



Department
for Culture,
Media & Sport



VisitEngland



British Tourist Authority (VisitBritain) Chair

Public Appointment Candidate Pack

Closing time and date: 11:59pm, Sunday 13th July 2025



Introduction

The Secretary of State for the Department of Culture, Media and Sport wishes to appoint a new Chair to the British Tourist Authority (operating as VisitBritain).

DCMS is committed to eliminating discrimination and advancing equality of opportunity in its public appointments. We particularly encourage applicants from underrepresented groups, those based outside London and the South-East and applicants who have achieved success through non-traditional educational routes. This ensures that boards of public bodies benefit from a full range of diverse perspectives and are representative of the people they serve.



About the British Tourist Authority (BTA)

The BTA is an Arm's Length Body of DCMS. It was set up by the Development of Tourism Act (1969). The BTA has a statutory duty:

- To encourage people to visit Great Britain and people living in Great Britain to take their holidays there; and
- To encourage the provision and improvement of tourist amenities and facilities in Great Britain.
- The BTA trades as both VisitBritain and VisitEngland, with each organisation having different responsibilities. It acts as the Government's strategic adviser on tourism matters.



VisitBritain's main activities are:

- Running a global network of offices that market Great Britain as a tourist destination to consumers in those regions. VisitBritain have staff in Canada, USA, Brazil, UAE, India, China, South Korea, Japan, France, Germany, Holland, Italy, Spain, Sweden and Australia;
- Delivering marketing campaigns in conjunction with commercial partners, including airlines and the travel trade;
- Undertaking and disseminating research and data concerning inbound travel and analysing this to advise Government and industry;
- Winning Business events including running the Business Events Growth Programme, which is focused on bringing international business events to the UK;
- Hosting and attending international travel trade shows and missions to promote Britain;
- An online shop that delivers revenue to the business; and
- Running an internal transformation programme to enhance digital and people capabilities.

About the role

The chief responsibilities of the new BTA Chair will be to:

- Ensure that any statutory or administrative requirements for the use of public funds are complied with, that all expenditure is in accordance with Treasury rules for the management of public money and that the BTA maintains high standards of corporate governance at all times. The BTA Chair has an important role to play in supporting the organisation's Accounting Officer in delivering high standards of regularity and probity.
- Provide effective leadership of the Board and support to the Chief Executive to deliver on the aims and objectives agreed with DCMS - principally ensuring that:
 - Targets to grow inbound tourism in value terms are met.
 - International activity is designed and delivered in light of the views of the VisitEngland Advisory Board, VisitScotland and VisitWales.
 - An appropriate separation is maintained between England-only and Britain-wide activity and funding.
- Ensure that the BTA maximises investment in English and British tourism and the promotion of Britain overseas, through partnership engagement and commercial activity, and that all expenditure is in accordance with HMT rules for the management of public money.
- Actively build collaboration and alignment in activity across an extensive network of stakeholders, working with and through national tourist boards.
- Act as an ambassador for British tourism, working across Government to further the promotion of Britain as part of the GREAT campaign and through commercial partnerships.
- Represent Britain at major travel industry events, associations and forums operating at a national and global level.

What we are looking for?

In addition, for those currently employed in the industry, candidates will need to be clear about any potential conflicts between this role and their other professional activities and be able to propose ways to manage conflicts should they arise.

Essential Criteria

Candidates must be able to demonstrate the following:

- Excellent communication skills including the ability to operate effectively as an ambassador for the organisation.
- The ability to lead an executive board and support the leadership of a high profile organisation by providing strategic guidance and effective challenge.
- An outstanding track record at a senior level including partnership working and the management of organisations through periods of change.
- Strong relationship building skills, with the ability to command respect, and work with and through others to achieve objectives.

- An understanding of the roles of the Devolved Administrations in Scotland and Wales, and the nature of the English Tourism landscape.
- A strong commitment to engaging communities outside of London, and factoring UK-wide perspectives into all decision making.

Desirable Criteria

Senior experience of at least one of the following would be desirable:

- Experience within tourism/travel industries
- Operating and developing partnerships within an international arena

Role details

Number of roles: x1 Chair

Term of Appointment: The term is for three years.

Remuneration: The Chair will receive a salary of £40,000 per year.

Time Commitment: The expected time commitment for the Chair is ad hoc.

Location: Birmingham and London for the majority of meetings, with occasional meetings in other locations across Britain. The appointee should expect to travel to represent British tourism nationally and internationally.

Who can apply? You should have the right to work in the UK to be eligible to apply for a public appointment.

You cannot be considered for a public appointment if:

- you are disqualified from acting as a company director (under the Company Directors Disqualification Act 1986);
- have an unspent conviction on your criminal record;
- your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors.

Security Clearance required: The successful candidate will be required to undertake Baseline Personnel Security Standard checks in line with the Civil Service guidelines. Additional Security Clearance may also be required for certain roles. However, where this applies, candidates will be notified during the appointment process. Further information on National Security Vetting can be found on the Gov.uk website [here](#).

Selection process details

The Panel

The following individuals will make up the Advisory Assessment Panel:

Duncan Parish

DCMS Panel Chair
Deputy Director, Visit Economy

Sharon Seville

Senior Independent Panel Member

Camila Poulton

Additional Panel Member

Ken O'Toole

VisitEngland Advisory Council Representative

Advert closing date:

Sunday 13th July 2025

Shortlisting:

August 2025

Interviews:

September 2025

Candidates are asked to note the above timetable, exercising flexibility through the recruitment and selection process.

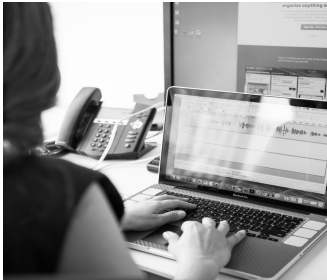
Shortlist

The Panel will assess applications against the eligibility criteria and decide which candidates have best met the criteria, who should be recommended for interview. Ministers will then be consulted on the Panel's recommended shortlist. If you have applied under the Disability Confident Scheme and you meet all the essential criteria, then you will also be invited for an interview.

Feedback

Please note you will only receive feedback if you reach the interview stage. Following interview, all candidates will receive a score along with some short written feedback on your performance at interview.

How to apply



In order to apply you will need to [create an account](#) or [sign in](#) to the Public Appointments website.

Once you are logged into your account, click on '[apply for this role](#)' and follow the on-screen instructions.

To apply, all candidates are required to provide:

- a Curriculum Vitae (CV)
- a supporting statement
- equality information
- information relating to any outside interests or reputational issues

We will ask you to check and confirm your personal details to ensure your application is accurate.

You will also have the opportunity to make a reasonable adjustment request or apply under the disability confident scheme before you submit your application.

The Advisory Assessment Panel reserves the right to only consider applications that contain all of the elements listed above, and that arrive before the published deadline for applications.

For the **shortlist**, the Advisory Assessment Panel will select applicants demonstrating the best fit for the role by considering the evidence provided in your application.

Diversity and Inclusion

We encourage applications from talented individuals from all backgrounds and across the whole of the United Kingdom. Boards of public bodies are most effective when they reflect the diversity of views of the society they serve.

We collect data about applicants' characteristics and backgrounds, so that we can make sure we are attracting a broad range of people to these roles and that our selection processes are fair for everyone. Without this information, it makes it difficult to see if our outreach is working, if the application process is having an unfair impact on certain groups and whether changes are making a positive difference. The information you provide will not be seen by the Advisory Assessment Panel who review applications against the advertised criteria and conduct interviews.

We are a member of the **Government's Disability Confident scheme**. As part of implementing the scheme, we guarantee an interview for anyone with a disability whose application meets the essential criteria for the role, set out in the advert, and who has asked that their application is considered under the scheme. Indicating that you wish your application to be considered under the scheme will in no way prejudice your application. By 'essential criteria', we mean that you must provide evidence which demonstrates that you meet the level of competence required under each of the essential criteria, as set out in the job-advert. When you apply you will have the opportunity to select if you would like your application considered under this scheme.

Reasonable adjustments

We are committed to making reasonable adjustments to make sure applicants with disabilities, physical or mental health conditions, or other needs are not substantially disadvantaged when applying for public appointments. When you apply you will have the opportunity to request reasonable adjustments to the application process.

Terms and Conditions

This appointments process adheres to the Cabinet Office Governance Code on Public Appointments which is regulated by the Commissioner for Public Appointments.

Eligibility Criteria:

You cannot be considered for a public appointment if:

- you become bankrupt or make an arrangement with a creditor.
- your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors.
- you are disqualified from acting as a company director under the Company Directors Disqualification Act 1986.
- you have been convicted of a criminal offence, the conviction not being spent for the purposes of the Rehabilitation of Offenders Act 1974 (c.53)
- you become subject to a debt relief order or a bankruptcy restrictions order.
- you fail to declare any conflict of interest.

Conflicts of Interest and Due Diligence

If you have any interests that might be relevant to the work of the Charity Commission and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application. If you have queries about this and would like to discuss further please contact the Public Appointments Team.

Given the nature of public appointments, it is important that those appointed as members of public bodies maintain the confidence of Parliament and the public. If there are any issues in your personal or professional history that could, if you were appointed, be misconstrued, cause embarrassment, or cause public confidence in the appointment to be jeopardised, it is important that you bring them to the attention of the Advisory Assessment Panel and provide details of the issue(s) in your application. In considering whether you wish to declare any issues, you should also reflect on any public statements you have made, including through social media.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity. This will include us undertaking searches of previous public statements and social media, blogs or any other publicly available information. This information may be made available to the Advisory Assessment Panel and they may wish to explore issues with you should you be invited to interview. The information may also be shared with ministers and the Cabinet Office.

Contact Us

If you have any questions about the appointments process, please contact the campaign manager, Sam Whelan (Sam.Whelan@dcms.gov.uk), or the Public Appointments Mailbox (publicappointments@dcms.gov.uk).

Join the [DCMS Public Appointments Network](#) if you would like to hear about DCMS Appointment opportunities, including future networking events, guidance for candidates and much more.



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