



DORSET

Local Enterprise Partnership

Dorset Tourism Association

Terms of Reference

July 2018

1. Purpose

To promote, market and develop tourism in Dorset. Tourism is a strategic sector for the Dorset LEP.

2. Objectives

Promote trade and commerce in tourism, and improve the overall awareness, effectiveness and quality of tourism provision, in Dorset for and to the benefit of the members, Dorset's residents, tourists and visitors.

3. Status

- 3.1 The Dorset Tourism Association is established as an independent organisation. The formal legal status of the Dorset Tourism Association is Community Interest Company Limited by Guarantee. It conducts its activities in the interests of the area it serves and secures its long-term objectives without giving undue favour to any organisation or board/group member. The Dorset Tourism Association is a 'not for profit' organisation. The Company is not conducted for private gain: any surplus or assets are used principally for the benefit of the community.

4. Role

- 4.1 The Dorset Tourism Association shall be responsible for:
- Representing and communicating with the tourism trade members across Dorset using website, annual conference, e-newsletter, social media and PR.
 - Gathering intelligence (e.g. research, data, case studies, trend information) for market and visitor analysis.
 - Understanding changes in tourism trends, economic or other factors (e.g. technology and connectivity) and how these impact Dorset tourism businesses. Supporting initiatives that maximise the opportunity for Dorset tourism.
 - Lobbying and helping with co-ordination of activities to maximise grant making and other funding opportunities.
 - Encouraging close working and co-operation between all the Destination Management Organisations, economic development teams in the local authorities and the tourism trade throughout Dorset.
 - Providing a link into Dorset LEP and other public sector bodies as well as a point of coordination for other organisations in Dorset.
 - Complying with the objects of the company as defined in the Articles of Association of the Dorset Tourism Association Community Interest Company.
- 4.2 Dorset Tourism Association is a 'free to join' membership organisation working with the tourism trade membership associations and partnerships in Dorset.
- 4.3 All business of the Dorset Tourism Association will be conducted within the spirit of the Nolan Principles of Public Life (see Appendix 1).

5. Board membership

- 5.1 The Dorset Tourism Association board will consist of up to 20 members with a minimum number of 6 board members. Board members are from members of the association with the aim to have representation across tourism in Dorset, for example: to represent the range of tourism trade businesses and organisations (e.g. accommodation, attractions, food and drink, arts and culture); across the geography of Dorset; as well as local authority representation.
- 5.2 Board members serve in a personal capacity (with the exception of local authority members) and will act in the interests of the Dorset Tourism Association.
- 5.3 The role of business sector members is to represent the views and interest of private and community/voluntary sector businesses, with reference to particular sectors, business size and geographic area, whilst always ensuring that decisions are taken in the best interests of Dorset's business community as a whole.
- 5.4 The role of local authority members is to represent their constituents, whilst acting in the interests of Dorset as a whole.
- 5.5 The process for selecting representatives is governed by the Articles of Association of the Dorset Tourism Association Community Interest Company.
- 5.6 The term of office for board members is governed by the Articles of Association of the Dorset Tourism Association Community Interest Company.

6. Chair

- 6.1 The designated individual acting as the tourism lead of the Dorset LEP will stand as Chair, or failing that, any person who is willing to act as chairman and who is a DTA board member shall be elected by the board from among the board members. The Chair and other board positions will be subject to renewal in accordance with the Articles of Association of the Dorset Tourism Association Community Interest Company.
- 6.2 Duties of the Chair will include:
 - Leading the smooth and effective operation of the board.
 - Ensuring the administration is operating effectively, that budgets are appropriately applied and that proper policies and processes are in place and observed;
 - Ensuring timely advice and reporting to the Dorset LEP Board relating to the work of the Dorset Tourism Association.
 - Ensuring effective liaison with all constituents of the Dorset LEP and government, and to undertake activity as required according to the business plan or emerging strategies and needs.

7. Representation and attendance

- 7.1 Board members are governed by the Articles of Association of the Dorset Tourism Association Community Interest Company.

8. Decisions

- 8.1 The board shall operate on the basis of consensus.
- 8.2 The decision making process is defined in the Articles of Association of the Dorset Tourism Association Community Interest Company. The general rule about decision making is that any decision of the directors must be taken as a majority decision and each director participating in a director's meeting has one vote.
- 8.3 In the event of a tied decision, the Chair of the meeting will cast the deciding vote.
- 8.4 There should be a quorum of six members for a meeting to be quorate.

9. Meetings and papers

- 9.1 Dorset Tourism Association Board meetings shall be held on a regular basis with a minimum of four meetings per annum. A calendar of future meetings will be set for a year at a time although the minimum notice required for a meeting is two weeks, to ensure that all members are afforded the opportunity to attend.
- 9.2 The agenda and papers for meetings shall be approved by the Chair and issued in advance of the meeting.
- 9.3 Meeting minutes shall be approved in draft form by the Chair and disseminated to members no later than ten working days following the meeting. Minutes shall remain in draft until approval by the board at the next meeting.

10. Conflicts of interest

- 10.1 The board shall ensure that all conflicts of interest are fully disclosed and a record maintained by the administrator, in accordance with the rules outlined in the Articles of Association of the Dorset Tourism Association Community Interest Company.

11. Reporting to the Dorset LEP Board

- 11.1 The Dorset Tourism Association board shall have Dorset LEP board member representation.
- 11.2 The Dorset Tourism Association board will provide a regular report to the Dorset LEP Board, as agreed with the Dorset LEP Board.
- 11.3 The Dorset Tourism Association board will provide timely advice to the Dorset LEP Board, bringing to its attention matters of importance or responding to its requests.
- 11.4 All papers to be considered by the Dorset LEP Board must be provided at least 7 days in advance of the Dorset LEP Board meeting.

12. Press and Media

- 12.1 Dorset Tourism Association board members are not permitted to discuss the Dorset Tourism Association affairs with the press or media without prior approval from the Chair.
- 12.2 In the event that members are approached by the press or media for comment on any matters relating to the Dorset Tourism Association, the matter must be referred immediately to the Chair.

13. Review of this Document

- 13.1 These Terms of Reference will be reviewed annually.
- 13.2 The Dorset Tourism Association may amend these terms of reference at any time, according to the procedure outlined in paragraph 8.2.

Appendix 1

Nolan Principles of Public Life

1. Selflessness

Holders of public office should act solely in terms of the public interest.

2. Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

3. Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

4. Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

5. Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

6. Honesty

Holders of public office should be truthful.

7. Leadership

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.