

8. MARKETING PEAK DISTRICT & DERBYSHIRE – GOVERNANCE & MEMBER REPRESENTATION

1. Purpose of the report

To update Authority on changes to the governance structure of an outside body - Peak District and Derbyshire Destination Management Partnership Board.

To seek approval for the proposed representation within the new governance structure.

Key Issues

- Marketing Peak District & Derbyshire (MPD&D) is the visitor promotion body for the region that incorporates the Peak District National Park. MPD&D is the brand name of the Peak District & Derbyshire Destination Management Partnership Board, currently an outside body with approved Member representation.
- The Peak District National Park Authority (PDNPA) has representation on the MPD&D board by an officer (currently the Director of Commercial Development & Outreach) and a member (currently Cllr Judith Twigg). The PDNPA currently makes a financial contribution to the organisation.
- MPD&D has recently carried out a review of its governance arrangements. MPD&D's new governance structure is a board of ten comprising a Chair, MPD&D Managing Director, East Midlands Chamber of Commerce Chief Executive, 4 x Private Sector representatives, and 4 x Public Sector representatives (Appendix 1). In addition, there are two stakeholder groups: one for members and one for local authority/public sector partners (Appendix 1). The previous governance structure comprised a single 25-person board made up of the above stakeholder groups.
- The process for appointment to the new core board was through completion of a skills matrix mapped to the expertise needs and strategic challenges and goals of MPD&D. As a result of this process, PDNPA future representation would comprise an officer (currently the Director of Commercial Development & Outreach) on the core board and a member on the 'Local Authority Investor Group'.
- The chair of MPD&D has written formally to the PDNPA officer (Director of Commercial Development & Outreach) and member (Cllr Judith Twigg) offering those roles.
- MPD&D are moving to the new structure described above from its next board meeting which takes place on 14.12.17.

2. Recommendations(s)

- 1. To the note changes to the governance structure of Marketing Peak District and Derbyshire (MPD&D).**
- 2. To appoint one Member and one Deputy to the MPDD Local Authority Investor Group and confirm that attendance at meetings of the Group is an approved duty for the purposes or claims for travel and subsistence.**

How does this contribute to our policies and legal obligations?

3. Involvement with and investment in MPD&D including representation on its board supports the delivery of our corporate strategy, in particular:

Cornerstone 1: Our assets (with emphasis on the brand).

Shift 2: Connect people to the place.

Shift 3: Visitor experiences that inspire.

Shift 4: Grow support.

Proposals

4. Members are asked to review the aforementioned governance arrangements and decide on the appropriateness of formal member representation.

Are there any corporate implications members should be concerned about?

Financial:

5. None.

Risk Management:

6. None.

Sustainability:

7. None

Equality:

8. None

9. **Background papers (not previously published)**

None

10. **Appendices**

Appendix 1 - MPD&D new board structure

Report Author, Job Title and Publication Date

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