

VISIT WORCESTERSHIRE – LOCAL VISITOR ECONOMY ADVISORY GROUP

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1. BACKGROUND

As the County's official Local Visitor Economy Partnership as recognised by Visit England, Visit Worcestershire play a pivotal role in supporting the county's £1bn tourism economy (Source: EIA 2024 figures). Which, has steadily grown and exceeded pre-pandemic levels.

Visit Worcestershire provides a trusted voice and information source for visitors and residents, who wish to visit, stay and experience the varied range of activities, attractions and venues in the county. As well as supporting businesses to grow and diversify, supporting important project work such as a shift towards accessible and regenerative tourism and links to infrastructure projects.

Since the launch of the Destination Management Plan (DMP) in January 2024, Worcestershire has exceeded several targets ahead of schedule, including reaching a £1bn economic value, increasing Visitor Spend by 20% and increasing overnight stays.

The LVEP Advisory Group provides sector insight, strategic challenge, and expert guidance to ensure delivery of the DMP and sustained growth of the visitor economy aligned with emerging local government reform and sector changes.

2. PURPOSE OF THE ADVISORY GROUP

The purpose of the LVEP Advisory Group is to convene a representative group of sector experts who act as a strategic sounding board for Visit Worcestershire. The group meets quarterly, to support delivery of the Destination Management Plan, stimulate economic growth through tourism, challenge assumptions, and ensure that Worcestershire remains competitive, sustainable, and market-ready.

The Advisory Group will support and in some cases take a lead on delivering the Visit Worcestershire Destination Management Plan and help secure economic growth through tourism within the diverse county.

3. MEMBERSHIP, ROLES AND RESPONSIBILITIES

Membership will continue to reflect the breadth of the visitor economy, with 14 external representatives plus relevant Visit Worcestershire and local authority officers.

Members will provide impartial insight, challenge, and advice; champion the sector; and support delivery of the DMP. Members will represent the spectrum of interests across tourism and the visitor economy and will contribute their knowledge and insight into the Group. They will provide reasoning and challenge when reviewing strategic decisions and help drive forward proposed actions and assist in influencing stakeholders.

All members must fulfil their roles personally, no substitutes or delegates are permitted. Should any issues arise, these must be addressed with the Chair and Secretariat ahead of the meeting.

Visit Worcestershire do however reserve the right to invite other organisations and individuals to attend when required.

Membership of the group is set out below and may be subject to change, being reviewed bi-annually by Visit Worcestershire.

ROLES		
Role	Name	Key responsibilities
Chair	Mark Bevan MD Gemini Hospitality	<ul style="list-style-type: none"> • Chairs, leads and facilitates each advisory group meeting • Defines the purpose of the advisory group to all members
Vice Chair	Beverly Haywood Astley Vineyard	<ul style="list-style-type: none"> • Agrees format and agenda for each meeting • Approves any agreed decisions made within the group after each meeting • Drives and manages change if necessary, as a result of any group decisions • Ensure all members opinions and voices are equally heard • Ensures actions are logged, taken and completed • Ensures risks and issues are recorded, propose mitigations against them and review regularly • Sign off any relevant group documentation • Periodically check that the group remains viable and delivering its purpose • Provides external challenge • Ensure that procedures are followed and meet any necessary requirements
Group Secretary	Natalie Bray – Project Support & Events Officer Visit Worcestershire	<ul style="list-style-type: none"> • Attend every advisory group meeting to record notes and actions • Produce notes and actions and distribute to all parties after each meeting, ensuring they are saved appropriately • Follow up actions ahead of the next meeting and report progress • Report any risks, issues and barriers identified from members with regards to any actions allocated • Books group meetings, including venue, and invites all attendees. Ensuring to

		monitor attendance and co-ordinate accordingly
VISIT WORCESTERSHIRE MEMBERS		
Visit Worcestershire	<p>Lorna Robinson - DMO Manager</p> <p>Dom Bray – Business Growth Manager</p> <p>Owen Brown – Content Creative</p>	<ul style="list-style-type: none"> Attend every advisory group meeting to support the chair and assist in facilitation if required To bring proposed strategy, plans, marketing, campaign activity, research, findings and any other relevant proposals and papers to the group for discussion and comment Provide additional challenge Stakeholders, partners and members briefed and informed as required Approves any agreed decisions made within the group Drives, manages and implements any change as a result of any group decisions Ensure that procedures are followed and meet any WCC or legal requirements
SECTOR REPRESENTATIVES		
Visitor Perspective	Ruth Smith Worcester TIC	<ul style="list-style-type: none"> Represents the voice of the visitor Provides external challenge Attends each group meeting Provides up to date information, key trends and demands from visitors visiting the county/city Co-ordinates and partakes in regular engagement with visitors to share and collate information
Attraction/Experience X2	<p>Oliver Arundel – Attwell Farm Park</p> <p>VACANT</p>	<ul style="list-style-type: none"> Represents the voice from a visitor attraction or experience Provides external challenge Attends each group meeting Provides up to date information, key trends and demands from the sector
Accommodation/Hotel/Self Catering/Glamping X3	<p>Nick Davies – Cottage in the Woods</p> <p>Mark Bevan – The Elms</p> <p>Kathryn Clarke – The Lygon Arms</p>	<ul style="list-style-type: none"> Represents the voice from an accommodation perspective across all areas Provides external challenge Attends each group meeting Provides up to date information, key trends and demands from the sector
Food & Drink	<p>Bev Haywood – Astley Vineyard</p> <p>Grace Stringer – Jukes</p>	<ul style="list-style-type: none"> Represents the voice from the hospitality perspective Provides external challenge

	Piston Gin	<ul style="list-style-type: none"> • Attends each group meeting • Provides up to date information, key trends and demands from the sector
Heritage & Arts X3	<p>Lewis Maddox – Severn Valley Railway</p> <p>Mick Hurst – Battle of Evesham Events</p> <p>Sarah-Jane Morgan – Worcester Theatres</p>	<ul style="list-style-type: none"> • Represents the voice from a heritage assets/attractions/Arts/Culture • Provides external challenge • Attends each group meeting • Provides up to date information, key trends and demands from the sector
Countryside/Waterways Management	Mark Miles Canals and Rivers Trust	<ul style="list-style-type: none"> • Represents the wider countryside/waterways from a protection, preservation and enjoyment perspective. • Provides external challenge • Attends each group meeting • Provides up to date information, key trends and demands from the sector
Worcestershire County Council	Gary Woodman or Luke Willets	<ul style="list-style-type: none"> • Represents the County Council as key funder of Visit Worcestershire. • Represents countryside services, public health, transport, sustainability, and wider economic development. • Attends each group meeting
District Council Representation	Victoria Carmen – Malvern Hills DC	<ul style="list-style-type: none"> • Represents the District Tourism Partnership Group and reports back • Listens to the voice of the business sector • Works to align district tourism priorities with that of the LVEP • Attends each meeting

4. MEETINGS

Local Visitor Economy (LVEP) Advisory Group Meetings are to be held four times a year.

5. GOVERNANCE

The Advisory Group will typically be composed of 14 members broadly representing the Worcestershire visitor economy but with the flexibility to co-opt members to plug gaps in areas of expertise, local geography or to ensure greater diversity.

A series of operational working groups feed into the overarching Advisory Group, linked to the work of the Destination Management Plan - of which various sub sectors and specialisms will be represented inc accessibility and sustainability. Advisory Group Champions are in place.

In all cases, Visit Worcestershire will endeavour to ensure that the Advisory Group reflects the communities that we represent, including a commitment to achieve gender balance & geographical spread.

The Chair will generally be appointed for a 3-year term via a formal process, with Group members being appointed for 2-year term (to allow for staggering of the chair role). With the Vice Chair being nominated by the group.

Key Amendment: To add long-term stability and to support Visit Worcestershire during a period of change, a structured extension mechanism has been added to the LVEP Group process. This will be in place during 2026 – 2029 to ensure fair and consistent representation during Local Government Reform.

Members and the Chair may request to extend their term for up to one additional term. Requests must be submitted in writing (email) to the Chair and Destination Manager. Extension requests will be reviewed by the Chair, Vice-Chair and Visit Worcestershire Management Team. Consideration will include board performance, attendance, diversity balance, skills mix, and strategic needs of the LVEP. Decisions will be documented and communicated formally.

Meeting minutes and actions will be taken by the secretary at each meeting and distributed after a meeting and pre-meeting. All actions will be re-issued ahead of a meeting in order for the actions to be addressed at the start of the session.

Progress will be reported to Worcestershire County Councils Senior Leadership Team by Gary Woodmand and Lorna Robinson.

Document History

Version	Date	Summary of Changes	Document Status
0.1	19.10.23	Initial Draft	Draft
0.2	28.11.23	Re-Draft based on VE Comments	Draft
2.0	29.01.26	Re Write – based on changes and upcoming renewal	Draft
