

## Constitution: 1066 Country Executive Board



### Background & Purpose:

1066 Country Marketing is the destination management organisation (DMO) for the Hastings, Rother and south-east of Wealden tourism offer. It is a public/private sector partnership, established in the early 1990's tasked with destination management and marketing for the area, promoting the area nationally and internationally to grow the visitor economy and deliver positive impacts in the area.

The Executive Board is there to oversee the successful delivery of the Business Plan and Marketing Strategy in a joined-up approach for tourism, working in partnership with a shared vision to develop the 1066 County visitor economy; and to promote the interests of tourism in 1066 Country through marketing campaigns and other associated initiatives.

### Objectives:

- To advocate, lead, support and promote 1066 Country's unique selling points and environment, enhancing its visibility and appeal, attracting visitors and investment.
- To elevate the profile of 1066 Country, increasing travel exposure for the area.
- To ensure the 1066 visitor economy is coordinated and aligned with the needs of member businesses, with a clear range of products and expertise to enable them to realise their growth potential.
- To help join up the local visitor economy offer to regional and national business support and engagement services.
- To influence and support the 1066 Country business growth ambitions with Sussex Local Visitor Economy Partnership and pan East / West Sussex DMO; Experience Sussex.
- To help drive and secure new members to 1066 Country.
- To oversee the strategic ambitions and help deliver on the annual priorities of the 1066 Partnership.

### Core activity:

<i>For our visitors:</i>	<i>For our members:</i>
<ul style="list-style-type: none"><li>• Consumer marketing</li><li>• Campaigns (domestic and international)</li></ul>	<ul style="list-style-type: none"><li>• Travel trade groups</li><li>• Signposting</li><li>• Research, data and intelligence</li></ul>

<ul style="list-style-type: none"> <li>• Media and PR</li> </ul>	<ul style="list-style-type: none"> <li>• Skills and training opportunities</li> <li>• Networking and events</li> </ul>
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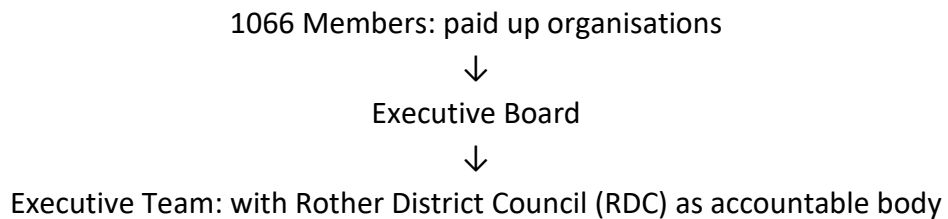
**Outcomes:**

In successfully delivering the strategic priorities, the following outcomes will be achieved:

- Increased year-round growth in visitor numbers (UK and International)
- New visitors attracted (UK and International) resulting in:
  - Increased visitor spend to the 1066 District
- Additional revenue secured for 1066 Country activities
- Greater investment and reinvestment
- Ensure sustainable delivery of marketing activity for the destination
- Improve the visitor experience resulting in:
  - Improved visitor satisfaction results and recommendation rates across all areas
- Greater number of sustainable tourism practices building a local reputation for sustainable tourism
- Interest from businesses to deliver improved quantity and quality of accommodation offer
- Improved visitor accommodation occupancy throughout the year

Monitoring of the above with Key Performance Indicators to be agreed by the Executive Board in conjunction with the development of the Annual Action Plan.

**Structure:**



**Executive Board:**

Strategic direction for 1066 Country is agreed by the Executive Board annually in the Annual Action Plan. This will align with the Partnership's longer reaching strategic documents and will respond to the needs of the members:

- Business Plan 2024-27
- Marketing Strategy 2016-25
- Membership survey

The Executive Board will be responsible for ensuring income to the partnership to allow agreed actions to take place.

**Executive Team:**

The Executive Team will prepare an Annual Action Plan to be presented at the March meeting, to be agreed and signed off by the Executive Board, against which monitoring and measuring progress will take place.

The Annual Action Plan will also guide Executive Board Members in their role for the coming year.

**Accountable Body:**

The key role of the Accountable Body for 1066 Country will be to:

- To be responsible for the annual budget and manage the finances, presenting budget updates to the Board.
- To host and support the 1066 Country staff
- To procure and contract with relevant organisations/companies to enable the delivery of marketing activity, including but not limited to Simple View, Tourism South East and Snapsea.
- To provide admin support to the EB 1/4ly meetings

In 2024 it was agreed that on the withdrawal of Hastings Borough Council from 1066 Country Rother District Council (RDC) would become the new accountable body.

The 1066 Country budget will be the responsibility of RDC, as the accountable body for the organisation. RDC will oversee the income and expenditure and present updated budgets to the Exec Board meetings. RDC is not responsible for financially supporting 1066 Country and the budget will not be allowed to be overspent.

RDC agrees as accountable body to provide the administrative support for the quarterly Executive Board meetings, any additional meetings must be supported by the Executive Board.

All Intellectual Property for 1066 will be held by RDC on behalf of the partnership.

## **Board Membership:**

### **Executive Board:**

1066 County Executive Board membership comprises:

Elected positions:

- Five area representatives (Battle, Bexhill, Rye, Wealden, Hastings) elected every 3 years in rotation and eligible to stand for re-election.
- Two Attraction Representatives, nominated by the Attractions Group, from tourism attraction organisations in the 1066 area appointed for 3 years and eligible for re-selection
- One Accommodation Representative elected for 3 years and eligible to stand for re-election.

Co-opted positions:

Sector Representatives:

- Up to two individuals from local visitor economy businesses, or support services to guide and advise the Executive Board in sector specific projects or to bring expert knowledge to the table as appropriate. These reps would contribute a personal and business knowledge for a time specific period to be agreed by the Executive Board.

Partnership positions:

Local Bodies:

- A representative of Experience Sussex as the delivery vehicle for East Sussex County Council

National Bodies:

- One representative from English Heritage.
- One representative from the National Trust.
- One representative from Tourism South East.

Local Authorities (non-political):

- Two named senior officers of Rother District Council.
- Two named senior officers of Wealden District Council.

### **Executive Team:**

- 1 x officer RDC
- 1 x officer WDC
- Chair
- Vice Chair
- All 1066 staff members
- 1 x administrative support RDC

**Board Selection:**

- All appointed/ elected posts will be for a 3-year term.
- All posts will be appointed against the agreed job description and person specification.
- When a post is up for election, information about the role will be posted on the 1066 website and included in direct communications to members. Interest will be through a formal Expression of Interest to be returned to the 1066 County Executive Team for processing.
- Eligible nominations will be put forward to the 1066 membership to be voted on. Final approval/ratification will be agreed by the Executive Board.

Being an elected member of the 1066 Executive Board gives your tourism business free Gold Membership for each serving year.

**Positions:****Chair:**

The Chair will need to be from a tourism organisation, the person will be expected to display business acumen which will contribute knowledge, experience and enthusiasm for tourism. The Chair must be able to offer time to the quarterly meetings and the pre-meetings.

The Chair will be the spokesperson for the Partnership and as such be a strong networker, bringing new partnership opportunities to the table and able to lobby for the sector. A Chair will be eligible for re-election for a maximum of three terms in office (9 years).

Notifications will be given in writing to Executive Board members giving 28 days to nominate their choice for a new Chair. The voting will be by majority decision via an in person or an e-vote.

In the event of a vote of no confidence in the Chair the Executive Board members will be given 28 days to nominate and vote in a new Chair, in the interim the Vice Chair will undertake the Chairs duties. A vote of no confidence will be carried by an absolute majority of all Executive Board members.

For all other members of the Exec Board any vote of no confidence will happen through the Chair with the same process as detailed above.

**Vice Chair:**

The Vice Chair will rotate between non-officer Executive Board Members. The Vice Chair will be agreed by the Exec Board at the start of the new financial year.

Notification will be given in writing to Executive Board members giving 28 days to nominate their choice for a new Vice Chair. The voting will be by majority decision via an in person or an e-vote. The retiring Vice Chair will be eligible for re-election.

### **Area Representatives:**

We will look to elect an area rep from each of the main town areas in the partnership.

- Rye and surrounds
- Battle and surrounds
- Bexhill and surrounds
- Pevensey and Herstmonceux (to include Wealden based membership area located within 1066 Country)
- Hastings

The area rep will come from a 1066 member tourism business with links to that locality. The rep will be expected to engage with the local members in their geographical area and feedback the work of the 1066 Partnership as well as bringing local issues to the Exec Board.

Each rep will hold at least a yearly meeting with local 1066 members only, along with regular communications throughout the year to gauge levels of:

- Satisfaction with the service
- Opportunities for training needs to be met
- Sector health check from businesses
- Feedback from members

### **Attraction Representatives:**

Attraction representatives will be nominated through the Attractions group and approved by the Executive Board.

Reps must come from a tourism attraction located within the 1066 Country area or on the boundary of.

Reps will be expected to engage with all member attractions in the 1066 Country area and feedback the work of the 1066 Partnership as well as bringing local issues to the Executive Board meetings

The rep will hold at least yearly meetings with attractions, along with regular communications throughout the year to gauge levels of:

- Satisfaction with the service
- Opportunities for training needs to be met
- Attraction health check (how's business)
- Any feedback from member attractions

### **Accommodation Representative:**

Accommodation representative will be an elected position, with candidates elected by the 1066 membership.

We will look to appoint an accommodation rep to represent the whole 1066 area.

The rep will hold at least a yearly meeting with local 1066 accommodation members only, along with regular communications throughout the year to gauge levels of:

- Satisfaction with the service
- Opportunities for training needs to be met
- Sector health check from businesses
- Feedback from members

### **Co-opted Sector Representatives: 2 places**

The Exec Board will look to appoint Sector Reps from tourism-related sectors as defined in the Executive Board Annual Operation Plan. This will allow the Executive Board to respond to current trends and changes.

Sector reps will be appointed on a project basis and with agreement from the Executive Board.

The length of time a Sector Rep will serve will be defined by the length of the project and will be agreed with the Rep and the Executive Board.

All Representatives (Area / Accommodation / Sector) on the Executive Board will regularly communicate with members in their area to receive feedback on progress of the Business Plan activities.

## **Conduct of Business and Meetings**

The Board shall meet at least quarterly (either on-line or face to face) to pursue the Business Plan objectives. All meetings will be chaired by the Chair or, in their absence, by the Vice-Chair. If neither Chair nor Vice-Chair is present, those present at the meeting will elect a Chair for that meeting.

A full meeting of the Executive Board is only legal when it has been formally convened by the admin officer to the Executive Board at least 7 days prior to the meeting taking place. An Executive Board meeting is able to proceed when at least 50% of Members in post are present.

All Executive Board members are expected to attend Executive Board meetings. Apologies for non-attendance must be made in advance; member apologies will be considered at the

Executive Board meeting and accepted if agreed by the majority of attending members. 3 non-attended meetings without accepted apologies will result in removal from the Executive Board and will start the process for re-electing that position.

The Executive Board and any sub-groups will operate based on consensus. In the event of a disagreement the Chair or Vice-Chair, using all appropriate channels shall seek to resolve any differences arising within the Partnership. Where voting is applied to the decision-making process, unless otherwise decided by the Executive Board beforehand, the outcome of any vote will be determined by a majority of greater than 50% of those in attendance. In the event of a tied vote the Chair of the meeting has a deciding second vote or the right of veto.

The *“Standing Order for the Declaration of Pecuniary / Business Interests”* applies. A declaration of Exec Board member interests will be included as a standing agenda item at all meetings.

All items discussed at Executive Board meetings are confidential to the Executive Board members until the minutes of the meeting are approved, unless otherwise clearly stated in the meeting.

The Executive Board may assign sub-groups to work with and support the Executive Team in the delivery of specific priorities and objectives set out in the Business Plan. Admin support for such sub-groups needs to come from the Executive Board members.

All Board meetings will be an open platform for partners to discuss opportunities, barriers and sharing of best practice in a safe environment.

Minutes of each Executive Board meeting will be made publicly available online on the 1066 Country member pages on the website within ten working days.

### **Administration and frequency of Meetings:**

The Executive Board will be supported by the Executive Team who will take responsibility for preparing the agenda, papers and minutes of each Executive Board meeting.

An annual calendar of meetings and venues rotating between the Executive Board members and local tourism member venues, will be agreed at the beginning of each financial year. 4 meetings a year will take place in March / June / Oct / Jan each year.

There will be an annual AGM to which all members are invited.



**Budgeting**

RDC will develop an annual statement of accounts showing the position of the partnership at the end of the financial year - to be agreed by the Executive Board and signed by the Chair at the June meeting.

RDC will also present an annual estimated budget for the coming year, to support the delivery of the strategic objectives and Annual Action Plan.

**Dissolution of the 1066 Executive Board**

Any Executive Board member can withdraw from the organisation with 3 months written notice.

The Executive Board can dissolve the 1066 Partnership if two-thirds or more of its members agree to do so in a vote. In such circumstances it will be for the accountable body to ensure any remaining fees are spent in accordance with the spirit of the partnership and that any assets are likewise disposed of.

If the Accountable Body withdraws from the partnership, the remaining main funding partners will take over the position of accountable body along with the ownership and control of the assets held including the partnership name, distinguishing marks and branding. Where no remaining funding partners wish to take over the accountable body status other Executive Board members can apply to fill that position and once agreed by the Executive Board all assets held by the Accountable Body will be passed over to the new body.

**Review of Constitution**

The Constitution will be reviewed at the beginning of each financial year.

If substantial in year changes take place affecting the constitution these will be addressed at the appropriate time.

**Agreed at the Exec Board Meeting on the:** .....

**Signed by the 1066 Country Chair on behalf of the Exec Board:**

**Name:** ..... **Date:** .....

**Signed:** .....