

## **TBID Adopters Group: TERMS OF REFERENCE**

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### **Background**

With pressure on public spending impacting upon the capacity of DMOs to develop strategies designed to support year-on-year growth in the visitor economy, and the growing need for such business-led and performance-driven partnerships to implement programmes that will underpin improved business performance, new ways of funding activities that will stimulate growth in demand have to be found.

The report 'Establishing TBIDs in England: An introduction' stated:

'The context within which the visitor economy is required to operate has changed beyond recognition in the last 20 years. Arguments put forward in recent years about how the industry is encouraged to grow and develop, and how to generate the investment needed to deliver growth have been superseded by a new financial landscape, and a new agenda has emerged which demands that funding models in particular be viewed from a new perspective.'

Building upon the interest of Government, VisitEngland, the Core Cities Group, and many destination management organisations, and drawing upon the experiences of how BIDs have developed in the UK since 2003 and the many examples of successful TBIDs in the USA, work has been carried out to evaluate the extent to which the Business Improvement District (England) Regulations 2004 might be applied to develop tourism sector-specific BIDs in England.

There is a high level of interest in the potential that TBIDs have to offer from destination stakeholders and from VisitEngland, and VisitEngland intend to work closely with them.

### **Purpose of the TBID Adopters Group**

The purpose of the group is to enable the leaders of partnerships planning to develop TBIDs to share experiences and possibly resources, to identify best practice, to explore opportunities to jointly brief the industry, other stakeholders and partners, and to develop a body of knowledge that will enable the adoption of the TBID model, where appropriate.

The TBID Adopters Group will focus on the implementation of TBIDs in England and it will directly liaise with and regularly brief a working party established by VisitEngland whose remit is to consider a wider range of options for the future funding of tourism at a destination level. TBIDs represent just one future funding option to support the development of tourism locally.

### **Membership**

Reflecting its action-oriented remit, membership of the group will be encourage from representatives of organisations that have an intention to proactively explore the opportunity to implement a TBID no later than December 2014. VisitEngland will participate to ensure developments are communicated with government and wider national stakeholders or other destinations.

Subject to the agreement of the group, its membership may be extended to include those from the industry with a shared interest in the development of TBIDs or from experts in BIDs generally.

The group may nominate a chair and vice chair as it feels appropriate.

## Objectives

- Identify the role that TBIDs can play in stimulating growth in the visitor economy
- Identify, capture and share opportunities, challenges and solutions in the development of TBIDs with peers
- Act as a focal point for liaison with the industry to encourage the adoption of the TBID model where appropriate.

## Scope and mandate

The group will focus upon the development of TBIDs in England.

The group will operate in a spirit of partnership and openness and in a way that leads to a greater understanding of the opportunities and challenges associated with the development and implementation of TBIDs. It is not a legal or corporate entity, and its members are free to act independently and formulate their own policies and approaches.

The group may nominate a chair and vice chair whose responsibilities will be to convene and record meetings. No member of the group except its chair or vice chair will be authorised to speak on behalf of or represent the group.

Members of the group that may decide to postpone or withdraw from the implementation of TBIDs will leave the group. Members of the group will share information freely and be prepared to provide support to each other, but at the same time, recognising that where issues are shared in confidence, that confidentiality is fully respected.

Members of the group will also undertake to share information with other destinations and industry bodies not represented on the group so that the body of learning is cascaded to others.

## Frequency of meetings

Formal meetings of the group will take place on a quarterly basis until December 2014 when the work of the group will be concluded and outcomes delivered.

## Reporting

The group through its chair and vice chair will report to VisitEngland's Destination Future Funding group on a six-monthly basis in order to monitor progress and evaluate the success of the proposed funding model against the other options for future tourism funding that it wishes to consider.

## Outputs

- Case studies from a range of TBID models that can facilitate effective destination growth and decision making at a local level identified through the group's activities.
- Support for destinations developing at TBID or tourism related BID that will be provided by peer destinations on the group.

## **Roles and responsibilities**

### *VisitEngland*

- In being a member of the group VisitEngland's role will be to provide:
- Secretariat facilities to support the group in year 1, after which this should then be reviewed.
- Provide expertise on the visitor economy and insights from stakeholders, who are not represented, with an interest in the work of the group.
- Promote a better understanding of TBIDs amongst wider visitor economy stakeholders
- Create a body of knowledge for a wide range of stakeholders to enable and support them to make appropriate decisions in their destinations and local areas.

### *Destinations*

- Sharing experiences and lessons in the development of TBIDs in order to contribute to the development of a body of knowledge
- Supporting and advising peer destinations on the group in the development of TBIDs
- Presenting findings to the Future Funding Group organised by VisitEngland and to wider destination peers or other stakeholders in the Visitor Economy as appropriate and agreed with by the group.