

**Local Visitor Economy Advisory Group**  
**Advisory Member - Person Specification**

## 1. Introduction

This document outlines the person specification for members of the Local Visitor Economy Advisory board (LVEP) for Worcestershire.

Advisory members are sought from following sub sectors, please specify in your submission the sub sector you are representing:

- Private/Public Sector: Visitor Economy & Growth Representative (Generalist)
  - This should be someone who has the ability for cross sector thinking & hold a strategic position. They may cover various specialities such as destination marketing, regeneration, culture, business support or accessibility.
  
- Private Sector: Accommodation & Stay Experiences Representative
  - This should be someone who can cover self-catering, glamping, lodges or holiday parks. We already have two hotels on the board, so we are looking for an alternative view point.

## 2. Essential Requirements for the role

- A recognised leader within their business and has previously undertaken leadership activities relevant to their sector or technical development in the sector.
- Holds a commitment to Worcestershire and the success of County.
- Has a detailed knowledge and / or significant experience of their sector.
- Is able to provide a strategic view of the role of the sector within the wider economy.
- Has a commitment to voluntary input into economic development.
- Has a commitment to working within a team.
- Is able to provide an advisory perspective for the visitor economy as a whole.

## 3. Representatives on the board will have the following profile:

- Senior level and able to represent the Visitor Economy and their specific sub-sector
- Committed to supporting and accelerating the growth, productivity and competitiveness of the sub-sectors relating to the Destination Management Plan.
- Group members should act as ambassadors for the Visitor Economy sector and the region as well as supporting the growth ambitions outlined in the Destination Management Plan.
- Group members will reflect the geographic spread of the County where possible.
- The Group will be gender balanced.

- Have a wider interest in the success of the local, regional and national economy.

#### 4. Wider characteristics

- A commitment to promote equality, diversity and ethical business practices and be environmentally considerate – offering a warm Worcestershire welcome to all.
- Members must be willing, committed and prepared to positively collaborate, and bring their own experience, expertise and insight to bear (as opposed to pursuing individual and/or organisational interests) to ensure actions are delivered for the benefit of Worcestershire.
- Group appointments are for individuals and no alternates will be allowed.
- Group members must adhere to high level standards of behaviour and not bring Visit Worcestershire into disrepute.
- Group members should be responsible and professional in their communications regarding their work on the board (including social media and/or speaking opportunities).
- Group members must maintain strict confidentiality and privacy regarding any commercially sensitive content viewed by the LVEP Board.
- Group members should at all times be respectful of each other.