

SOUTH YORKSHIRE LOCAL VISITOR ECONOMY LVEP (SYLVEP)

Local Visitor
Economy
Partnership

Recognised by



VISITOR ECONOMY ADVISORY FORUM (INTERIM)

TERMS OF REFERENCE & MEMBERSHIP

Whilst acting as an interim arrangement, the South Yorkshire Local Visitor Economy (LVEP) Advisory Forum will comprise of:

Members	Role	Organisation
	Chair	SYMCA portfolio lead (officer)
		SYMCA portfolio lead (elected member)
		Barnsley elected member
		Doncaster elected member
		Rotherham elected member
		Sheffield elected member
		private sector representative - Sheffield
		private sector representative - Sheffield
		private sector representative - Barnsley
		private sector representative - Barnsley
		private sector representative - Doncaster
		private sector representative - Doncaster
		private sector representative - Rotherham
		private sector representative - Rotherham

		South Yorkshire Hotels Association representative
		Chamber of commerce representative(s)
The Advisory Board will be supported by the SYLVEP Overview Group and VisitEngland. This group is made up of:		
LVEP Project Officer – to be appointed		
Wendy Ulyett	Visitor Economy Manager	Marketing Sheffield – Sheffield City Council
Jon Finch	Head of Culture and Visitor Economy	Barnsley MBC
Lorna Reeve	Destination Manager	City of Doncaster Council
Neil Best	Head of Commercial Development and Visitor Experience	Rotherham MBC
Andy Gates	Asst Director - External Affairs	SYMCA
Paul Szomoru	Observer	VisitBritain VisitEngland

Overall purpose

The **Visitor Economy Advisory Forum** will provide strategic direction and leadership to tourism initiatives which have impact across the South Yorkshire region. The priorities will be drawn from the South Yorkshire Destination Management Plan (SYDMP) and the Growth Plan of the South Yorkshire LVEP.

The SYDMP identifies two primary aims::

- To generate more (and longer) visits and spend in the local economy
- To use the visitor economy to continue to develop and enhance the appeal and image of places in South Yorkshire to a range of audiences

This will be achieved through the delivery of three priorities (in no particular order):

- Priority 1: Increase awareness and appeal of South Yorkshire as a destination;
- Priority 2: Develop the visitor economy product and experiences across South Yorkshire;
- Priority 3: Manage our visitor economy effectively.

Strategic Aims

- To provide strong support for, and champion, the South Yorkshire LVEP as it develops
- Be a stronger and united voice for the local visitor economy on the regional and national stage:
- To identify common priorities, themes or issues from the SY DMP and relevant to the LVEP and explore solutions
- To share information on activity across the sector and identify where collaboration could occur
- To support the development of new commercial income streams to diversify income across the LVEP
- To examine working practices identifying areas where closer working would bring benefits to businesses and seek to ensure a joined-up approach on destination management.

Roles of the Forum Members

Each Forum Member commits to the following responsibilities:

- To apply their skills and experience for the benefit of supporting the SYLVEP and its aims
- To exchange information with the Advisory Forum openly wherever possible
- To communicate the work of the Advisory Forum and the SYLVEP across their own network of visitor economy stakeholders
- To raise any concerns relating to the visitor economy to the Advisory Forum promptly and appropriately.
- To be sufficiently experienced, informed and knowledgeable to make a positive contribution to the work of the Advisory Forum
- Be able to attend regular Visitor Economy Forum meetings - each Forum Member may nominate a proxy delegate who should also be on the distribution list and able to attend when required.
- To complete actions from a meeting in a timely manner as agreed by the Advisory Forum

Term of office

- These Terms of Reference are effective from [to insert approval date] and continue until an agreed termination date between all parties. This Forum is an interim arrangement for 18 months from the date of the first meeting.

(A permanent board arrangement will be put in place in the lifespan of this interim arrangement. Participation in the interim arrangement does not assume a position in the permanent arrangement).

Meetings

- All meetings to be chaired by [insert name of appointed Chair].

- A meeting quorum will be [insert agreed number] of members (or nominees). Support at each meeting will be provided by a minimum of two the SYLVEP overview group.
- Decisions are expected to be made by consensus rather than by voting.
- Meetings will be held on a bi-monthly frequency with an expectation of lasting for no more than two hours (maximum) and may rotate around South Yorkshire. Meetings will be held in person or through the Teams virtual meeting channel.

Funding

There has been no funding allocated by Visit England to support Local Visitor Economy LVEPs in financial year 2023-2024 and, as yet, there has been no information on future funding streams. It is likely that bids will have to be made for funding and that match funding would be needed. The South Yorkshire Visitor Economy Advisory Forum would need to approve any activity where significant resources in staff time and/or funding needed to be allocated. Where appropriate, approaches will be made to relevant stakeholders for additional match funding.

Sheffield City Council will act as the SYLVEP accountable body and lead the relationship with VisitEngland.

Sheffield City Council as accountable body

Upon the appointment of a project officer, SCC will provide support to the Visitor Economy Advisory Forum. the project officer will be responsible for the coordination and reporting of all strands of delivery, and to ensure each board member is provided with complete, accurate and meaningful information in a timely manner including (but not limited to):

- Agendas and supporting papers.
- Meeting notes and information.
- Key reports to the SY Visitor Economy Advisory Forum.

The SYLVEP Overview Group partnership

An equal partnership is formed between the four Local Authorities across South Yorkshire and the Combined Authority. The partnership is managed by the visitor economy leads and will deliver the agreed outcomes of the LVEP Growth Plan and to support the delivery of the Destination Management Plan.

Access to Information and Freedom of Information Requests

- The transactions of the SYLVEP Advisory Forum shall be subject to the rules and exclusions covering public rights of access to information under the Freedom of Information Act 2000.
- Where a forum member receives a Freedom of Information request which relates to any of the activities contemplated by the Advisory Forum, it will consult with the other members of the Advisory Forum in a timely manner in relation to the appropriate response provided that nothing in these terms shall prevent that member from acting in accordance with the provisions of the Freedom of Information Act 2000.

Communication Protocols

- LVEP Advisory Forum Members will accept collective responsibility and will therefore be required to support any decisions in public.
- A Communications Protocol will be developed to assist LVEP Advisory Forum members with issues relevant to media, events and dissemination of information.

Amendment, Modification or Variation

- Terms of Reference may be amended, varied or modified after consultation and agreement by the SYLVEP Advisory Forum members.

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