

**Visitor Economy Council
Terms of Reference
2025**

Overview

- The Visitor Economy Council is a joint industry and government led forum, made up of three parts: the Advisory Council, Working Groups and the Visitor Economy Engagement Forum. The council is composed of employers, small businesses and industry representatives from across the Visitor Economy.
- The council brings together voices from across the Visitor Economy and UK Government to drive growth in the sector by identifying and acting on opportunities and removing or reducing barriers.
- The Advisory Council will be the primary forum for engagement with Government, and its role will be to find creative solutions that enable strategic coordination between industry and government, and across the whole of the Visitor Economy.
- The initial output will include co-producing a National Visitor Economy Growth Strategy, and working together to deliver its goals and objectives.
- The council's remit will mirror that of DCMS, covering the domestic English sector and, where appropriate, issues pertaining to Great Britain or the UK as whole.

Structure

- Advisory Council:
 - a. The Visitor Economy Advisory Council's responsibility will be to provide strategic direction and to steer the focus of joint sector-Government work.
 - b. The Advisory Council will have the power to stand up Working Groups to find solutions to priority challenges or opportunities.
 - c. The Advisory Council will present the progress of their work to the Visitor Economy Engagement Forum twice a year.
- Working Groups
 - a. Working Groups will be led by a member of the Advisory Council. Members will be drawn from relevant parts of the sector and will focus on a specific deliverable as set by the Advisory Council.
 - b. Working Groups will be dissolved once they have achieved their objectives, or after a set time, determined at the outset. These timelines can be extended with agreement from the Visitor Economy Advisory Council.
- Visitor Economy Engagement Forum
 - a. To ensure broad engagement with the wider sector, twice a year the Visitor Economy Advisory Council will meet on the same day as a larger group of sector

representatives, the Visitor Economy Engagement Forum. This may be delivered in a conference-style format.

Membership

- The Council will be co-chaired by the Minister for Tourism and an industry co-Chair.
- Membership is agreed by the chairs and drawn from employers, small businesses, and representatives drawn from across the Visitor Economy.
- Membership of the Advisory council and its Working Groups will be reviewed annually to ensure that the Council is able to respond to and support Government in meeting strategic objectives.
- DCMS is committed to ensuring that its Councils are diverse and inclusive. When membership is reviewed, we will consider not only the individual strengths of members, but equality of representation, including regional representation.
- Members of the Council are appointed by agreement between the co-Chairs, for (renewable) terms of up to 1 year.
- Membership is personal to the individual rather than any organisation or business. Members cannot send substitutes when they are unable to attend but every effort will be made to discuss agenda items with the member if an alternative time can be found.
- Working Groups may appoint members from outside the Council membership.

Responsibilities & ways of working

- DCMS and industry partners will jointly provide the secretariat for the Council and its working groups.
- Council members commit to contributing proactively to the work of the council, including regularly attending meetings.
- Relevant officials from DCMS and other Government Departments may engage with the business of the Working Groups.
- Members will be confidential and trusted advisers to the government, maintaining confidentiality of Visitor Economy Advisory Council meeting papers and discussions.

Frequency & Location of Meetings

- The Visitor Economy Advisory Council will meet 4 times a year. Two of these meetings will coincide with a Visitor Economy Engagement Forum and be held in person, while the other two will be held online or hybrid.
- Dates will be communicated to Visitor Economy Advisory Council members at least 3 months in advance, except in extreme circumstances.

- For security reasons, members must provide mobile numbers in advance if they are choosing to dial in via phone.
- Working Groups are responsible for determining the frequency of their meetings to achieve their objectives in the time period set.
- The Visitor Economy Engagement Forum will aim to meet twice a year.

Papers

- Papers on specific items will be commissioned as and when required and will be the responsibility of either DCMS or individual board members.
- Papers for the meetings will be emailed to members one week before the meeting. In extreme circumstances, papers may be circulated at shorter notice.
- Minutes will be taken and will be circulated to all members and attendees.
- Members are not able to share papers with colleagues or non-members.