



NEWS RELEASE

For immediate release on Tuesday 16 June 2015

Changing face of Scottish tourism VisitScotland aiming to attract new, diverse board members

An event aimed at encouraging a more diverse range of people, particularly women, to apply for board positions in the public sector is to be held in Edinburgh.

VisitScotland, which will soon be advertising for board members, is running the free event on Monday 29 June in partnership with Changing the Chemistry (CtC) – an independent charitable organisation which promotes diversity on boards in order to achieve improved performance.

The national tourism organisation is aiming to recruit enthusiastic people keen to extend their networks and enhance their leadership skills. Board appointments will be taken up for an initial three year-term from late 2015.

Changing the Chemistry offers guidance and development opportunities to individuals from currently under-represented groups in the boardroom. Support is provided to those who are considering applying for board positions, as well as to those who already have non-executive director roles and want to improve their effectiveness.

Mike Cantlay, Chairman of VisitScotland, said: *“This workshop will cover the aims of being on a board, what being a non-executive director entails, the public appointment process and the support and help available to secure such a position. Scottish tourism has taken great steps forward in the last few years and we would like to continue with the strongest Board team possible and, by capitalising on quality through diversity, we will succeed in this.”*

Tanya Castell, Chair of Changing the Chemistry, said: *“There’s a great deal of evidence to show that increasing board diversity improves the performance of organisations and thereby benefits the wider economy. We’ll talk about why people should be considering board roles and how their experience could be relevant. We’ll also outline different types of support available from Changing the Chemistry.”*

The workshop takes place on Monday 29 June between 6.15pm and 8.45pm at the Festival Theatre, Edinburgh. It will include talks from representatives of VisitScotland, Public Appointments and Changing the Chemistry as well as a chance to network. The event is free but attendance must be booked in advance as spaces are limited.

To book a place, email board@visitscotland.com or for more information please contact admin@changingthechemistry.co.uk

ENDS

For more information contact: tom.maxwell@visitscotland.com; 0131 472 2409

Notes to Editors

Visit Scotland

- Follow us on twitter: [@visitscotnews](https://twitter.com/visitscotnews)
- VisitScotland is Scotland's national tourism organisation. Its core purpose is to maximise the economic benefit of tourism to Scotland.
- The organisation has three key roles:
 1. To market Scotland to all parts of the world to attract visitors
 2. To provide information – and inspiration – to visitors and potential visitors so they get the best out of a visit to Scotland
 3. To provide quality assurance to visitors and quality advice to the industry and partners to help the industry meet and strive to exceed customer expectations
- VisitScotland works together with tourism businesses to make tourism a success for everyone and ensure the industry continues to grow.
- The organisation employs 700 people and has offices and VisitScotland Information Centres across Scotland.
- According to a recent Deloitte study, the tourism economy supports 270,000 jobs in Scotland in 20,000 diverse businesses. The same study calculates that the tourism economy contributes £11 billion annually (direct and indirect impact, including day visits) and supports around 10 per cent of employment in Scotland. Almost 16 million tourists take overnight trips to Scotland.
- For VisitScotland's press releases go to http://www.visitscotland.org/media_centre.aspx, tourism statistics and frequently asked questions go to <http://www.visitscotland.org/>
- Where possible, a Gaelic speaker will be made available for broadcast interviews on request (Far an tèid iarraidh, agus far am bheil sin nar comas, bruidhinnidh neach le Gàidhlig aig agallamh)
- For holiday information on Scotland go to www.visitscotland.com
- For information about business tourism in Scotland go to www.conventionscotland.com

Year of Food and Drink 2015

- 2015 is the Year of Food and Drink, a celebration of Scotland's natural larder and the role that food and drink plays in shaping our economic success.
- Scotland generates over £2.5m per day through food and drink tourism.
- A series of themed months will create an appetite for key areas of Scotland's food and drink industries – from seafood and whisky to berries and high-quality meat
- For more information, visit www.visitscotland.com/foodanddrink

Changing the Chemistry

www.changingthechemistry.co.uk

- Follow us at @changingthechem
- Founded in 2011, **Changing the Chemistry** offers guidance and development opportunities to individuals from currently under-represented groups in the boardroom who aspire to secure non-executive/trustee board positions.

- We are a Scottish based charitable organisation - our members help each other, volunteering their time and skills in a peer-to-peer support network that provides targeted advice, coaching, 1-2-1 help and other support.
- We help fellow members develop the skills, confidence and knowledge to secure non-executive/trustee board positions; ensuring that they are an asset to the boards they sit on, and organisations they represent.
- We also seek to highlight to organisations the benefits of diverse boards, asking them to consider how board members are recruited and help drive interest and applications from those with different backgrounds.
- With a growing membership of over 140, we have so far helped fill more than 35 board roles across all three sectors in organisations wide ranging in size and reach.

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