

May 2011

VisitEngland – new Board Members

John Penrose, the Minister for Tourism and Heritage, has appointed Amanda Cottrell OBE, John Hoy, and Sarah Stewart to the board of VisitEngland. Their terms of appointment are three, four and five years respectively, commencing 30 May 2011.

Amanda Cottrell OBE

Amanda Cottrell has been the Chairman of Visit Kent since 2007, and is Vice President of the Canterbury Festival. She is a Patron of Produced in Kent, and a Kent Ambassador. She is a Trustee of Canterbury Cathedral, the Godington House Preservation Trust, Kent Wildlife Trust, Avante Partnership (formerly Kent Community Housing Trust), and the Fairbridge Trust. She is an Honorary Fellow of Canterbury Christchurch University, and was awarded the OBE for Services to Kent in 2011. She holds no other public appointments.

John Hoy

John Hoy is the Chief Executive of the Blenheim Estate in Oxfordshire. He was previously Commercial Project Manager at the National Museum of Science & Industry (2002-2003) and General Manager of Madame Tussaud's in London (2000-2002). From 1997-2000 he was Head of Operations and Retail at Warwick Castle. He is a Board Member of Experience Oxfordshire, having led the Shadow Board that preceded its existence. He is also a Member of the Oxfordshire Local Enterprise Partnership's Forum, and a Member of the Tourism & Commercial Development Committee at the Historic Houses Association. He holds no other public appointments.

Sarah Stewart

Sarah Stewart is Chief Executive of NewcastleGateshead Initiative. From 1987 to 1991 she was Head of Regional Marketing Consultancy at Price Waterhouse, and then Marketing Director at the Sage Group plc until 1994. She then worked freelance in marketing and brand development for a wide range of national and international organisations and companies, including One North East, Newcastle Science City, Bank of Scotland and Shell International, until taking up her present position. A former Deputy Chair of both the Port of Tyne and the International Centre for Life, she is Chair of the Beamish Development Trust, a non-executive Board Member of Beamish Museum Ltd and a non-executive director of the Tyneside Economic Development Company. She holds no other public appointments.

Background

VisitEngland was created in April 2009 as the National Tourist Board for England. Supporting the tourism industry across the country, as the lead body for tourism in England, it is the trusted adviser to Government and the champion of the sector. Its role is to lead and drive forward the quality, competitiveness and sustainable growth of England's Visitor Economy by providing strategic direction, intelligence and coordinated marketing for the sector. Through partnership and collaborative activities it supports its partners at national and local levels to deliver excellent visitor experiences, achieve economic growth and increase investment and employment.

A Non-Departmental Public Body sponsored by the Department for Culture, Media and Sport, VisitEngland is influenced by the Department's and wider governmental priorities. It is also guided by the industry itself, with the Strategic Framework for Tourism in England 2010-2020 clearly outlining industry's expectations of its National Tourist Board. The Board of VisitEngland is responsible for overseeing the Strategic Framework which has as its ambition a 5% growth per annum over the next 10 years.

Board members devote approximately 2 days per month to the role, for which £9435 is offered annually in remuneration. The appointment process has followed the OCPA Code of Practice. Appointments are made on merit and political activity plays no part in the selection process. However, in accordance with the original Nolan recommendations, there is a requirement for political activity in the United Kingdom in the past five years (if any declared) to be made public. Ms Cottrell, Ms Stewart and Mr Hoy have each declared no political activity.