

September 2009

New Member appointed to the VisitEngland Board

Barbara Follett, the Minister for Tourism, has appointed David Orr to the board of VisitEngland for the four years beginning 14 September 2009.

David Orr

David is a Co-Founder and the Chief Executive of City Inn Ltd. His early career was in business and property redevelopment with particular success in identifying hotel, bar and restaurant sites. Together with Sandy Orr and Donald McDonald, and alongside his existing business, he researched and developed the city-centre hotel development and operating company that became City Inn.

In 1999 City Inn opened its first hotel, in Bristol. Five more hotels have since opened in Glasgow, Birmingham, Westminster, and Manchester, each of which has won awards, with the newest opening this July in Leeds. Additionally City Inn are developing two of the largest new-build hotel projects in Europe, at Tower of London and beside Centraal Station in Amsterdam city centre, both opening in 2011. The Group as a whole has also won awards, including *Caterer and Hotelkeeper* Group Hotel of the Year in 2005, and *Business Travel World Awards* Best Business Accommodation in 2006, 2007 and 2008.

David is a trustee of the Glasgow Science Centre, a trustee of Sparks medical research charity, is an elected Council member of London CBI and a patron of Cheek by Jowl Theatre Company. He holds no other public appointments.

Background

VisitEngland was first established as The England Marketing Advisory Board (EMAB) by the Secretary of State for Culture, Media and Sport during the merger of the British Tourist Authority with the English Tourism Council on 1 April 2003. Its main objective was to ensure that a marketing strategy for England engaged all of England's stakeholders, national and regional, in both private and public sectors. In 2007 EMAB was re-launched as VisitEngland: a new stakeholder Board for the development and marketing of England's visitor economy. VisitEngland is now evolving to become a more stand-alone, strategic leadership body which for the first time will truly represent the public and private sector stakeholders of English tourism. In legal terms, VisitEngland will remain an unfunded advisory Non-Departmental Public Body. The England operational activity will be funded by, and remain a part of, VisitBritain for which the Chair, Board and Chief Executive of VisitBritain will ultimately retain accountability.

Mr Orr will join the following board members:

Penelope, Viscountess Cobham (Chairman)
Sir Brian Briscoe KB
Rob Rees MBE
Nick Varney
Christopher Webster
Denis Wormwell

Appointments to the Board of VisitEngland are made by the Secretary of State for Culture, Media and Sport, and follow the OCPA Code of Practice. All public appointments are made on merit and political activity plays no part in the selection process. However, in accordance with the original Nolan recommendations, there is a requirement for political activity (if any declared) to be made public. Mr Orr has declared no political activity in the UK in the last five years.