

NON-EXECUTIVE CHAIR OF VISIT HULL AND EAST YORKSHIRE LOCAL VISITOR ECONOMY PARTNERSHIP BOARD

This is a great opportunity for an individual who is passionate about the Hull and East Yorkshire Visitor Economy Sector and who has the ability to drive growth through the recently, Government accredited Visit Hull and East Yorkshire, Local Visitor Economy Partnership (VHEY LVEP).

Focusing on the strategic priority themes highlighted in the VHEY LVEP's Destination Management Plan 2024-2029 the Chair will lead a non-executive Advisory Board committed to growing the sector and delivering long term strategic growth outcomes. The ideal candidate will have vision, passion and excellent leadership skills in business or in government and sound knowledge of the public sector and or the not for profit sector.

The ideal candidate will have the following experience:

- Extensive professional experience with significant leadership accomplishments in business, government and or the not for profit sector
- A commitment and understanding of the Visitor Economy Sector
- Success as a Board member or Board Chair
- Excellent people skills coupled with a natural affinity for public speaking
- Savvy diplomatic skills and a natural ability to cultivate relationships, persuading, convening, facilitating and building consensus across a diverse range of stakeholders
- A track record raising funds and driving commercial strategy

1. Job purpose:

The principal role of a Chair is to manage and to provide leadership to the VHEY LVEP Advisory Board. The Chair is accountable to the VHEY Advisory Board and the Leader of the VHEY LVEP accountable body, and acts as a direct liaison between the VHEY Advisory Board and the VHEY Executive Board.

2. Main duties and responsibilities

The proposed duties and responsibilities of a Chair would be as follows:

Strategic leadership

- To act as a liaison between the VHEY Destination Management Group and the VHEY Advisory Board
- To take on an ambassadorial role for the sector and have a positive voice for destination
- To provide independent advice to the VHEY Destination Management Group
- Provide leadership to the VHEY LVEP Advisory Board

- Ensure that the VHEY Advisory Board fulfil their duties and responsibilities for the effective governance of the VHEY LVEP.
- Ensure that the VHEY Advisory Board provides a clear strategic direction for delivery of the Destination Management Plan 2024-29.
- To ensure that sufficient information is provided from the VHEY Advisory Board to enable appropriate judgments.
- With the VHEY Destination Management Group, develop and set the agendas for meetings of the Board
- To recommend an annual schedule of the date, time and location of VHEY Advisory Board meetings
- To review and sign minutes of VHEY Advisory Board meetings

Governance

- Ensure that the governance arrangements are working in the most effective way for the VHEY Advisory Board and review the Terms of Reference on an annual basis.
- To call special meetings of the VHEY Advisory Board where appropriate.
- Develop the knowledge and capability of the VHEY Advisory Board members.
- Encourage positive change where appropriate address and resolve any conflicts within the VHEY Advisory Board.
- Ensure that the VHEY Advisory Board is regularly refreshed and incorporates the right balance of skills, knowledge and experience needed to govern and lead effectively, and which also reflects the wider business community
- Work within any agreed policies adopted by both Hull City Council and East Riding of Yorkshire Council

Efficiency and effectiveness

- Chair meetings of the VHEY Advisory Board effectively and efficiently, bringing impartiality and objectivity to the decision making process
- Ensure that the VHEY Advisory Board and where appropriate VHEY Executive Board are fully engaged and that decisions are taken in the best, long-term interests.
- Monitor that decisions taken at meetings are implemented.

Essential qualities and skills

The following are considered essential qualities and skills for the Chair of the Board:

- Knowledge of the tourism and visitor economy sector
- Knowledge of operations of marketing and membership organisations
- Knowledge of the operation of a Not-for –Profit organisation
- Knowledge of public sector and national bodies such as VisitEngland/VisitBritain, and or DCMS
- Previously acted at Board level
- Commitment
- Strong leadership skills
- Good communication and interpersonal skills
- Excellent presentation skills
- Impartiality, fairness and the ability to respect confidences
- Ability to ensure decisions are taken and followed-up
- Tact and diplomacy
- Experience of reviewing, developing and implementing business strategies and policies
- Impartiality and objectivity
- Be approachable
- To show interest in other viewpoints
- Demonstrable commercial acumen
- Ability to chair meetings in a way which encourages reasonable expression of views but deals with the business of the meeting promptly and clearly
- Ability to focus on strategic issues and drive Destination Management Plan forward
- Ability to be at ease with people of all types in both formal and informal social settings

To apply, please send:

• A CV - A CV of no more than two sides of A4; this should provide details of your education and qualifications, employment history, directorships, membership of professional bodies and details of any publications or awards.



Working in partnership and funded by:



EAST RIDING
OF YORKSHIRE COUNCIL

Local Visitor
Economy
Partnership



· Supporting statement - A supporting statement of no more than two sides of A4 setting out how you meet the criteria for appointment, as set out in the person specification for the role.

· Declaring Conflicts - Information relating to any outside interests or reputational issues; please complete the attached Declaration of Conflicts of Interest Form

Completed applications should be sent to: advisoryboard@vhey.co.uk Please put 'VHEY Chair Application' in the subject line.

A VHEY advisory assessment panel will be established for the appointment of the Chair, and they will reserve the right to only consider applications that contain all of the elements listed above, and that arrive before the published deadline for applications.

*****Remuneration package to be agreed upon appointment*****

Closing date: Thursday 18th December 2025