

# Make Great Memories in England's National Parks

## Independent Board Members (voluntary) x 2

England's National Parks are world class landscapes designated to conserve their natural beauty for the enjoyment of all. With over 90 million visitors each year and an annual visitor spend of over £4bn we are also drivers in the rural economy.

Make Great Memories in England's National Parks is a pioneering programme to promote English National Parks to new audiences and grow global support for enjoyment and care of these iconic living landscapes.

This programme National Parks in England have secured funding from VisitEngland's Discover England Fund which aims to deliver world-class bookable tourism products joined up across geographies and themes.

We are seeking two exceptional, pioneering individuals as independent members on the Partnership Board that is leading this new venture. If you have experience in the international travel trade (in particular Australia or Germany) or creating and delivering exceptional countryside visitor experiences to international visitors this role may be for you.

This is an unprecedented opportunity to make our landscapes a global attraction in their own right and grow understanding of what it means to care for these iconic living landscapes. If you want to have a lasting legacy matching our beautiful landscapes to global markets, then please read more below.

Closing date **1700 on 8 December 2017**

These are voluntary positions and reasonable travel expenses will be paid.

## Responsibilities of the Partnership Board

The partnership board will provide an executive decision making function for the Project and ensure the Project and the Project Activities are implemented in accordance with the Grant Agreement. This decision-making will, however, always be subject to the legal and financial framework of the Peak District National Park Authority who is the Accountable Body and administrator of the Project.

It will be responsible for establishing and approving the programme plan and budget plan and for overseeing its implementation for the duration of the project.

It will have an ambassadorial role for promoting the outcomes and activities of the project, helping make contacts with travel trade and tourism businesses locally and nationally.

It will have a strong relationship with the Board of the accountable body, Peak District National Park Authority.

It will ensure effective governance and ways of working, enabling the discharge of its business in the most efficient, effective and collaborative way.

## Priorities for delivery

To successfully deliver the outcomes and activities of the Making Great Memories in England's National Parks, including (but not limited to):

1. Establishing way of working for the partnership board
2. Finalising the business plan based on the 'business case' agreed by VisitEngland.
3. Building a network of new potential sponsors and partners across sectors to support the bid in delivery and to secure the match funding required.
4. Ensuring and supporting the following major blocks of work of the project:

### Research and preparation

- Research and consumer testing with Australia and German markets
- Further review of international best practice and a learning journey
- Product audit of nine participating National Parks
- Overall experience development plan framework
- Individual experience development plans for nine participating National Parks

### Business support programme

- Recruitment of businesses (with support from STOs)
- Delivery of 1:1 support programme for 45 experience providers and 50 accommodation providers
- Clustered training events
- Development of a business toolkit
- Commissioning an industry website and portal (with NPUK)

### Branding

- Specification for branding agency
- Engagement with VB marketing team about branded experiences collection and international branding of National Parks

### Travel trade engagement

- Engaging with Product development and distribution team
- Planning events and activities e.g. WTM, ITB Berlin etc
- Recruitment of Travel Trade consultancy support.

### Ranger pilot project

- Development of a written business case that will give confidence to invest
- Development of a toolkit which will help Ranger services beyond the project pilots to develop these services themselves.
- Deploy the NP brand and to maximise income
- Target promotion and develop required marketing materials

## Governance of the programme

There will be 7 voting Directors and 2 members in attendance:

- CEO of the Accountable Body (Chair)
- 1 representative from the Southern Regional Board\*
- 1 representative from the Northern Regional Board\*
- 1 national representative for affected DMOs
- 1 national representative for Local Enterprise Partnerships
- 2 independent members from the travel industry appointed through external advertisement and application.
- 1 representative from VisitEngland (in attendance)
- The Head of Programme (in attendance).

\* see Appendix 1 for Terms of Reference of the Regional Boards

Any representatives not attending a meeting will abide by the decisions made in their absence. (Representatives not attending may make their views known to the Chair prior to the meeting on the basis of the distributed papers).

A minimum of 3 members will be required to be represented for any recommendations to be carried and the chair will carry a casting vote.

The Chair will be appointed by the Peak District National Park Authority as Accountable Body and will ensure that the Project aligns with the work of National Parks England, National Parks UK and National Parks Partnership LLP.

The Board shall meet quarterly and shall also convene when requested by the Accountable Body.

Papers for the meeting will be distributed one week before the meeting date.

Minutes of the meeting will be taken by the Head of Programme and circulated in due course for agreement.

By taking a seat on the Programme Board, members agree to a consensus based working and will make every effort to reach consensual agreement. If a decision cannot be reached by consensus, decision making will resort to a vote simple majority.

Members will make every attempt to attend meetings and their continuation in the Programme Board will be questioned after missing two meetings without apology.

Co-opting specialist advice from invited attendees for specific purposes will be appropriate with the chair's approval.

In the event of disagreement on any issue, the matter will be determined in accordance with the agreed Dispute Resolution Procedure.

## The role of Board members

The Non-Executive Directors will:

- Support in principle the Project and Project Activities.
- Work within the partnership and the terms of reference for the partnership as set out in this document.
- Work to support consensus building guidelines.
- Attend and participate in meetings as required.
- Make appropriate staff time and financial allocations to those Project Activities with which a Delivery Partner has a legitimate interest (as far as its organisational resources will permit).
- Contribute to the on-going management and maintenance of any Project Activities with which a Partner has a legitimate interest.
- Work together with the other partners to raise match-funding, finance and other resources, in order to contribute to the Project

## Person specification

We are seeking individuals with demonstrable skills and knowledge that match the requirements below, and in particular with experience in one or more of the following areas:

- Experience in the travel trade, in particular to the Australian and German markets
- Track record of delivering or marketing exceptional countryside visitor experiences to international visitors

## Skills, Knowledge and Understanding

- Ability to **analyse and evaluate** complex issues and options
- Ability to **negotiate with and influence** others to secure results
- Ability to **communicate** clearly in non-technical language
- Ability to support and constructively challenge
- Ability to make your work on the Board relevant to the **Projects needs and aspirations**
- Ability to provide **leadership and advocacy** (in team or organisation)
- Role of UK National Parks
- **Experience in the travel trade, in particular to the Australian and German markets**

OR

- **Track record of delivering or marketing exceptional countryside visitor experiences to international visitors**
- Company Governance
- Strong relevant national/international networks or connections
- Financial awareness

## Terms of appointment

- The position is not remunerated. Travel and reasonable subsistence expenses will be reimbursed.
- The initial time commitment will be commensurate with the requirement to establish the programme. This commitment will reduce over time to approximately 12 days per annum.
- The position is offered for term to run to 31 March 2019.

## How to apply

Please enclose a copy of your CV along with your Expression of Interest and send to [HR@peakdistrict.gov.uk](mailto:HR@peakdistrict.gov.uk) or:

Human Resources,  
Peak District National Park Authority  
Aldern House  
Bakewell  
DE45 1AE

The closing date for Expressions of Interest is **1700 on 8 December 2017**

## Appendix 1

### Regional Boards – Terms of Reference

**Purpose:** The Regional Boards work on behalf of the Programme Board to ensure that the Project and the Project Activities are being delivered on time, to its agreed outputs and budget in accordance with the Grant Agreement and closely reflects the needs of the areas which the Regional Boards represent.

#### Terms of Reference

1. The Accountable Body and Delivery Partners will seek to recruit effective Regional Boards and shall ensure that they comprise the following (as far as practicable and subject to suitable candidates being available and willing to participate):
  - a. Northern Regional Board: Northumberland, North York Moors, Lake District, Yorkshire Dales, Peak District, representative of relevant Supporting Partners, Local Tourism associations
  - b. Southern Regional Board: Broads Authority, South Downs, New Forest, Dartmoor, Exmoor, representatives of relevant Supporting Partners, Local Tourism associations
2. Each Regional Board shall elect 1 representatives to attend the Programme Board.
3. Each Regional Board shall elect its own chair.
4. Each Regional Board will report to the Programme Board on the delivery of the ongoing Projects, highlighting any risks and delivery issues that the Regional Board can foresee.
5. Each Regional Board will convene at least once per quarter.
6. Minutes of the meeting will be taken by the Board administrator and circulated in due course for agreement.
7. [The Regional Boards shall each appoint 2 x 1FTE Regional Project Managers].
8. In the event of disagreement on any issue, the matter will be determined in accordance with **Clause 16** (Dispute Resolution Procedure).