

May 2007

### **Three New Members of the England Marketing Advisory Board**

Shaun Woodward, Minister for Creative Industries and Tourism, has appointed Sir Brian Briscoe, Chris Webster and Rob Rees to the England Marketing Advisory Board (EMAB). Sir Brian's term of appointment runs from 23 April 2007, and those of Mr Webster and Mr Rees run from 4 May, each for a period of four years.

#### **Sir Brian Briscoe**

Sir Brian is a consultant working in the public sector. He gained experience as a planner and chartered surveyor in a local government career culminating in six years as Chief Executive at Hertfordshire County Council. He then became Chief Executive of the Local Government Association from 1996 to 2006, successfully leading the merger of the Association of County Councils, the Association of Metropolitan Authorities and the Association of District Councils which combined to form the LGA in April 1997, and then developing it into an influential and respected organisation.

More recently he has chaired the Task Group on Site Provision and Enforcement for Gypsies and Travellers for the Communities and Local Government Department, and worked as a consultant and mentor for the Local Government Leadership Centre. He is a Director of the Council for the National Land Information Service, and a Trustee of the Town and Country Planning Association. He was knighted in 2002 for services to local government.

#### **Chris Webster**

Mr Webster has been Chief Executive of Woburn Safari Park since 1993, and is also Chief Executive of Woburn Centre for Conservation and Education, a Registered Charity. Earlier in his career he held senior management positions with the Zoological Society of London, including a period as General Manager of Whipsnade Wild Park. He was Chief Executive of Endeavour Training from 1992-1993, and returned there as a Trustee and Director from 1997-2005.

Mr Webster spent 14 years as a Commissioned Officer with The Royal Anglian Regiment, during which time he served variously as ADC to the Commander of the UK Field Army, Regimental Adjutant, and Instructor at The Royal Military Academy Sandhurst, of which he is a graduate. He is a Trustee and Council Member of the British and Irish Association of Zoos and Aquariums.

#### **Rob Rees MBE**

Mr Rees is one of the UK's leading chefs and consultants dedicated to creating a better food culture for Britain. He balances social aspects of his work with his private interests as consultant, demonstrator, food columnist, writer and chef. He has actively campaigned around issues of education, health, nutrition, food safety and consumer matters for many years. He is actively involved in many South West, Gloucestershire and Cotswold projects on issues from the Farm to the Fork, and is often featured in local, regional and national media commenting on food and tourism related matters. For many years in partnership with VisitBritain and others he has had a role in promoting the UK and its positive food culture around the world.

He is currently a Board Member of the School Food Trust, developing the transformation of School Meals, and a former Board Member of the Food Standards Agency. In Jan 2006 he was awarded an MBE for services to the Food Industry, and

in December 2006 won the Food from Britain and VisitBritain Award for Marketing Britain.

### **Background**

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

EMAB utilises the resources of VisitBritain's domestic England Marketing Team and works closely with other relevant VisitBritain executives to achieve its aims. It must also work closely with the key stakeholder groups within England and develop strong relationships with each. It also advises Ministers at the Department for Culture, Media and Sport on the England marketing strategy.

Appointments to EMAB are made by the Secretary of State for Culture, Media and Sport. Its members receive a remuneration of £8680 per year. These appointments have been made following open competition in accordance with the code of practice set out by OCPA. 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 appointees' political activity (if any) to be made public. None of the appointees has declared undertaking any political activity in the last five years.

The current board members are:

Hugh Taylor (Chairman)	Suzanne Bond
Nick Cust	John Govett