

Terms of Reference	
Project	Discover Ashfield
Role	Place Board
Chair	Lindhurst - CEO
Vice Chair	Vision West Notts College – Assistant Principal
Membership	Academy Transformation Trust Further Education Annesley and Felley Parish Council Representative Ashfield District Council – Chief Executive Ashfield District Council - Deputy Leader of the Council/Portfolio Holder for Community Safety Ashfield District Council – Director of Place and Community Ashfield District Council – Senior Communications Officer Ashfield District Council Councillor – Hucknall Ward Representative Ashfield District Council Councillor - Portfolio Holder for Place, Planning and Regeneration Ashfield District Council Councillor – Scrutiny Representative Ashfield Voluntary Action Citizens Advice Ashfield D2N2 LEP Department for Work and Pensions Health and Wellbeing Partnership Idlewells Shopping Centre ITP Aero Inspire: Culture, Learning and Libraries Mansfield and Ashfield 2020 MP – Ashfield and Eastwood MP – Sherwood Nottingham and Nottinghamshire Integrated Care Board Nottingham Trent University Nottinghamshire County Council Portland College Sutton Community Group Sutton Living Memory Group Sherwood Forest Hospitals Trust Transforming Notts Together UK Youth Parliament Steering Group
Direction from	The Constitution of the Discover Ashfield Board Discover Ashfield Board members
Direction to	Discover Ashfield Delivery Group, Discover Ashfield sub- groups
Communication to	Discover Ashfield Delivery Group, Discover Ashfield sub- groups
Meeting Frequency	Monthly – 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.
- To celebrates all that is best about living, visiting, learning, working, and doing business in Ashfield.
- 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
- Encourage and promote inward investment with the support of businesses and educators
- Help people improve their health and wellbeing
- Support tourism and the visitor economy
- Through the Ashfield Ambassadors lobby locally and nationally to improve the prosperity and success of the area.

POWERS

- Invite and raise funds, where appropriate, to finance activities which promote the area in a positive manner.
- Act as a Town Deal Board and have oversight of the Shared Prosperity Fund.
- 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.

Approved Date: 17.03.23

Signed by Chair, Martin Rigley:

A handwritten signature in black ink, appearing to read 'Martin Rigley', is written over a horizontal line.

The Four Themes of Discover Ashfield

	<p style="text-align: center;">Health and Wellbeing</p> <p>Pete Edwards leads the Be Healthy Be Happy Theme, the Ashfield Health & Wellbeing Partnership works with organisations across the area, to reduce health inequalities, supporting people to improve their health and wellbeing.</p>
	<p style="text-align: center;">Community</p> <p>Liz Barrett, OBE leads the Love Where You Live theme which promotes what is great about Ashfield for residents, sharing information and raising awareness of what individuals and groups can access in their local community and across Ashfield.</p>
	<p style="text-align: center;">Business</p> <p>Led by Martin Rigley MBE, Succeed in Ashfield supports local businesses and promotes inward investment. This is achieved by working closely with industry leaders, SMEs, business development partnerships and networking groups, building our existing employment base as well as attracting new enterprises to the District.</p>
	<p style="text-align: center;">Visitors</p> <p>Darron Ellis leads the More to Discover theme, showcasing Ashfield as a destination for visitors and celebrating the area's rich industrial, sporting and cultural heritage. This is achieved by engaging with key attractions and groups in and around Ashfield, facilitating and supporting events and promoting the District's visitor offer.</p>



Key contact

Hollie Maxwell-Smith - Discover Ashfield Project Officer

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Branding and Promotion

A set of Brand Guidelines is available for Discover Ashfield. They detail how you can use the branding. If you would like the logos, please contact the Communications team at corpcomms@ashfield.gov.uk.

The website for Discover Ashfield is www.discoverashfield.co.uk

The Discover Ashfield Facebook page is www.facebook.com/DiscoverAshfield

Your information

Your details will be stored on a database held by Ashfield District Council and you will be contacted with information periodically. It will be held in accordance with GDPR guidelines.

