



Wiltshire Local Visitor Economy Partnership Advisory Board Terms of Reference - July 2025

Purpose

To operate at a strategic level to help shape, develop and grow Wiltshire's visitor economy.

Status

An unincorporated non-executive, public/private advisory board supporting VisitWiltshire in its role as the accredited Local Visitor Economy Partnership for Wiltshire.

Role & Objectives

- To work towards securing, sustaining, and maximising benefit from a Wiltshire LVEP in the best interests of Wiltshire destinations and businesses.
- To operate at a strategic level to help shape and develop Wiltshire tourism activity and grow Wiltshire's visitor economy.
- To support and maximise benefit from the Government's national tourism strategy and VisitBritain/VisitEngland initiatives relevant to Wiltshire.
- To work in partnership, agreeing objectives and minimising duplication.
- To present a Wiltshire tourism strategic partnership that can unlock national, regional, and local funding and support for tourism initiatives.
- To ensure Wiltshire is well represented in Great West Way and 3rd party activity.
- To act as a strategic tourism voice for the area, working with other key organisations and groups in support of Wiltshire's destination management and marketing.
- To be a focal point for ideas and initiatives, collaborating and engaging on plans and activity, sharing best practice, knowledge, and insight.
- To input and advise on national, regional, and local strategies, plans and initiatives.
- To review performance relating to the impact and effectiveness of LVEP requirements and local tourism activities, making recommendations for improvement.
- To champion the sector, including actively supporting the case for additional public and private sector funding in support of agreed growth and development objectives.

Governance & Partnership Board Structure

- Public/private partnership, with a majority of private sector members.
- VisitWiltshire lead partner/delivery body and accountable body for the LVEP.
- Private sector Chair, supported by Wiltshire Council Portfolio holder for tourism as Vice-Chair.
- Representation from a range of sectors, towns, expertise, and business types.
- Public/private members to contribute to LVEP core funding requirements.
- 3-year terms for Board members meeting annual core funding requirements.
- Only designated Board members may attend meetings. No substitutes are allowed.
- With the exception of the Vice Chair, public sector members represented by officers.
- Advisory Board members agree to take a strategic pan-Wiltshire approach, championing shared objectives, with the ability to highlight local and sector priorities.
- Ability to set-up operational sub-groups as required and agreed.
- VisitEngland's role on the Board includes helping ensure activity is aligned with national requirements and best practice.
- Terms of Reference to be reviewed annually.