

## Welcome To Yorkshire response to questions – August 2021

Welcome To Yorkshire recently received several questions from a member of the public about how it operates. We thought it would be helpful to share our response with you so that it was available to all interested parties which provides a useful update.

Welcome to Yorkshire is currently undergoing a review of governance arrangements. The review has taken longer than we would have hoped because of the restrictions placed on us throughout the pandemic.

We are in the final stages of the review and are seeking the views of members of the Private Sector Members Group (PSMG). The future role and membership of all members, including PSMG, is under review.

The outcome of the review will be an agenda item at the next AGM and voted on during the meeting. The minutes of the AGM will be made public after the meeting which will be held in the Autumn.

Welcome to Yorkshire's current Board, created over the last 18 months, consists of a wide range of diverse and inspirational individuals with a wealth of public and private sector experience, representing the whole of the county with a collective, in-depth knowledge of the tourism industry across the arts, heritage, hospitality, attractions and much more.

The makeup of the board and recruitment of board members is also part of our governance review.

Board meetings are open to observers, and board agendas and minutes published on our website. During the pandemic board meetings have been held using Teams and anyone who wishes to attend can contact Welcome to Yorkshire and request an invitation.

Prior to board meetings members receive detailed reports, some of which are commercially sensitive and confidential and for business reasons are not made public.

Welcome to Yorkshire have a robust recruitment policy in place and applicants for vacant roles are recruited based on their skills, knowledge and experience. For reasons of data protection and confidentiality we are unable to provide information about individual members of staff. Information about the current team can be found at: <https://industry.yorkshire.com/about/meet-the-team>

Welcome to Yorkshire are committed to supporting the tourism industry. Initiatives launched throughout the pandemic include a three-month freeze on membership fees, a series of webinars to provide advice and support to businesses, the creation of the Recovery Task Group (chaired by Nicky Chance-Thompson DL), work with the North Yorkshire LEP to provide support to North Yorkshire businesses and partnerships working with local authorities across the region to support the reopening of the tourism and hospitality sectors.

We work in partnership and collaborate on amplifying marketing messages for a wide range of partners. Campaigns we have been involved with from January to date cover the whole of Yorkshire and include Filmed in Yorkshire working with Screen Yorkshire, Tour de Walkshire with Yorkshire Cancer Research, Escape the Everyday, South Yorkshire Stories, Yorkshire's Favourite Pub, Staycations in Yorkshire, Golf in Yorkshire, Personal Membership, Ebor Community Hero, Song for Yorkshire in partnership with LNER, Dark Skies Festival, World Cup of Yorkshire, Accessible Yorkshire and the launch of our Yorkshire Ambassadors Programme.

An annual report that includes progress against KPI's and the business plan will be produced for the AGM. Details of all these campaigns, surveys and more are available on the Welcome to Yorkshire website.

<https://industry.yorkshire.com/>