

PRESS NOTICE

RETENTION OF CHAIRMAN OF THE ENGLAND MARKETING ADVISORY BOARD

The Minister for Sport and Tourism, Richard Caborn, has reappointed Hugh Taylor as the Chairman of the England Marketing Advisory Board. His four year, second term will begin on 1 April 2005.

From 1990-1992 Mr Taylor was Marketing Director at Radisson Edwardian Hotels, and then Marketing Director at Jarvis Hotels until 2001. He was appointed Vice President (Marketing) for Hilton Hotels, the largest prestige hotel group in the UK and Ireland, in 2001 and became Regional Vice President for Hilton's Southern Region in 2004. He has not undertaken any significant political activity in the last five years.

Background

The England Marketing Advisory Board (EMAB) is a statutory body, formed along with VisitBritain as part of the process of merging the British Tourist Authority with the English Tourism Council on 1 April 2003. It is a non-departmental public body (NDPB) sponsored by the Department for Culture, Media and Sport.

EMAB was established by the Secretary of State for Culture, Media and Sport, to oversee the creation, development, promotion and implementation of a marketing strategy for England. Its objective is to ensure this strategy engages all England's stakeholders, national and regional, in both private and public sectors, so it can provide a framework for their own strategic marketing plans where related to the marketing and e-tourism of England.

EMAB must furthermore ensure that England's positioning, priorities and brand values are fully and accurately reflected in VisitBritain's international marketing activities. In order to fulfil this role, EMAB will utilise the resources of VisitBritain's domestic marketing team. It must also work closely with the key stakeholder groups within England and develop strong relationships with each.

The Board comprises seven members appointed by the Secretary of State (including the Chairman). Hugh Taylor was first appointed to the Chairmanship of EMAB on 1 April 2003. The post is remunerated at £20,750 for an average of one day per week.

This appointment has been made in accordance with the OCPA Code of Practice. Appointments are made on merit and political activity plays no part in the selection process.