

# DESTINATION CHESTERFIELD

## DESTINATION CHESTERFIELD BOARD TERMS OF REFERENCE

### 1. INTRODUCTION

Destination Chesterfield is a public/private partnership that delivers strategic marketing campaigns that are helping to improve the economic prosperity of Chesterfield by promoting it as a contemporary destination to invest, work, live and visit.

The partnership was established in 2010 and is funded through support from the UK Shared Prosperity Fund, Chesterfield Borough Council, businesses, and commercial activity.

The local business community plays a central role in the partnerships success by leading an independent board of Directors and pledging their support through the Chesterfield Champions Scheme.

The Chesterfield Champions Scheme is a network helping to drive the development of our economy, shape our future and showcase all that is good about us.

It's a direct statement of belief from organisations about their commitment to Chesterfield and its successful future. It is also about providing organisations access to services and support that will directly impact their success and increase Chesterfield's profile.

Chesterfield Borough Council is Destination Chesterfield's accountable body and the partnership is operated under a service-level agreement with East Midlands Chamber, which employs the operational team and provides organisational operational support.

Decision-making for Destination Chesterfield is made via the Destination Chesterfield Board.

#### Our Aim

Destination Chesterfield is responsible for developing a coordinated approach to promoting our town.

We aim to raise the profile of Chesterfield by harnessing its location, potential, and confidence to establish its role as a contemporary destination, nestled on the border of the world-famous Peak District and located in the heart of England.

Working with businesses and stakeholders, we will develop the confidence to make Chesterfield a contemporary, desirable place to live, do business, invest, and visit. We work collaboratively to support economic growth and promote the borough of Chesterfield.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## Objectives

- To coordinate and influence Chesterfield's marketing activity. Working with partners to ensure the town's vision and story are represented. Identifying gaps in place marketing and developing marketing campaigns to reach out to target audiences.
- To promote and change perceptions of Chesterfield, delivering tangible, measurable results in terms of promotional coverage and investment.
- To grow a network of businesses from the private, public, and third sectors that collaborate to support economic growth and proactively promote Chesterfield to internal and external markets.

## Our Values

Destination Chesterfield works in partnership with organisations to support economic growth and to maximise the positive promotion of the town to internal and external audiences. Ensuring perceptions are in parallel with the evolution of Chesterfield.

The partnership, like a place, is the sum of its people. That includes the operational team, board members and the Chesterfield Champions.

Destination Chesterfield's corporate values are:

- We are **innovative** in our marketing of Chesterfield
- We **build connections** and **help businesses grow**
- We **celebrate** people and place
- We **collaborate** and **support** each other
- We **deliver quality** and are **honest and ethical**

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 2. THE ROLE OF THE DESTINATION CHESTERFIELD BOARD

The Destination Chesterfield Board is a partnership to drive a collective strategic approach to place-making and place marketing for Chesterfield. Bringing together the private, public and third sectors to shape, influence, promote and deliver the economic growth aspirations of the borough of Chesterfield.

The board drives the strategic direction of Destination Chesterfield including the Chesterfield Champions Scheme, in particular, direction setting, securing resources, overseeing financial performance, delivery of targets and priorities identified in the Destination Chesterfield Strategy, together with ensuring the project meets the conditions of any external funding.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 3. BOARD POSITIONS

There will be a minimum of ten and a maximum of sixteen board members.

Board positions are all voluntary and unpaid.

Expenses are not paid by Destination Chesterfield for board members delivering their roles and responsibilities described in Section 7.

The following board positions will be available on the Destination Chesterfield Board.

### (i) Elected from Chesterfield Champions Network

- Roles will be elected from the Chesterfield Champions Network up to and not exceeding the maximum board membership.

These positions will be defined and selected to reflect the expertise and skills required to support the delivery of the current Destination Chesterfield Strategy.

These posts will also be reflective of the Chesterfield business community.

The Destination Chesterfield Governance sub-group will review and monitor board performance and membership and on an annual basis recommend changes based on the skills required to deliver the Destination Chesterfield Strategy and annual implementation plan.

### (ii) Direct Appointments

- Leader – Chesterfield Borough Council
- Chief Executive – Chesterfield Borough Council
- Chief Executive – East Midlands Chamber
- Chesterfield Royal Hospital NHS Trust
- University of Derby
- Principal of Chesterfield College
- Chair of Staveley Town Deal
- Chair of Skills and Employment Partnership
- Chair of Town Centre Partnership / Chair of Towns Board (Long-term plan for towns) (TBC)

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

Roles in section (i) will be elected from organisations that are Chesterfield Champions.

Terms and election processes can be seen in section 8 of this document.

Roles in section (ii) are direct appointments, an individual will be nominated to represent the named organisation or board in agreement with the Chair of Destination Chesterfield.

The Board will have the power at any time to invite further members if the Board considers it necessary as long as it does not exceed the maximum board membership.

In the absence of the Chair at any meeting, the Vice Chair will chair the meeting.

A Board member shall cease to be a member in the event of:

- such member giving written notice to the Board of their resignation, to take effect on receipt by the Board of the notice of resignation or, if later, the date stated in the notice.
- Such board member acts in a way that brings Destination Chesterfield into disrepute.
- such board members organisation ceases to be a Chesterfield Champion.
- such board member leaves the organisation they are representing.
- such member's death or, being a corporation, its winding up.
- such member's bankruptcy, making of any arrangement or composition with their creditors, or liquidation, or in the case of an organisation, winding up, liquidation, dissolution or administration or anything analogous to any of the foregoing occurring in relation to a member

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 4. BOARD MEETINGS

- The Board will meet at least 6 times a year or more often as required.
- No business shall be transacted at any Board meeting unless a quorum is present. The quorum shall be five.
- Board meetings will not be public meetings.
- Decisions will be made by a majority vote with the Chair having a casting vote if required.
- The agenda for the meeting will be prepared by the Destination Chesterfield Operations Team through agreement by the Chair.
- Minutes of the meeting will record, the names of board members and advisors present, conflicts of interest, actions from the meeting and a clear record of the meeting.
- The Destination Chesterfield operations team will provide administrative support for the board.
- Board meetings will be attended by advisors from the Destination Chesterfield operations team and Chesterfield Borough Council. Advisors do not have voting rights.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 5. BOARD MEMBERS' CONDUCT

Board members are expected to adhere to the Seven Principles of Public Life, known as the Nolan Principles.

They are:

- **Selflessness**: Board members should act solely in terms of the public interest. They should not do so in order to gain financial or other benefits for themselves, their family or their friends.
- **Integrity**: Board members should not place themselves under any financial or other obligation to outside individuals or organisations that might seek to influence them in the performance of their official duties.
- **Objectivity**: In carrying out business, including making appointments, awarding contracts, or recommending individuals for rewards and benefits, board members should make choices on merit.
- **Accountability**: Board members are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate.
- **Openness**: Board members should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands it.
- **Honesty**: Board members have a duty to declare any private interests relating to their duties and to take steps to resolve any conflicts arising in a way that protects the public interest.
- **Leadership**: Board members should promote and support these principles by leadership and example.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 6. CONFLICT OF INTEREST

The following provisions shall apply to all Board members:

- A Declarations of Interest item shall be at the top of the Agenda for each Board meeting
- In the event that there is a conflict of interest the person so conflicted shall immediately declare the nature of the conflict or potential conflict and withdraw from any business where the conflict would be relevant.
- Whenever a person has an interest in a matter to be discussed at a meeting the person concerned will not be:
  - o entitled to remain present at the meeting during the discussion of that matter
  - o counted in the quorum for that part of the meeting
  - o entitled to vote on the matter
- The Board may, at any time authorise a person to remain in the meeting whilst a matter in which they have or may have a conflict of interest is discussed, provided that the conflict of interest is declared and the person subject to the conflict of interest shall not be entitled to vote on the matter.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**



# DESTINATION CHESTERFIELD

## 7. ROLES AND RESPONSIBILITIES

### (i) The Chair

The role of the Chair is to lead the Board in defining vision and direction, delivering the desired outputs, whilst ensuring that appropriate procedures for governance and management of resources are in place.

The Chair will be an effective influencer and “ambassador” for Chesterfield and Destination Chesterfield at a local, regional and national level.

The key responsibilities of the post are to:

- Provide strategic leadership and direction to ensure that the Board achieves its goals.
- Be an effective influencer and “ambassador” for Chesterfield and Destination Chesterfield at local, regional and national levels working with appropriate partner organisations and individuals.
- Be an effective advocate on behalf of the Board, Chesterfield Borough Council, businesses and people of Chesterfield.
- Lead the efforts of the Board to monitor performance and progress, in terms of output, outcome, timescale and financial delivery.
- Effectively chair meetings of the Board, leading it towards decisions that ensure the strategic vision and key objectives of Destination Chesterfield are delivered.
- Ensure that the Board adheres at all times to high standards of ethics and governance and is an exemplar to other organisations.
- Ensure that all Board members participate actively in the work of Destination Chesterfield, encouraging their attendance and engagement and keeping regular contact with all members.
- Ensuring effective liaison between the Chesterfield Champions and the Board in order to reflect views and opinions.
- Responsible for relationship management with Chesterfield Borough Council via the Chief Executive and Council Leader.
- Direct line management responsibility for the Destination Chesterfield Manager, including undertaking quarterly reviews of performance. (HR support will be provided by East Midlands Chamber).
- Exert a casting vote in Board decisions if circumstances require.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## (ii) Board Members

Board members have a responsibility to uphold high standards and the values of Destination Chesterfield.

They should support the Chair in instilling the appropriate culture, values and behaviours in the boardroom, throughout the Destination Chesterfield Partnership and beyond.

Board members should take into account the views of other stakeholders, because these views may provide different perspectives on the Board and its performance.

The duties and responsibilities of a Board member are to:

- Attend meetings of the Board - Any board member who is absent from more than four consecutive Board Meetings shall vacate the Destination Chesterfield Board.
- Reflect the agreed view of the Board and its members in all discussions with partners and stakeholders.
- Monitor the strategic delivery of Destination Chesterfield and the Chesterfield Champions Scheme, in conjunction with the Chair.
- Support the Chair by leading activities relevant to their knowledge and experience by representing the interests of Destination Chesterfield in meetings with partners and stakeholders.
- Ensure their respective organisations appropriately support collaborative place-making, the Destination Chesterfield Strategy and identify opportunities to promote Chesterfield and support campaigns and projects.
- Actively develop an effective partnership.
- Contribute knowledge and expertise to the development and delivery of the Destination Chesterfield Strategy and Implementation plan and support the strategic development of place-making, place-shaping and place-marketing activity for Chesterfield.
- Formally represent Destination Chesterfield in meetings with other bodies and partner organisations, at conferences or events or media enquiries, as required.
- Promote and encourage involvement in the Destination Chesterfield Partnership by encouraging others to join the Chesterfield Champions scheme.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 8. Election and Recruitment Protocols

The Chair and the Vice Chair of Destination Chesterfield will be elected for the period of the current Destination Chesterfield Strategy (Usually 3 Years).

The Destination Chesterfield Chair will be elected from the Destination Chesterfield Board.

The Chair will be nominated and voted for by members of the Destination Chesterfield Board.

The Vice Chair will be the senior elected member from Chesterfield Borough Council nominated to the board.

Elected board members term will be for the remaining period of the current Destination Chesterfield Strategy.

The Chair and Board may then nominate themselves to continue as board members to deliver future Destination Chesterfield Strategies.

At this point the Chair must be elected to the position by a majority vote by the Board.

Any arising board vacancies will be recruited via the process below

- (i) Elected from the Champions Network
  - Any vacant role will be advertised to the Chesterfield Champions Network.
  - Expressions of interest for the role will be gathered.
  - Further information and or Interviews may be carried out to select the preferred candidate by the Destination Chesterfield Governance Sub Group
  - Final confirmation of appointment to be agreed by Chair and Vice Chair and validated by the board at the next board meeting after appointment.
  
- (ii) Direct Appointments
  - Organisations or boards will be asked by the Chair to nominate a relevant person to represent their organisation on the Destination Chesterfield Board.
  - Final confirmation of appointment to be agreed by Chair and Vice Chair and validated by the board at the next board meeting after appointment.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**

# DESTINATION CHESTERFIELD

## 9. Destination Chesterfield Governance Sub-Group

A Destination Chesterfield Governance Sub Group will be formed of three board members, the Destination Chesterfield Manager and officer representation from Chesterfield Borough Council.

The three roles will be elected from Destination Chesterfield Board Members and will be elected to cover the period of the current Destination Chesterfield Strategy.

This group will meet at least once a year but more often as required.

The role of this group will be to:

- Ensure that the Destination Chesterfield Terms of Reference continue to be fit for purposes and to recommend changes for approval by the board.
- To monitor the performance and conduct of the board against these terms of reference and the delivery of the Destination Chesterfield Strategy and make recommendations of actions to the board as required.
- To recommend any changes in membership of the board to deliver the Destination Chesterfield Strategy.

Destination Chesterfield is funded by:



**CHESTERFIELD**  
BOROUGH COUNCIL



**Funded by**  
**UK Government**