



Centre for the New Midlands

Terms of Reference - Centre for the New Midlands Advisory Board

1. Purpose of the Advisory Board

The Centre for the New Midlands Advisory Board (hereinafter referred to as "the Board") will provide strategic advice, guidance, and oversight to the Centre for the New Midlands (hereinafter referred to as "the Centre").

The Board will support the Centre in its mission to drive economic growth, innovation, and social development within the West Midlands, contributing to the region's transformation into a thriving, interconnected hub for business, education, culture, and technology.

2. Objectives

The objectives of the Advisory Board include, but are not limited to:

- **Strategic Advice:** Offering strategic insights and expertise to help guide the Centre's programmes, initiatives, and operations.
 - **Industry Connections:** Leveraging the Board's networks to foster collaborations, partnerships, and investment opportunities for the Centre.
 - **Knowledge Sharing:** Providing thought leadership, market intelligence, and industry trends to enhance the Centre's proposition.
 - **Governance Support:** Assisting with the development and oversight of governance frameworks and ensuring the Centre operates efficiently and effectively.
 - **Advocacy:** Promoting the Centre and its goals within the region and nationally, advocating for the Centre's initiatives and values.
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3. Membership

The Advisory Board will be comprised of distinguished individuals from diverse sectors including business, government, education, innovation, culture, and community development. Members will be selected based on their expertise, leadership skills, and commitment to the vision of the Centre.

- **Chair:** The Advisory Board will be led by a Chair, who will be appointed by the Centre's leadership team.
 - **Members:** The Board will consist of up to 12 members, representing a variety of key industries and sectors within the West Midlands. Members are expected to have significant experience, expertise, and influence in their respective fields.
 - **Term:** Members will serve a term of two years, which may be renewed based on mutual agreement between the Centre and the member.
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4. Roles and Responsibilities

- **Chair:**
 - Lead the Advisory Board, ensuring meetings are conducted effectively and the Board's activities align with the Centre's strategic priorities.
 - Represent the Board in public-facing events and forums.
 - Facilitate discussions and ensure that decisions are made in a collaborative and inclusive manner.
- **Members:**
 - Attend Board meetings regularly and actively participate in discussions and decision-making processes.
 - Offer guidance and expertise on strategic issues, helping to shape the Centre's programmes and policies.
 - Leverage their networks to promote the Centre's initiatives and secure partnerships or funding.
 - Provide feedback on the Centre's performance and suggest areas for improvement.
 - Act as ambassadors for the Centre in external relations, building the Centre's profile and reputation
 - Whilst not compulsory, we expect that members will seek to bring their employers into the Centre's Reimagining the Region network

- **Centre Staff:**
 - Provide administrative support to the Board, ensuring the availability of relevant materials and information for meetings.
 - Implement the advice and recommendations of the Advisory Board in the Centre's operations and strategies.
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5. Meetings

- **Frequency:** The Advisory Board will meet at least quarterly, though additional meetings may be scheduled as needed.
 - **Quorum:** A quorum will consist of at least half the members of the Advisory Board.
 - **Agenda:** The agenda for each meeting will be circulated at least one week in advance of the meeting. Board members may suggest agenda items.
 - **Minutes:** Minutes will be taken at each meeting and will be distributed to all members within two weeks of the meeting.
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6. Decision-Making Process

The Advisory Board operates on a consensus basis. However, in cases where a consensus cannot be reached, decisions will be made by majority vote, with each member having one vote.

7. Confidentiality and Conflict of Interest

- **Confidentiality:** Members of the Advisory Board are expected to maintain the confidentiality of any sensitive information discussed during meetings or shared in confidence.
 - **Conflict of Interest:** Members must disclose any personal, professional, political or financial interests that could be seen as a conflict of interest with their role on the Board either at appointment or gained throughout period as a Board Member
 - Any potential conflicts will be reviewed and addressed by the Chair.
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8. Reporting and Accountability

- The Advisory Board will report directly to the Chair of the Advisory Board, working in partnership with the Founder & CEO.
 - An annual review of the Advisory Board's activities and impact will be conducted to ensure that it is fulfilling its role and contributing effectively to the Centre's objectives.
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9. Remuneration

Membership on the Advisory Board will be voluntary. However, reasonable travel expenses incurred in attending Board meetings will be reimbursed in accordance with the Centre's policies.

11. Review of Terms of Reference

These terms of reference will be reviewed annually by the Centre's leadership team and may be updated as necessary to reflect changes in the Centre's objectives, membership, or governance structure.

Approved by:

Chris Smith
Founder and CEO
31/07/2025