

REPORT OF THE CHIEF EXECUTIVE

SUBJECT: TO APPOINT A MEMBER TO THE BOARD OF VISIT PEMBROKESHIRE

Purpose of Report

To appoint a Member to the Board of Visit Pembrokeshire, the new Destination Management Organisation for Pembrokeshire.

Background

In February 2020, the Authority agreed to support the creation of a new Destination Management Organisation for Pembrokeshire. Amongst an extensive programme of support Members decided to appoint:

- The Chief Executive to sit on the Shadow Board to set up the new organisation; and
- To appoint a Member to sit on the Board of the new company, on condition that “the number of nominated Members of the Authority on the newly established Destination Management Organisation Executive Board should have parity with the number from Pembrokeshire County Council.”

The Shadow Board has been working to set up the new organisation over the past six months. This has included running a recruitment process to appoint a Chief Executive of Visit Pembrokeshire, undertaking the necessary governance changes to transfer from Pembrokeshire Tourism to the new company, which will be called Visit Pembrokeshire, the creation of governing documents, making arrangements in relation to the staffing of the new organisation and agreeing arrangements for the appointment of the Board of Visit Pembrokeshire. It is hoped that the new body will be launched in early November and therefore the Authority needs to appoint a Member to sit as Director on the Board of Visit Pembrokeshire.

The Board of Visit Pembrokeshire

A key element of the creation of Visit Pembrokeshire was that leadership was to come from businesses in the tourism economy and that the tourism trade had a majority of members on the Board. It is also recognised that the public sector is supporting the creation of the new organisation and can also contribute to the creation of a successful organisation. To achieve this both the Pembrokeshire Coast National Park Authority and Pembrokeshire County Council will be able to appoint one Member onto the Board of Visit Pembrokeshire.

Role of the Appointed Member

The appointed member will become a Director of Visit Pembrokeshire and will therefore need to meet the requirements and responsibilities of a Company Director. There is no remuneration for the role.

The Articles of Association for Visit Pembrokeshire have not been finalised, therefore the lengths of the initial term of office of the appointed member has not been agreed, although it is likely to be around two or three years.

If the appointed Member ceases to be a Member of the Authority before the end of their term of office, they will be expected to resign as a Director of Visit Pembrokeshire and will be replaced by another Member appointed by the Authority.

The Authority is providing financial and in-kind support for the first three years that Visit Pembrokeshire is in operation. The Chief Executive will make arrangements with Visit Pembrokeshire to monitor the use of these resources. It will not be the responsibility of the appointed Member to monitor the use of these resources.

The appointed Member should have a good understanding of the tourism industry and visitor economy in Pembrokeshire and beyond and able to contribute to the success of Visit Pembrokeshire. In addition, the Member should be able to articulate the benefits of a sustainable tourism industry and the contribution of the National Park to the visitor economy and the potential impact of the visitor economy on the National Park.

Financial considerations

While the Authority is contributing both financially and in-kind to the setting up and initial operation of Visit Pembrokeshire, there are no financial implications for the Authority of appointing a Member to the Board of Visit Pembrokeshire.

Risk considerations

There are no specific risks for the Authority of appointing a Member to the Board of Visit Pembrokeshire, however, any Member who is interested in being appointed should familiarise themselves with the responsibilities of a Company Director.

Recommendation(s)

Members are asked to nominate a Member to sit on the Board of Visit Pembrokeshire.

(For further information, please contact the Tegryn Jones, Chief Executive)