# NATIONAL COASTAL TOURISM ACADEMY

# MANAGEMENT BOARD

## EXPANSION OF BOARD 2020

The National Coastal Tourism Academy is the only national organisation in England focusing solely on boosting jobs and economic growth in the visitor economy of coastal communities. Working with DMOs, industry, government, academia and organisations concerned with coastal matters, we have amassed in-depth knowledge of the opportunities and challenges facing coastal destinations to help ensure coastal tourism has a strong and sustainable future.

Established in 2013, the NCTA is now looking to expand its Management Board to enlist two additional members, a representative from the tourism industry and from a coastal destination.

In line with the terms of reference for the Board, representatives must meet the following criteria:

* **Tourism Industry**

A senior figure within the industry, currently working in the coastal tourism industry and / or representative of a tourism industry management group, with current commercial experience

* **Destination Management Organisation**

Director or Senior Manager within a coastal Destination Management Organisation with expertise in destination development, marketing or regeneration.

We are looking for strategic thinkers, strong communicators who will shape the direction of the Academy, individuals who are, above all, passionate about coastal tourism. These are voluntary roles, with a commitment of half a day per meeting, three times a year.

**If you would like to ensure coastal tourism’s voice is heard, we’d love to hear from you.  For further information or an informal chat please contact Samantha Richardson.**

To apply, please send a CV and covering letter detailing why you would like to join Board and how you could support the work of the NCTA to Samantha.richardson@coastaltourismacademy.co.uk by Friday, 6th December.

Decisions will be made by the current NCTA Management Board by w/c 6th January 2020.

*Further information about the roles and responsibilities of the NCTA Board can be found overleaf.*

## BRIEF OVERVIEW OF ROLE OF NATIONAL COASTAL TOURISM ACADEMY MANAGEMENT BOARD

**Role of the NCTA Board**

To advise the National Coastal Tourism Academy (NCTA) in a way which will maximise the economic benefits of the coastal tourism industry in England and ensure that the organisation is financially self-sustaining.

**TERMS OF REFERENCE**

The purpose of the Board is to:

* **Oversee the work of the National Coastal Tourism Academy to ensure it meets the needs of coastal tourism development in England**
	+ Supporting growth initiatives that can regenerate coastal communities
	+ Strengthening public sector/private sector partnership to improve competitiveness of coastal tourism and the wider visitor economy
	+ Promoting quality and year-round activity within all aspects of the tourism product
	+ Encouragement of a high-skill, high-investment tourism industry
* **Support applications for funding and project activity that will further the objectives of the Academy and the development of coastal communities in England**
	+ Review proposals for funding suggested by the management team, assess the impact, risk and implications for the NCTA work programme.
	+ Consider how the proposals further the work of the NCTA and the “Vision for Coastal Tourism” published in 2016.
* **Ensure that the work of the Academy is linked with the Industrial Strategy, wider economic development work and the Local Enterprise Partnership Network**

*Further information about the NCTA is detailed below.*

**DELEGATED POWERS**

The role of the Board is mainly influential, offering guidance and advice to the management team and accountable body. The Board has no delegated powers or direct budgetary responsibilities. However, the Board will undertake to provide a balanced and representative view to guide the allocation of resources and priorities for the Academy.

**SELECTION/ELECTION OF BOARD MEMBERS**

The board is a voluntary group of senior representatives from organisations with a responsibility for issues directly affecting the visitor economy on the coast or those who have an active role in coastal communities and the work of the NCTA.

The board will consist of a minimum of five representatives and maximum of eight.

Members must represent at least one of the following:

* **National Coastal Tourism Academy**

The Academy Director (or most senior staff member)

* **Accountable Body (presently BCP Council)**

Director or Senior Manager with designated powers to act and make decisions on behalf of the Accountable Body

* **Tourism Industry**

A senior figure within the industry, currently working in the coastal tourism industry and / or representative of a tourism industry management group, with current commercial experience

* **Destination Management Organisation**

Director or Senior Manager within a coastal Destination Management Organisation with expertise in destination development, marketing or regeneration.

* **Academia**

University representative active in tourism and / or coastal issues

* **Local Enterprise Partnership (LEP)**

A board member of a Local Enterprise Partnership as the tourism or coastal representative and with knowledge of coastal and / or tourism issues

Members must have a passion and belief in the coast and its potential for economic, social and environmental prosperity through the development of the visitor economy.

**MANAGEMENT OF THE BOARD**

The Board shall meet at least three and up to five times a year, scheduled throughout the year.

Meetings will last no longer than two hours.

## About the National Coastal Tourism Academy

**The National Coastal Tourism Academy** (NCTA) was initially established as a Coastal Communities Fund (CCF) project in 2013 to understand the nature of coastal tourism. Its purpose is to help accelerate growth in the coastal visitor economy and is now established as the centre for excellence for coastal tourism. The NCTA’s work has addressed specifically:

* Improving the visitor experience
* Supporting growth in the tourism industry
* Bridging gaps in research and development
* Sharing best practice

The work of the NCTA is now aligned with the “**Vision for Coastal Tourism**”. Initiated and led by the NCTA, this vision has been developed for all stakeholders on England’s coast or those who have a role to play in the economy of these critically important coastal communities. The vision statement articulates the aspiration of this work.

*“Vibrant distinctive coastal communities working together to make the coast a desirable place to live, work and visit – providing people with meaningful experiences and opportunities to grow the coastal visitor economy.”*

The aspirations of the coastal vision are representative of the needs of the coastal tourism sector and therefore guide the work programme and priorities of the NCTA. The Discover England Fund project, **England’s Coast**, is currently delivering a number of actions from the vision. The project is overseen by the England’s Coast Project Board which consists of a mix of key private and public sector stakeholders involved in coastal tourism and destination management organisations from across the coast.