

Destination Conwy Marketing Sub Group

Terms of Reference

Members

Enw'r aelod Name of member	Enw'r busnes Name of business
Nigel Leak	Harringtons at 14
Beverley Cooke	Alpine Travel
Tamzyn Lawrence	t-l-c, Betws y Coed
Maria McLean	Rydal Penrhos
Harry Pemberton	Snowdonia Bikes
Tracey Woodbine	Woody's Luxury Glamping
John Metcalf	Number 18 Conwy
Melissa Esplen-Metcalf	Number 18 Conwy
Hollie Harmsworth	Follow Films
Andrew Sutcliffe	Boathouse Climbing Centre
Cai Ross	Paysanne
Ceri Thomas	Cadw (Welsh Government)
Charlotte Williams	Dunoon Hotels Ltd
Kimberley Edmunds	The Jester's Tower
Caroline Somary	Sweet Snowdonia
Nathan Cousins	St Georges Hotel
Sally Paveley	The Motorsport Lounge

Functions

The Marketing Sub group will carry out the following functions

- Promotion of the destination - would like the trade to support and influence CCBC in the marketing of the destination
- Creating a joint events calendar – private and CCBC
- Focus on overnight stays – which are of benefit to the local community
- Focus on winter tourism, we want Conwy to be an all year destination
- Sustainable tourism: It has to work for the local community as well as visitors
- Links to other sub groups – For example, the TIC/Ambassador sub group is looking at TIC online shop, TIC's and Ambassador Programme. There will be commonality with this group

Structure

- The Marketing group will appoint a chair:- (Maria McLean) has been appointed

- The Chair will sit on Destination Conwy Board, and will ensure that messaging flows between the Marketing group and the Board
- Members nominated themselves for the group when Destination Conwy restructure was advertised. However new members can join the group, by agreement with Chair and CCBC tourism manager
- The group is flexible enough to allow attendance at meetings from people outside of the membership, if their contribution or attendance is deemed useful. Prior agreement by Chair and CCBC tourism manager
- CCBC will provide secretariat for the meetings (notes of key actions, meeting invitations, publication of notes on tourism website)

Relationship with other groups

- It is important that all five sub groups of Destination Conwy keep each other informed of the work they are doing. All meeting notes will be saved on the County tourism website (business portal)

Finance

- If the group wishes to bid in for grant money to support its work, this would need to be done via the Board and bids to go under the name of Conwy Destination Partnership

Conduct of business

- The group 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 group with support of CCBC tourism manager

Meetings

- The Marketing sub group will determine its pattern of meetings so as to ensure proper and timely conduct of the groups 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, (or virtual links) normally 6 months in advance.
- Meetings will normally be convened by the Chair in conjunction with the Secretariat.
- The Chair and Secretariat will draw up an agenda which will be circulated before the meeting. Notes of the previous meeting will also be attached.
- All additional papers will be sent out with the agenda and notes
- All discussions in the meetings are requested to be treated with confidence, thus creating an open environment to feel confident to speak freely.
- 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.

- If any member of the sub group, wishes to resign from the Marketing 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.