

# **Destination Conwy Partnership**

## **CONSTITUTION AND TERMS OF REFERENCE OF THE DESTINATION MANAGEMENT PARTNERSHIP**

### 1. Partnership Name

1.1 The name of the Partnership will be Destination Conwy Partnership

### 2. The Mission

2.1 The Mission of the Destination Conwy Steering Group is to:

Assist and support Conwy's Destination Management Plan in its ambition to "put Conwy and N Wales on the world stage and to be successful, dynamic and working together to deliver real benefits to businesses and the local community"

### 3. The Objectives

3.1. All the activities and decisions taken by Destination Conwy Partnership shall contribute (directly or indirectly) towards achieving the goals and objectives of the Destination Conwy Management Action Plan:

3.2. All activities will be undertaken in a manner which promotes equality of access and opportunity for the counties residents whilst showing regard for the further enhancement of the Welsh language, local culture and the natural environment and thus ensure the delivery of sense of place.

3.3. If the Mission is to be achieved and the actions delivered, all partners must turn their general support into specific commitments. Roles and responsibilities should be allocated together with key partner organisations to ensure specific initiatives and actions are delivered.

### 4. Functions

4.1. The Destination Conwy Partnership will carry out the following functions:-

- i) Provide a local contribution to the successful implementation of the Destination Conwy Management Plan.
- ii) Support, monitor and review the Destination Conwy Management Plan and Action Plan.
- iii) To provide guidance and influence to local, regional and national tourism planning
- iv) To provide the gateway for open communication between the trade and Public bodies

## 5. Structure

- i. The Destination Conwy Partnership will be comprised of the following:-

- Chair and Vice chair (nominees sought from the Conwy tourism sector, sifting and election of candidates will be overseen by CCBC and Visit Wales )
- 5 Destination Conwy sub groups (nominees sought from the Conwy tourism sector, sifting and election of candidates will be overseen by CCBC Chair will be elected at first meeting of each sub group by the members of the group) Terms of Reference for each group will be developed at the first meetings of each sub group
  - Skills
  - Destination Management
  - Marketing
  - Destination Conwy Management plan/ Action plan
  - Tourist Information and Ambassador Programme
- 2 Conwy Tourism Forums per year: invites to the whole trade in Conwy. The events will be a mix of presentations (so as to share information with the trade). But also workshop activity so as to gauge the views of the trade
- Destination Conwy Management Board (This will consist of the Chair and Vice Chair Destination Conwy, the 5 chairs from the sub groups Visit Wales rep and CCBC,

Cabinet member for Tourism and Tourism Manager) This group will meet 3 times a year, or as required

## 6. Relationship to other local partnerships

- 6.1. The Destination Conwy Partnership will be an informally constituted body, with sub groups formed from members of the Tourism trade in Conwy County.
- 6.2. Elections of members to The Destination Conwy Partnership (sub groups and Board) will be undertaken tri annually, this to fit into the election timescale for N Wales Tourism Forum.
- 6.3. Members to be elected for a three year term.
- 6.4. The election process to be a transparent and fair process, robust enough to stand up to external scrutiny.
- 6.5. In order to achieve its objectives Destination Conwy Partnership must work closely with other local partnerships and groups where applicable.
- 6.6. The Chair of Destination Conwy will represent the Partnership at the N Wales tourism forum, which is administered by Visit Wales. Jane Richardson also sits on this group as the N Wales lead on Tourism. She will attend all Destination Conwy Forums to strengthen the links.
- 6.7. The Cabinet member for tourism will sit on Destination Conwy Board, and will be the link between Destination Conwy and CCBC's cabinet

## 7. Composition

- 7.1. Tourism is the key sector of the local economy and as such it has a wide impact across many different communities. The Destination Conwy Sub groups and Board must therefore be inclusive of these communities which include:
  - 7.1.1. Tourism sector businesses inc Retail reps.
  - 7.1.2. Other businesses which are indirectly dependent on or affected by the tourism sector.
  - 7.1.3. Business support and other public organisations assisting the tourism sector.
  - 7.1.4. Localities whose economic, social and environmental wellbeing are affected by the tourism sector.
- 7.2. The Destination Conwy Partnership and sub groups shall be composed of public, private and third sectors.

## 8. Finance

The business of the Destination Conwy Partnership may be financed through:

- 8.1. Direct partner funding for individual projects.
- 8.2. Bids made by the Partnership for core and/or project funding.

## 9. Conduct of business

The Partnership and all its subordinate groups will operate on the basis of consensus. In the event of a disagreement the Chair, using all appropriate channels shall seek to resolve any differences arising within the Partnership.

## 10. Meetings

- 9.1. Destination Conwy Partnership and Board will determine its pattern of meetings so as to ensure proper and timely conduct of the Partnership's business. It will be expected to meet broadly on the following basis. For the convenience of members, the Partnership will agree a forward schedule showing date, timing, venue and location of meetings, normally 6 months in advance.
- 9.2. Meetings will normally be convened by the Chair in conjunction with the Secretariat.
- 9.3 The Chair and Secretariat will draw up an agenda which will be circulated ten working days before the meeting. Minutes of the previous meeting will also be attached.
- 9.4. All additional papers will be sent out with the agenda and minutes.
- 9.5. All activities will be undertaken in an atmosphere of openness and transparency, communication and consultation, including the publicising of its work and disseminating information to a wider community.
- 9.6 Should any member without just reason e.g. health condition or similar fail to attend three consecutive meetings they are removed from their seat on the steering group without further notice.
- 9.7 If any member of the sub groups or Board, acting either as a representative of a body or as an independent member, wishes to resign from the Steering Group they must submit their resignation in writing to the Chair of the sub group if it's the chair of the sub group resigning they must submit their resignation letter to the Chair of the Destination Conwy. Whilst the resigning member may recommend a substitute, the prior approval of

the Group must be obtained before such a substitute may be permitted to attend future meetings.

9.8 Members who represent a body within Destination Conwy Partnership must continue to have their representation endorsed by the body. Should this endorsement be withdrawn for any reason, then the body must without delay inform the Destination Conwy Chair in writing and submit the name of their new representative for the approval of the Sub Group/Board.