

**British Tourist Authority (BTA) Board**  
**Register of Board Members' Interests**



| Name                                         | Position Declared with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held)* | Related Party Disclosures (any members of close family who hold any position with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held)*) | Other Positions                                                                                                 |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Peter Gowers</b>                          | Shareholder, IHG plc                                                                                                                                      | n/a                                                                                                                                                                                                                   | Group Chief Executive of the Busy Bees Group                                                                    |
|                                              | Member, UK Soft Power Council                                                                                                                             |                                                                                                                                                                                                                       | Contingent Shareholder, Anchor SCA, Luxembourg                                                                  |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Member Advisory Panel Awesome Experiences Limited                                                               |
| <b>Karin Sheppard</b>                        | IHG, Managing Director Europe                                                                                                                             | n/a                                                                                                                                                                                                                   |                                                                                                                 |
|                                              | Co-Chair of the Visitor Economy Advisory Council                                                                                                          |                                                                                                                                                                                                                       |                                                                                                                 |
| <b>Beth Knight</b>                           | Director, Sustainable Leaders Ltd                                                                                                                         | n/a                                                                                                                                                                                                                   | Lloyds Banking Group - Head of Social Sustainability                                                            |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Corporate Advisory Board Chair, Save the Children                                                               |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Member of Invest in Women Taskforce, backed by UK Government Department for Business & Trade                    |
| <b>Neil Rami</b>                             | Chief Executive, West Midlands Growth Company                                                                                                             |                                                                                                                                                                                                                       | Member, Real Estate & Infrastructure Advisory Board                                                             |
|                                              | Member, UK Visitor Economy Advisory Council                                                                                                               |                                                                                                                                                                                                                       | Member, Creative UK Board                                                                                       |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Member, Foreign Direct Investment Leaders Network                                                               |
| <b>Mary Walsh</b>                            |                                                                                                                                                           |                                                                                                                                                                                                                       | Trustee, Cruse, the national bereavement support charity                                                        |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Advisor, FTSE Women Leaders Review (I do this through my small communications consultancy business Fermoye Ltd) |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Advisor, Nurole, which is a search company focused on board-level appointments                                  |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Advisor, for a Yorkshire Building Society (YBS) project through my consultancy business Fermoye Ltd             |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Trustee, Architectural Heritage Fund (AHF)                                                                      |
| <b>Stephen Leckie**</b>                      | CEO & Executive Chair, Crieff Hydro                                                                                                                       | n/a                                                                                                                                                                                                                   | President of the Scottish Chambers of Commerce                                                                  |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Director of Perthshire Chamber of Commerce                                                                      |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Director of Strathearn Engineering                                                                              |
| <b>Michael Bewick**</b>                      | Shareholder J W Greaves & Sons Ltd                                                                                                                        |                                                                                                                                                                                                                       | Chair of Benefitting Group for The World Heritage Site for the Slate Landscapes of North West Wales             |
|                                              | Managing Director J W Greaves & Sons Ltd                                                                                                                  |                                                                                                                                                                                                                       | Co-Chair of Gwynedd & Eryri Sustainable Visitor Economy Forum                                                   |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Chair of North Wales Regional Tourism Forum                                                                     |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Member of Welsh Government Visitor Economy Forum                                                                |
|                                              |                                                                                                                                                           |                                                                                                                                                                                                                       | Trustee Slate Heritage International                                                                            |
| <b>Karly Greene (Observer)</b>               | Director of Analytical Services at the Northern Ireland Statistics and Research Agency (NISRA)                                                            | n/a                                                                                                                                                                                                                   | Vice Chair Housing Rights NI                                                                                    |
| <b>Kendra Blumsky (Boardroom Apprentice)</b> | Board member Tourism NI                                                                                                                                   |                                                                                                                                                                                                                       | Non-executive Director of Galgorm Castle Education and Preservation Limited                                     |
|                                              | IHG - Global Corporate Responsibility Engagement Manager                                                                                                  |                                                                                                                                                                                                                       |                                                                                                                 |

\*Please declare any shareholdings where the value of any holding, even if below 3%, means there could be a potential for perceived relevance

\*\* These are the Board members for VisitScotland and VisitWales respectively. For the VisitEngland Board members' interests see VEAB register of interests tab

**VisitEngland Advisory Board (VEAB)**  
**Register of Board Members' Interests**

| Name                                                   | Position Declared with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held)* | Related Party Disclosures (any members of close family who hold any position with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held))* | Other Positions                                                                 |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>Lady Borwick (Victoria)</b><br><b>Chair of VEAB</b> | Director and Member of Poore and Second Poore Ltd; holding companies limited by guarantee.                                                                | Husband, Lord Borwick's, registered interests found here:<br><a href="https://members.parliament.uk/member/4281/registeredinterests">https://members.parliament.uk/member/4281/registeredinterests</a>                | Governor: Guys and St Thomas's Hospital                                         |
|                                                        |                                                                                                                                                           |                                                                                                                                                                                                                       | Trustee: The Federated Foundation (Charity)                                     |
|                                                        |                                                                                                                                                           |                                                                                                                                                                                                                       | School Governor and Safeguarding Governor of Golborne & Maxilla Nursery Schools |
|                                                        |                                                                                                                                                           |                                                                                                                                                                                                                       | Vice President of The River Thames Society                                      |
| <b>Fiona Pollard</b>                                   | Shareholder, Eagle-Eyed Ventures Ltd                                                                                                                      | Husband's shareholdings are in Lost & Grounded Limited (a brewery), 60% shareholder of Hawker Joinery Limited, a 50% shareholder in Heritage Events and Eagle-Eyed Ventures Ltd                                       | Member of Railway 200 Strategic Group                                           |
|                                                        |                                                                                                                                                           |                                                                                                                                                                                                                       | Director, Monument Technology Limited                                           |
|                                                        |                                                                                                                                                           |                                                                                                                                                                                                                       | Chair, Monument Bank                                                            |
| <b>Allan Lambert</b>                                   | Shareholder, Awaze                                                                                                                                        | n/a                                                                                                                                                                                                                   | Owner, CoastMoor Associates an Executive Leadership Coaching and Business       |
|                                                        | Non-Executive Director, Hideaways Holidays Group (encompassing Rural Retreats).                                                                           |                                                                                                                                                                                                                       |                                                                                 |
|                                                        | Family Holiday Association Ambassador                                                                                                                     |                                                                                                                                                                                                                       |                                                                                 |
| <b>Nadine Thomson</b>                                  |                                                                                                                                                           | n/a                                                                                                                                                                                                                   |                                                                                 |
| <b>Nigel Wilkinson</b>                                 | Director, Winander Group Holdings Limited                                                                                                                 | Wife, Linda Wilkinson, holds a minority interest in Winander Group Holdings Limited                                                                                                                                   | Non-Executive Director, Rushbond plc                                            |
|                                                        | Managing Director, Winander Leisure Limited                                                                                                               |                                                                                                                                                                                                                       | Director/Trustee, South Cumbria Rivers Trust                                    |
|                                                        | Managing Director, Windermere Lake Cruises Limited                                                                                                        |                                                                                                                                                                                                                       |                                                                                 |
|                                                        | Director, Lakeland Motor Museum Limited                                                                                                                   |                                                                                                                                                                                                                       |                                                                                 |
| <b>Helen Bonser-Wilton</b>                             | Independent Chair of the Love Windermere Partnership                                                                                                      |                                                                                                                                                                                                                       |                                                                                 |
|                                                        | Chief Executive of Leeds Castle Foundation                                                                                                                |                                                                                                                                                                                                                       |                                                                                 |
|                                                        | Board Director of Visit Kent                                                                                                                              |                                                                                                                                                                                                                       |                                                                                 |
| <b>Dr Sarah Green OBE</b>                              | Board Director of ALVA (Association of Leading Visitor Attractions)                                                                                       |                                                                                                                                                                                                                       |                                                                                 |
|                                                        | Director, NGI and NGI Solutions                                                                                                                           | n/a                                                                                                                                                                                                                   | Member of Visitor Economy Advisory Council                                      |
|                                                        | Chair and Director, Ryder Architecture Limited Employee Owned Trust Board                                                                                 |                                                                                                                                                                                                                       | Elected Member of National Trust Council                                        |

**British Tourist Authority (BTA) Senior Leadership Team**  
**Register of Directors' Interests**

| Name           | BTA Role                              | Position Declared with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held)* | Related Party Disclosures (any members of close family who hold any position with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held)* | Other Positions                                  | Notes                                                                 |
|----------------|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------|
| Patricia Yates | Chief Executive Officer               | n/a                                                                                                                                                       | Son employed by BTA in Corporate Press Office                                                                                                                                                                        | Visitor Economy Advisory Council - observer role | n/a                                                                   |
| Gavin Landry   | International Director                | Adjunct Professor New York University teaching Tourism Planning                                                                                           | n/a                                                                                                                                                                                                                  | n/a                                              | n/a                                                                   |
| Andrew Stokes  | England and Commercial Director       | n/a                                                                                                                                                       | n/a                                                                                                                                                                                                                  | n/a                                              | n/a                                                                   |
| Robin Johnson  | Global Marketing Director             | n/a                                                                                                                                                       | Partner employed by BTA in Brand and Content dept.                                                                                                                                                                   | n/a                                              | n/a                                                                   |
| Debra Lang     | HR and Professional Services Director | n/a                                                                                                                                                       | Husband (Wynne Parry) is an official of FDA                                                                                                                                                                          | n/a                                              | FDA is not currently a recognised trade union of BTA.                 |
| Louise Bryce   | Partnership Director                  | Honorary Board Member UK Inbound                                                                                                                          | n/a                                                                                                                                                                                                                  | n/a                                              | The role of UK Inbound is considered complementary to that of the BTA |
| Serena Jacobs  | Finance Director                      | n/a                                                                                                                                                       | n/a                                                                                                                                                                                                                  | Football Foundation Audit Committee member       |                                                                       |

**Audit & Risk Committee (ARC)**

| Name       | BTA Role                                            | Position Declared with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held) | Related Party Disclosures (any members of close family who hold any position with potential for perceived relevance to BTA (including any where a shareholding of more than 3% of the issued share capital is held) | Other Positions | Area of Potential Conflict |
|------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------|
| Tim Hurdle | Independent External Professional Member of the ARC | n/a                                                                                                                                                      | n/a                                                                                                                                                                                                                 | n/a             | n/a                        |

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