

Berwick 'Welcome Visitor' Project Delivery Group

Terms of Reference

January 2019

Mission Statement

Working with other interested parties, we aim to boost Berwick's economy by strengthening its tourism sector, attracting more visitors and offering them a truly memorable experience.

Background

The Berwick 'Welcome Visitor' Project Delivery Group (PDG) has been established as a result of the successful Berwick 'Welcome Visitor' bid to the MHCLG sponsored Coastal Community Fund Round Five, receiving a grant of £304,000.

The Berwick 'Welcome Visitor' Project - commenced in November 2018 and -, to run over a two year period -, aims to grow Berwick as a 'you must go there' visitor destination, increase visitor footfall, encourage extended visitor stay and extend the current visitor season to ensure that Berwick gains the maximum economic return from tourism and visitor markets. By working actively and in partnership with the local tourism and associated business sectors the project will benefit 49 businesses, generating 19.5 (FTE) new jobs and safeguarding 76 (FTE) jobs.

The Project is a portfolio package of mutually supportive measures which will, collectively, help to redefine the town's visitor offer, promote new visitor product developments, enhance the town's current events programme and refresh visitor hospitality enabling Berwick to deliver a high quality and memorable visitor experience.

The Project will add to and develop the current events and activities programme in Berwick by creating a range of opportunities, events and products, developed by businesses and the local community, in celebration of Berwick's distinctive heritage, culture and environment. This will be achieved by working with and developing the towns tourism and associated business sectors. The project will promote training, skills development and attainment in the tourism and hospitality sectors and invest in visitor information provision.

The 'Welcomes Visitor' package includes:

Fresh Perceptions – The project will establish a Berwick Destination Management Partnership, launch a new destination marketing approach with refreshed visitor information services, targeted advertising and campaigns to drive visitor numbers, footfall and spend to the town within the context of the wider strategic approach to Tourism marketing in Northumberland and the Scottish Borders.

A refreshed events programme – The project will develop a 'Destination Events' programme to extend the visitor season through centrally co-ordinated product development / trials celebrating the town's character, distinctiveness and location.

Business development initiative – The project will deliver local training and skills attainment to support business and community enterprises to fully engage with and realise the economic benefits of the refreshed visitor economy.

Wayfinding and Signage – The project will contribute to the delivery of a refreshed and enhance visitor wayfinding scheme which will re-orientate and improve the way visitors

experience the town upon arrival, connecting key tourism sites and the retail heart of the town to public transport hubs including the Railway Station.

Project Delivery Group (PDG) Membership

1. The PDG will comprise members of public, private, community and voluntary sector groups and organisations with a specific role and interest in tourism development in Berwick.
2. Membership of the PDG will be made up of representatives from the following partner organisations:

Berwick Community Trust,
Northumberland County Council,
Northumberland Tourism,
Berwick Town Council,
Berwick Chamber of Trade,
Berwick Archive and Museum Action Group,
Port of Berwick,
The Maltings (Berwick) Trust,
North Northumberland Tourism Association.

3. Group and organisational representatives may nominate one named deputy who may attend PDG meetings and/or vote on their behalf (as required).
4. PDG meetings shall be Chaired by Julien Lake, CEO of Berwick Community Trust.
5. Members engaged in activity related to their position on the PDG must comport themselves appropriately and respectfully in relation to other PDG members, project staff, and members of the public. Inappropriate behaviour may result in exclusion from the PDG at the discretion of the Chairperson.
6. Regular attendance at PDG meetings is required. Non-attendance for more than 3 consecutive meetings may result in loss of a place on the PDG, at the discretion of the Chairperson.

Responsibilities

Berwick Community Trust is the accountable body for the 'Welcome Visitor' Coastal Community Fund grant on behalf of the Berwick Coastal Community Team (BCCT).

The PDG is the partnership (not legally constituted) responsible for developing and delivering the 'Welcome Visitor' project. It has responsibility for the leadership, implementation, monitoring and review of the project.

The PDG is a voluntary body and is reliant on the good will and involvement of its members who ultimately retain democratic and financial responsibility for their own organisations role and remit. These remits relate to developing and supporting tourism development initiatives which will contribute to the delivery of the project.

The Project Delivery Group will:

1. Promote the 'Welcome Visitor' project, its ambition and objectives throughout the local area.
2. Monitor the delivery of the project and review as necessary.
3. Make effective links with other key organisations within and outside the BCCT area.
4. Lobby and represent the interests of the project across the North East LEP area and nationally.
5. Attract additional resources to deliver the projects ambition and objectives.
6. Promote learning and good practice in tourism development, identifying potential links with other initiatives.
7. Identify and share information on visitor or marketing/promotional trends and their potential impact on the project,
8. Support and endorse project funding requests where delegated funding streams are developed to support the delivery of the project.
9. Conduct its business in an open and compliant manner.

Meetings

1. PDG Meetings will normally be held every twelve weeks, unless cancelled by giving 7 days prior notice.
2. A calendar of meetings will be agreed each year for the next twelve months.
3. Decisions will be by a majority of those present. The Chairperson has a casting vote.
4. The quorum for meetings will be one third of voting members.

Working Arrangements

1. The administrative arrangements for PDG meetings will be undertaken by the project staff – Welcome Visitor Project Manager and Welcome visitor Project Officer.
2. The project staff will circulate the meeting agenda and papers seven days (where practicable) before each meeting, and will record decisions and issue minutes for approval at the next PDG meeting.
3. The project staff will attend PDG meetings to provide information. Information for meetings should be sufficiently detailed to allow informed decisions to be made. Information should include:

Details of project activities

Quarterly financial statement on overall spend

Quarterly statement on achievement of outputs, outcomes, targets, milestones as detailed in the project submission

Notification of significant gaps in achievement of objectives, spend or outputs as detailed in project submission

Notification of significant problems.

4. Late business may be introduced by tabling papers with the approval of the project staff in conjunction with the Chair of the PDG.
5. The PDG will direct the work of the project staff in order to address areas of interest and/or developing tourism opportunities through research, investigation, consultation and joint working with partner organisations.

Conflict of Interest

Definition: A conflict of interest can arise when a PDG member may gain or be perceived potentially to gain, financial, commercial or personal advantage as a result of PDG business.

Declaration of Interests

When a PDG member has an interest in a matter arising at a meeting they should disclose this at the beginning of the meeting to the Chair or if that is not possible as soon as the matter is raised. The Chair, in consultation with attending PDG members will then decide whether the member should withdraw from the meeting whilst the matter is being considered.

Meeting minutes should record the matter and the decision.

Decisions and Reporting

1. Views and decisions of the PDG will be recorded by the project staff and, subject to the approval of the PDG members present, be signed off by the Chair, as a true and accurate record, at the beginning of the following meeting.
2. The PDG will review requests for funding where delegated funding streams are developed to support the delivery of the project. The PDG will support proposals which address the ambition and objectives of the project and deliver target project outputs and outcomes. Where competing proposals address the projects ambition and objectives, and funding conditions require, the PDG will prioritise funding projects which have a robust business case, deliver the best return, in terms of outputs and outcomes, for the project and demonstrate sustainability.
3. The PDG's recommendation as to whether a project should be funded, be declined or deferred will be delivered through a show of hands to identify the majority view.

Variance to Terms of Reference

The Terms of Reference for the PDG will be reviewed annually, and they may be revised or amended by agreement.