



Midlands Engine Tourism Sector Group

Terms of Reference

1.0 Purpose

Shaping Great Places is one of the five priority packages in the Vision for Growth. These packages are the focus of Midlands Engine activity, which will deliver growth for the region.

It will take forward the Midlands Engine priorities and projects whilst ensuring that the Midlands Engine strengths are promoted and recognised within the region and by external stakeholders, including Visit England and Britain, and Government. The group will raise the profile of Midlands Engine place marketing work, developing strong working relationships with external stakeholders such as the interface with civil servants, the visitor economy, and business tourism / conference event organisers.

The group will bring together a small number of place marketing stakeholders/ tourism specialists who lead on existing initiatives, identify and shape new opportunities, and maintain close links with the other strategic programme groups. The group will consider the barriers to growth for the region's tourism sector, including Brexit, sector skills, and transport. The group will work with other sector groups to devise solutions.

The group will also explore opportunities that meet the aims of Government and the Midlands Engine and encourage collaboration amongst partners to develop suitable bids for investment. This will include looking at opportunities related to the Commonwealth Games and City of Culture events for the wider Midlands.

The group will not have authority to approve funding bids but will be expected to make recommendations to the Executive and Operating Boards when appropriate.

2.0 Membership

Jo Dille, Managing Director of Marketing Peak District and Derbyshire, is the Chair of the group. Membership of the group will cover the geographic footprint of the Midlands Engine bringing together a range of senior stakeholders, which is expected to cover DMOs, airports and the private sector. Members will be at a senior strategic level and thus will be able to represent the wider Midlands place marketing priorities.

The core membership of the group will be selected from four main constituencies (total c. 8 -10 members) and will be nominated by their collective constituency:

- DMOs (5)
- Airports (2)
- Private sector (3)

Members should be suitably qualified and prepared to provide both strategic input and to push forward the work of the group through existing networks outside of the strategic group. It is



important that members of the group act as ambassadors for Midlands Engine, and that they disseminate information and take forward activity outside of the formal meetings, taking on the responsibility (in conjunction with the ME executive team) to communicate and represent Midlands Engine externally.

Members will be appointed to the group for a two-year period unless co-opted to cover a distinct activity which is time limited.

Members can serve a maximum of two terms of two years, however, to ensure continuity of the group, we would not expect all of the inaugural members to serve 2 full terms.

3.0 Meetings

It is anticipated that the group will meet quarterly.

4.0 Main Duties

- I. To oversee identified Vision for Growth priorities and build a world class Midlands place and destination offer
- II. To develop initiatives that raise the profile of the Midlands, and establish it as a destination for UK and international visitors, such as a Midlands itinerary/trail for international tourism and business tourism market
- III. Maximise the potential of the region's landscape, culture and heritage assets, in conjunction with bodies such as Visit England
- IV. To build a close working relationship with Visit Britain and Visit England both to raise awareness of the region's place marketing priorities, and to secure funding and opportunities for the region to have first mover advantage on UK initiatives
- V. To support the Midlands Engine Campaign messaging and brand development and develop the overall destination of the Midlands
- VI. To support key events such as the Birmingham Commonwealth Games (2022) and Coventry City of Culture (2021)
- VII. To act as a critical friend and contribute into the Midlands Internationalisation Strategy, and lead relevant delivery
- VIII. To brief the Executive Board on Place Marketing/Tourism projects and opportunities so that the Board are able to promote the Group's projects and Midlands Engine strengths with Government ministers and business leaders

5.0 Reporting Procedures

In order to take forward this ambition, the Midlands Engine Place Marketing Group will act as the expert strategic group which reports in to the Operating Board and the Midlands Engine Executive Board.

6.0 Review

The Operating Board will review the Tourism Sector Group's effectiveness on an annual basis and refer its findings to the Executive Board.