

Terms of Reference	
Project	Discover Ashfield
Role	Place Board
Chair	Business Consultant
Vice Chair	West Notts College – Assistant Principal
Membership	<p>Annesley and Felley Parish Council Representative Ashfield District Council – Chief Executive Ashfield District Council Councillor - Executive Lead Member for Growth, Regeneration and Local Planning Ashfield District Council Councillor – Scrutiny Representative ATTFE - Principal Ashfield Voluntary Action – Chief Officer Citizens Advice Central – Chief Executive Officer Department Working Pensions – North & East Midlands Group Performance Lead Devtank – Chief Commercial Officer Health and Wellbeing Partnership - Chair ITP Aero – UK Head of Maintenance and Group Property Mid Notts Place Based Partnership - Interim Programme Manager MP – Ashfield MP – Sherwood Nottingham Trent University Notts County Council Portland College – Assistant Principal Sherwood Forest Hospitals Trust – Chair of Board of Directors Sutton Community Academy – Principal of Further Education Sutton Community Group Representative Transforming Notts – Chief Officer</p>
Direction from	The Constitution of the Discover Ashfield Board, Discover Ashfield Board members
Direction to	Discover Ashfield Delivery Group, Discover Ashfield subgroups
Communication to	Discover Ashfield Delivery Group, Discover Ashfield subgroups
Meeting Frequency	Six weekly
Quorate requirement	1/3 of members
Minuted by	Ashfield District Council

General Responsibilities:

- Creating somewhere where local people have pride to call home.
- Creating a great place to live, work, learn and visit.
- To work together to create an external perception and profile for Ashfield that people are proud to live in, want to visit, and businesses choose to invest in.

OBJECTIVES

- Promote Ashfield in a positive manner.
- Develop pride and aspiration in our communities.
- To improve the vibrancy of the town centres within Ashfield.
- To encourage and promote inward investment, through education and business to raise the skill levels of the community.
- To support tourism and the visitor economy in the Ashfield area.
- To help people improve their health and wellbeing.
- To support an environment which contributes to healthy lifestyles, where people feel safe and connected.
- Through the Champions we will lobby locally and nationally to improve the prosperity and success of Ashfield.
- To be financially self-sufficient.

POWERS

- Invite and raise funds, where appropriate, to finance activities which promote the area in a positive manner.
- Act as advocates and ambassadors at a senior level for Ashfield, promoting the Ashfield brand inside and outside of the area.
- Work with other sectors and organisations, e.g. Businesses, County Council, LEPs, Community groups, education to promote and develop the area.
- Continually involve Ashfield District Council as a committed member of the group.
- To develop and implement a strategic economic vision for the area and to oversee the success of implementation.
- Aim to improve health and culture and ensuring maximum benefits to local communities.

Approved Date: 18th March 2025

Signed by Chair: Kieran R Percival