

SHAPE THE FUTURE OF SCOTLAND'S VISITOR ATTRACTIONS

ASVA Appointment of Chair



**Applications open
18th August 2026**

Closing date
15th September 2026

An invitation to lead ASVA

Building on strong foundations

ASVA enters this recruitment from a position of strength. In recent years we have clarified our direction, expanded our team and services, and launched an industry-led Quality Scheme that is already making a difference across Scotland.

With a new Business Plan now in development, the next Chair will help the Board turn that foundation into sustained growth, stronger partnerships and greater national influence.

Paul Nixon

Chair of ASVA



An ambitious partnership

This is a rare chance to work with an ambitious Board and a small, committed team at an important moment for ASVA. We want to increase what we deliver for members. To do that we need to grow our membership and continue to elevate our position within the tourism sector.

The relationship I value is ambitious, supportive and challenging - focused on what ASVA and Scotland's attractions can achieve next.

Michael Golding

CEO



Scotland's attractions deserve a strong national voice

ASVA is the national trade body for Scotland's visitor attractions. We bring the sector together, share insight and expertise, advocate for attractions and create opportunities for collaboration, innovation and excellence.

OUR VISION

**World Class
Scottish Attractions**

OUR MISSION

**To inspire, represent
and support the
Scottish visitor
attractions sector.**

287

member organisations

531

attractions represented

239

Quality Scheme sites

Strong foundations. Greater ambition.

ASVA has grown in scale, confidence and value. The next Chair will help us build from that position.

86%

Growth across all
ASVA's membership
categories in 2025/26

99.5%

Of founding Quality
Scheme members
renewed

7

Team members,
increased from 3 one
year ago

The next stage

A new Business Plan is being developed, supported by new investment in business development. The ambition is clear: grow ASVA so we can deliver more for members and strengthen the sector's national position.

A Chair role with influence beyond the Boardroom

The incoming Chair will provide clear Board leadership and help ASVA grow its reach, financial strength and national influence over the next three years.

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Lead the Board

Set the tone for open, focused and constructive discussion. Build consensus, strengthen governance and keep the Board centred on ASVA's long-term success. Chair the AGM and support Board development
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- 02

Support and challenge

Develop a trusted working relationship with the Chief Executive. Act as a sounding board, offer perspective and draw on the wider Board when useful. Lead the CEO's annual review.
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- 03

Champion sustainable growth

Help convert ASVA's stronger foundations into membership growth, financial resilience and even greater value for members.
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- 04

Elevate ASVA's influence

Represent ASVA with confidence, strengthen strategic partnerships and help ensure visitor attractions have a voice where national decisions are made.
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Who we are looking for

We want an ambitious, visible sector leader who can create momentum, build Board consensus and represent ASVA with credibility.

We welcome applications from leaders representing attractions of all sizes, types and locations. This appointment is open to existing ASVA Directors, and senior leaders from across the attractions sector, including first-time or experienced Chairs.

You will bring

Established senior leadership experience in Scottish tourism
The confidence to be a credible and influential sector ambassador
Strong financial, governance and organisational judgement
Experience of membership bodies, representative organisations or complex stakeholder environments
A supportive approach, with the confidence to challenge constructively

Appointment at a glance

Term Three years, renewable once

Status Unpaid voluntary appointment; reasonable expenses covered

Core commitment Four Board meetings and the annual ASVA Conference

Beyond meetings A tailored CEO relationship, ad hoc input and opportunities to represent ASVA

Eligibility Applicants must represent an ASVA member organisation

How to apply

Please submit your CV and responses to the three questions below. Your combined answers should total no more than 1,000 words, which may be broken down as you wish.

1 Why you, why now?

Why do you want to become Chair of ASVA at this point, and what experience, perspective and personal contribution would you bring to the role?

2 Building from strong foundations

ASVA has established a clear direction, strengthened its team and systems, launched new services and invested in business development. How would you work with the Board and Chief Executive to turn these foundations into sustainable growth and greater value for members?

3 Elevating ASVA's national influence

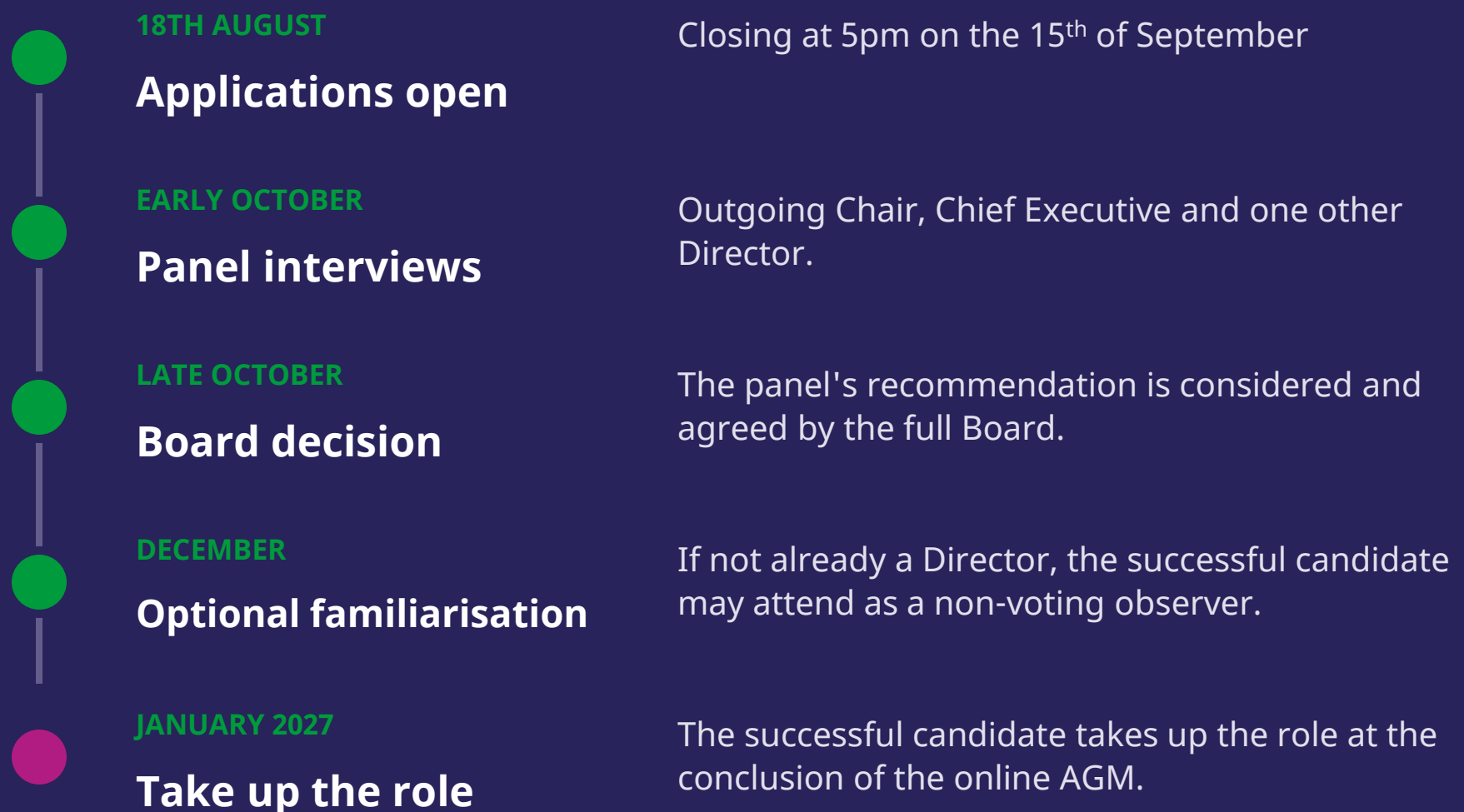
ASVA already holds a strong position within Scottish tourism. How would you help strengthen its profile, influence and presence at the highest levels, ensuring the voice of visitor attractions is heard while also supporting ASVA's continued growth?

Send applications to michael@asva.co.uk | Deadline: 15th September at 5pm

***Applicants may also indicate whether they wish to be considered for a general Director vacancy**

Your route to appointment

A clear process, with time for the successful candidate to become familiar with ASVA before taking office.



Could you help ASVA grow its reach and influence?

