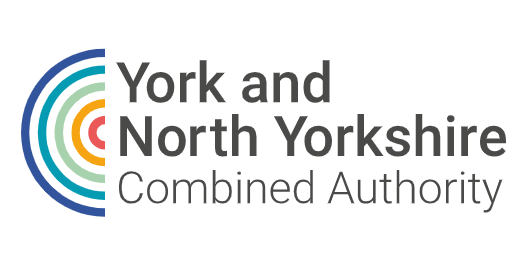
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**Business Board Member Profile**

**Role**

To ensure the Business Board is effective Members will be expected to:

* Advise the Mayor on responses to policy, proposals and opportunities to bid for funding in support of economic growth
* Engage with investors, businesses and advisors to investigate growth opportunities
* Advise and consult on regional economic policy, programmes and interventions designed to maximise growth in the region
* Provide advice to the Mayor and the York and North Yorkshire Combined Authority on leadership in key themes and priorities to promote growth including policy development
* Review policy performance and assist the Mayor in ensuring that the work of the York and North Yorkshire Combined Authority is providing maximum support to businesses
* Actively contribute to the strategic direction and the purpose of the York and North Yorkshire Combined Authority Business Board
* Provide expertise and knowledge to enable the Business Board to address the economic needs of York and North Yorkshire
* Be prepared to take the lead and provide strategic direction in areas in which they have particular skills, expertise and experience
* Create a co-ordinated voice so that the private sector can inform and influence the shape and future direction of local and national government policy
* Attend all Business Board meetings and other events as appropriate
* Comply with the Nolan Principles of standards in public life

**Applicants must demonstrate the following:**

Representation of one or more of the following regions and sectors:

* Geographical – Urban; Rural; Coastal
* Growth Sectors – Rail; Agritech and Bioeconomy; Manufacturing; Health Ageing; Digital and Creative Technologies
* Core Sectors – Visitor, Economy and Hospitality; Retail; Financial Services; Food and Farming; Community and Social Enterprise

AND

* a strong commitment to, and understanding of the York and North Yorkshire economy, and in particular challenges and barriers to growth
* have substantial business skills and experience gained at a senior level and have credibility with the wider business community
* have experience of serving on groups or boards of senior executives
* be independently minded – providing detachment and clarity in the development of strategy and the identification of opportunities
* have the ability to quickly understand and analyse and distil complex issues and to contribute to discussions about strategy
* have strong interpersonal and communication skills, be articulate and passionate and have an ability to influence and network
* have experience of working in a partnership environment and have a strong commitment to collaborative and partnership working, including the public sector and social enterprise
* have a genuine interest and understanding of the challenges facing the business community
* engage with local, national and international businesses to understand the needs of different sectors and markets
* have a total commitment to equality of opportunity and diversity, including an understanding of the barriers and challenges faced by economically or socially excluded groups
* be someone who is willing to provide the time commitment to the Business Board and who potentially sees the personal development opportunity provided by the appointment