



# **TOURISM ACTION PLAN**

## **PARTNERSHIP BOARD**

## **TERMS OF REFERENCE**

January 2025

## 1. Introduction

The tourism sector is an important contributor to the delivery of the Economy Minister's economic vision.

We need to build on the momentum being experienced in this sector.

The Tourism Action Plan, will provide a clear direction for the tourism sector, supported by our delivery partners.

It will create a framework for maximising Tourism's contribution to good jobs, a regionally balanced economy, higher productivity, and carbon reduction.

## 2. Purpose

The core purpose of the Tourism Partnership Board is to advise and make recommendations to the Minister for the Economy in support of the development and delivery of a Tourism Action Plan.

Following publication, the Partnership Board will meet twice a year to:

- assess the implementation of the Action Plan and progress against the Minister's economic vision;
- recommend measures to assist the tourism industry to deliver the Action Plan; and
- update the Action Plan, in response to emerging issues which could positively or negatively impact the sector.

Task and Finish Groups may be established through the Partnership Board to address emerging issues, if appropriate.

The Partnership Board will operate under a shared responsibility to reach decisions/recommendations on a consensus basis and with a commitment to confidentiality. Where consensus cannot be reached the Chair will present options to the Minister for decision.

When the Chair is unable to attend, the meetings will be chaired by the Deputy Chair. The agenda for meetings will be drafted following consultation with Members and approved by the Chair.

The Department will fulfil the lead role on public communication on the work of the Partnership Board with partnership organisations also sharing key messages as appropriate.

The Terms of Reference for the Tourism Partnership Board will be reviewed 12 months after publication of the Action Plan. At this stage the Minister and DfE will review its effectiveness and future role.

### 3. Membership

#### **EXECUTIVE DEPARTMENTS**

It is proposed that Departmental representatives will be non-voting members of the Board.

|  |                |
|--|----------------|
| Director of Entrepreneurship<br>& Partnership Division DfE | Michelle Scott |
| Director of Culture DfC                                    | Iain Greenway  |
| Director of Rural Affairs DAERA                            | Teresa O'Neill |
| Director of International Relations TEO                    | Lynsey Moore   |
| Director of Transport Policy DfI                           | Sian Kerr      |

#### **INDUSTRY REPS**

|                                      |   |
|--------------------------------------|---|
| SERLS Hospitality Ltd                | Stephen McNally ( <b>Chair</b> )        |
| Northern Ireland Tourism Association | Joanne Stuart                           |
| Northern Ireland Hotel Federation    | Janice Gault                            |
| Hospitality & Tourism Skills Network | Roisin McKee                            |
| Hospitality Ulster                   | Colin Neill                             |
| Airports                             | Katy Best (BCA) ( <b>Deputy Chair</b> ) |
|                                      | Deborah Harris (BIA)                    |
|                                      | Brenda Morgan (CODA)                    |
| Ports (Cruise Ships)                 | Joe O'Neill (CEO Belfast Harbour)       |
| Private Bus/Coaches                  | Karin Magill (Bus and Coach NI)         |
| Titanic Belfast                      | Judith Owens                            |
| National Trust                       | Heather McLachlan                       |
| Brack Tours                          | Nuala Saul                              |
| Hillsborough Castle                  | Laura McCorry                           |
| Museum of Free Derry                 | Maeve McLaughlin                        |
| DC Tours (political walking tours)   | Mark Wylie                              |

#### **AGENCIES AND LOCAL GOVERNMENT**

|                 |                      |
|-----------------|----------------------|
| Tourism NI      | John McGrillen (CEO) |
| Tourism Ireland | Alice Mansergh (CEO) |
| SOLACE          | Marie Ward (Chair)   |
| Visit Belfast   | Gerry Lennon         |
| Visit Derry     | Odhran Dunne         |

### 4. Pattern of Meetings

The Partnership Board will meet in accordance with the timeline highlighted below, unless otherwise agreed. After the Vision and Action Plan is published, the Partnership Board will meet twice a year.

## 5. Timeframe for Delivery

| ACTION   | RESPONSIBILITY  | PROPOSED TIMEFRAME             |
|--|---|--------------------------------|
| Agree Partnership Board membership, draft Terms of Reference (ToR) and governance structure  | DfE and TNI   | End June 2024                  |
| Seek Ministerial agreement of framework and Partnership Board structure  | DfE   | End June 2024                  |
| Issue invitations to membership of Partnership Board   | DfE   | End June 2024                  |
| <u>Partnership Board</u> - inaugural meeting to agree ToR and consider draft Action Plan, taking account of industry and public consultation | DfE<br><br>Partnership Board:<br><br>Sign off ToR<br><br>Consider Draft & Action Plan | End August/<br>Early Sept 2024 |
| <u>Partnership Board</u> - 2nd meeting review Revised Action Plan (may be done remotely)   | DfE<br><br>Partnership Board to consider Revised Draft Vison & Action Plan            | Early/Mid Oct 2024             |
| Present to Minister  | DfE and TNI   | End Oct 2024                   |
| Share with Economy Committee   | DfE   | Early Nov 2024                 |
| <u>Partnership Board</u> 3rd meeting - to agree sign-off of Action Plan  | DfE<br><br>Partnership Board sign-off   | End Nov 2024                   |
| Publication of Action Plan   |   | Early Dec 2024                 |