



# We are delighted to welcome Lady Victoria Borwick as the new Chair of the VisitEngland Advisory Board (VEAB)

VisitEngland

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Lady Borwick has been [appointed by the Secretary of State for Culture, Media and Sport \(DCMS\)](#) as permanent Chair of the VEAB. She will take up her new post on 4 September 2023. Lady Borwick is looking forward to meeting stakeholders from across England's tourism industry.

Following 20 years of commercial experience in the events and conference business, managing a division of the P&O group and attracting investment into the UK, Victoria Borwick had a political career building a network of connections across Westminster.

Victoria served as a local Councillor, Member of the Greater London Assembly (GLA), and Member of Parliament. Victoria worked with the Metropolitan Police and chaired their review into Public Order Policing and worked with Transport for London on improving transport accessibility. At the GLA, Victoria was Chairman of Health and Public Services, and represented the GLA on the London Health Commission.

Whilst at the GLA, Victoria served as the Statutory Deputy Mayor of London, delivering the agenda and promoting London and the Olympic games in 2012, which were held in 28 venues across the UK. Victoria has led on policy development, budgetary scrutiny, and community relations. Victoria was also a "GamesMaker" during the 2012 Olympic games.

Victoria's love of heritage enabled her to be elected chairman of the British Antique Dealers Association for their 100-year anniversary. Victoria is Vice President of the River Thames Society and Chairman of the Thames Estuary Partnership; a charity that conserves the natural heritage of the tidal Estuary, working in conjunction with the Environment Agency and Natural England. The Thames Estuary Partnership is working with stakeholders including the PLA, the GLA and riparian authorities on the Thames Estuary Strategy, to take into account all the opportunities along the tidal estuary.

For the last 5 years, Victoria has been delivering the Cherry Blossom Planting project which fulfils a MOU between Japan and UK to plant cherry blossom trees across the United Kingdom. Victoria has travelled throughout Britain and planted over 7,500 trees to date.

Recently, Victoria was working with a major utility company on regulatory affairs, stakeholder engagement and improving customer services.

Lady Borwick replaces current VEAB Interim Chair, Fiona Pollard, who has been in post since 1 November 2022 while recruitment for a permanent Chair was underway.

Fiona joined the VEAB in March 2018 and was reappointed for a second term in March 2022. We are delighted that she will remain as a member of the VEAB and thank her for her hard work and contributions to date.