

## **Proposal of appointment of new members to the Forest of Bowland AONB Joint Advisory Committee**

- i. representative from Bowland Tourism Environment Fund
- ii. representative from Bowland Experience Ltd

### **Background**

#### **Bowland Tourism Environment Fund (BTEF)**

The Bowland Tourism Environment Fund is a registered charity whose objects are to:

(a) promote, enhance, improve, protect and conserve the physical and natural environment and its natural beauty for the public benefit within the Forest of Bowland, 'Area of Outstanding Natural Beauty' (AONB) and its environs ("the area of benefit"); and

(b) advance the education of the public in the physical and natural environment and in particular the conservation, protection and improvement of the physical and natural environment.

BTEF will raise funds from the visiting public and any other appropriate sources from time to time in order to pursue these objects. The Trustees are members of the local business community: Ann Shaw (Hornby Village Institute and Parkfoot Holiday Homes), Freda Pilkington (Higher Gills Farm holiday cottages and Teeswater Wools) Jonty Collinson (Scorton Post Office and Shop and Wyresdale Wheels for All) and Colin Clifford (Cycle Yorkshire and Settle Chamber of Trade).

#### **Bowland Experience Limited (BEx)**

Bowland Experience Limited was formed as a commercial subsidiary of the BTEF charity in 2010. BEx aims to provide a "business-to-business" network for supporting and promoting the tourism businesses of the Forest of Bowland AONB area. This support includes training, advice on sustainable tourism principles, co-ordination of joint-working, activities and events.

Based on professional advice, the company was formed as a "Company Limited by Guarantee". This means that the members of the company, instead of owning shares, agree to guarantee its debts but this guarantee is limited to £1 per member. In every other respect it is just like any other limited company and has the same powers, rights and responsibilities. Any profits made by BEx will go to BTEF to support its charitable purposes. Its Directors are also local tourism operators: Jon Beavan (Dalesbridge Centre) Robert Gardner (Bleasdale Cottages) and Edwina Miller (Cobble Hey Farm and Gardens).

## **Decision required**

The Committee is requested to:

- i. approve the appointment to the Joint Advisory Committee of Jonty Collinson (Chair of Trustees for Bowland Tourism Environment Fund) and Jon Beavan (Chair of the Board of Directors for Bowland Experience Ltd)