

[Fiona Pollard appointed as VisitEngland Advisory Board Interim Chair](#)

News story

The Secretary of State has appointed Fiona Pollard as VisitEngland Advisory Board Interim Chair for 9 months, whilst the appointment process for a permanent Chair is conducted.



Nick de Bois CBE has stepped down as Chair of the VisitEngland Advisory Board to become Chair of the British Tourist Authority. Fiona Pollard has been appointed Interim Chair, with her term of appointment commencing on 1 November 2022 until 31 July 2023.

Fiona joined the VisitEngland Advisory Board in March 2018, and was reappointed for a second term in March 2022.

Fiona runs her own events company and sits on several boards, including the Roman Baths, one of the most visited tourist attractions in England.

After a career in The City working in the derivatives sector with a number of international banks, Fiona ran the Hop Farm Country Park in Kent until 2006. She still has close connections with the County organising the Leeds Castle Classical Concert each summer. She is a former Board member of the South East England Development Agency (SEEDA) and the Kent Messenger group of radio stations. Fiona was also a founding member of the Kent Tourism Alliance and one of the original Trustees behind the Turner Contemporary art gallery in Margate.

Remuneration and Governance Code

This Interim Chair appointment has been made in accordance with the [Cabinet Office's Governance Code on Public Appointments](#). The process is regulated by the Commissioner for Public Appointments. This role is remunerated at £345.00 per day. The Government's Governance Code requires that any significant

political activity undertaken by an appointee in the last five years is declared. This is defined as holding office, public speaking, making a recordable donation or candidature for election. Fiona has declared no activity.

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