*

## 7.3 Equalities Implications

The establishment of a Tourism Advisory Board would positively contribute towards improving the Tourism Strategy to take more account of a diverse range of stakeholders with an interest in the sector.

## 7.4 Sustainability Implications

Sustainability is a key strand of the existing Tourism Strategy which will be reviewed and re-written by the Tourism Advisory Board.

## 7.5 Any Other Significant Implications

The creation of an advisory board offers the potential to increase the engagement of local stakeholders and also to generate a wider recognition of the importance of tourism to the local economy. As the board is advisory only, there is a risk however that members will only engage if they are able to have a meaningful and positive impact.

## 7.6 Corporate / Citywide Implications

The establishment of the Tourism Advisory Board supports the council's priorities by offering:

7.6.1 A more diverse contribution from local stakeholders.

7.6.2 A wider engagement of the tourism industry.

7.6.3 Better partnership working.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. Terms of Reference for a Tourism Advisory Board for Brighton & Hove
2. Composition of the Tourism Advisory Board at November 2013

### **Background Documents:**

1. Tourism Strategy 2008-218
2. Blue Sail Report

