

Ayrshire & Arran Tourism Leadership Group

Terms of Reference

Role

The Ayrshire & Arran Tourism Leadership Group (TLG) is an independent group, representative of the tourism industry in Ayrshire & Arran, which champions tourism in Ayrshire & Arran.

Responsibilities

- To provide leadership for the tourism industry in Ayrshire & Arran
- To develop, implement and monitor an Action Plan to deliver the Tourism Strategy – the action plan will be for industry as a whole, with Councils' actions being a subset of the overall action plan.
- To act as an interface and encourage effective joint working on tourism between all industry stakeholders – and to work closely with the tourism team in doing so
- To ensure networking and exchange of information and best practice in the industry in Ayrshire

Structure

The TLG will be made up of approximately 12 members, the majority of which will be from industry.

Ex Officio members:

- Ayrshire & Arran Tourism Manager
- 3 Senior Officers from Local Authorities (1 per Council)
- VisitScotland Regional Director

Elected Members:

- 7 – 10 Industry Representatives covering a board range of sub-sectors

Chair & Vice-Chair

The appointment of a Chair and Vice-Chair is the responsibility of TLG members.

The role of Chair will include chairing TLG meetings, representing the TLG at local and national events and acting as a spokesperson for the group.

The role of the Vice-Chair will include deputising for the Chair and representing the TLG at relevant local and national events and meetings as required.

These positions will be held for a period of two years and both will be eligible for re-election after this period and for a maximum of two successive terms.

Industry Representatives

Industry representatives are a key strength to the TLG and should bring extensive industry expertise and specialist knowledge to the partnership process. Representatives should be nominated on their level of professional experience, understanding of strategic issues, impact and influence within the industry and forward thinking and creative visioning.

Ex officio members will have an indefinite period of office. Elected members will serve for three years unless otherwise agreed by the group. Immediate re-election is permissible for one further full three year term only.

In the event that members stand down from the group, the TLG will invite written nominations from industry in an open and transparent process. The TLG will decide on any new members joining the group based on their experience and skills, to ensure that the TLG has an appropriate mix of knowledge and skills.

TLG Members

The remit and responsibilities of TLG Members includes:

- Contributing ideas and influencing the TLG in line with the Ayrshire & Arran Tourism Strategy.
- Reviewing and challenging the TLG priorities and actions, where appropriate.
- Championing and steering implementation of projects within the Action Plan.
- Contributing to the united local tourism 'voice' and acting as a proactive industry representative where required.
- Engaging with stakeholders across the region as an ambassador for tourism.

Operating Guidelines

The TLG will meet quarterly for approx 2 hours duration. A minimum of half the elected membership will be required to constitute a quorum.

The TLG may also invite guest speakers or view particular tourism developments with the final agenda decided by the Chair. Additional sub group meetings will take place as and when required.

The Ayrshire & Arran Tourism Manager will act as secretariat to the TLG, and will be responsible for the preparation of agendas, reports, presentations and other business matters relevant to the effective operation of the TLG, as guided by the Chair.

The Ayrshire & Arran Tourism Manager, in conjunction with the three Senior Officers from Local Authorities, will be responsible for ensuring that the TLG meets requirements of public sector governance in terms of reporting and monitoring, and scrutinising performance of tourism and use of resources.

All members will be required to attend regularly to contribute to the group. Members absent from 3 consecutive meetings, or more than half the meetings in any calendar year, will be required to review their membership in consultation with the Chair.