

HELP LEAD THE FUTURE OF SCOTLAND'S VISITOR ATTRACTIONS

ASVA Board Director opportunities

WHY JOIN

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LEAD



Applications open
24th September 2026

Closing date
20th October 2026

Join ASVA's Board

Help lead the sector's next chapter

ASVA has reached an important stage in its development. We have strengthened our foundations, expanded what we deliver and are developing a new strategy shaped by what members say matters most.

Our Directors will help set that direction and test our thinking. This is a chance to bring your judgement, experience and perspective to the leadership of Scotland's visitor attractions sector.

Paul Nixon

Chair of ASVA



A rewarding way to contribute

ASVA's Board brings together some of the best people in our industry. It is ambitious, supportive and constructively challenging, and its input makes a real difference to ASVA's members and the wider sector.

Directors build a strong national network and gain industry insight. Meetings have included a Board session aboard The Royal Yacht Britannia, climbing in harness to the top inside one of The Kelpies, touring the private vaults at Johnnie Walker Princes Street and a rooftop tour of Stirling Castle. Our board combines incredibly meaningful work, with great people, and memorable experiences. I thoroughly enjoy each one, and if successful, I've no doubt you will too.

Michael Golding

CEO



Strong foundations. Greater ambition.

ASVA has grown in scale, confidence and value. Our Directors will help turn that momentum into greater impact.

540+

Attractions
represented through
ASVA

40m+

Annual visits across
member attractions

86%

Growth across ASVA's
membership
categories in 2025/26

The opportunity ahead

Members want help to understand changing visitor needs, strengthen commercial performance, reach new audiences and improve visitor experiences.

Our new Business Plan will connect ASVA's voice, insight, community and Quality Scheme around those priorities. New Directors will help us make clear choices, grow responsibly and increase the value and influence we provide.

A Board role with real purpose

What you will contribute

Directors provide strategic leadership and collective oversight. You will help set direction, scrutinise performance, finance and risk, uphold good governance and bring constructive challenge.

You will act in the interests of ASVA and its membership. You will share expertise and insight, help champion ASVA's role, reputation and development in line with our goals, and use your networks to extend our reach and influence.

What you will gain

You will build relationships with leaders across Scotland's attractions and gain early insight into sector opportunities and challenges.

Board meetings combine strategic discussion with memorable experiences. You can showcase your attraction by hosting the Board, while every meeting offers fresh ideas and perspectives to take back to your organisation.

The commitment

Four Board meetings, the AGM and annual ASVA Conference. Three-year voluntary term, renewable once. Optional events and occasional opportunities to contribute beyond formal meetings.



Board meeting



Hosted attraction visit



Climbing in harness inside one of The Kelpies

The skills, experience and perspectives we need

We welcome applications from representatives of any ASVA member organisation. We are recruiting several Directors and will appoint the strongest overall combination of candidates for ASVA.

These priorities show areas we want to strengthen across the Board. Applicants do not need to cover them all, we ask you to highlight any that you can bring, and we welcome strengths outside this list as well as all applicants for consideration.

Skills we want to strengthen

- Policy, public affairs and influencing
- People leadership and workforce challenges across the sector
- Financial oversight
- Using visitor insight to guide decisions

Experience that would add value

- Commercial growth and income generation within visitor attractions
- Retail, catering, events, pricing, memberships, product development or distribution
- Leading or operating a visitor attraction
- Organisational growth, change or business development
- Understanding changing visitors and reaching new audiences

Representation we want to improve

- People living or working in the Highlands and Islands or South of Scotland
- Leaders from rural and island attractions
- Independent and single-site attraction members
- People from minority ethnic backgrounds

Previous Board experience is welcome but not essential. Strong leadership, sound judgement and the ability to contribute strategically matter more.

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 divided as you wish.

1 Strategic leadership and governance

How would your experience help you contribute strategically, challenge constructively and support good governance? If new to non-executive work, how would you approach it?

2 Helping ASVA grow its impact

ASVA wants to grow so it can deliver more for members. Members have highlighted changing visitor needs, commercial performance, audience growth and visitor experience. How would you help ASVA respond while strengthening its role, reputation and influence?

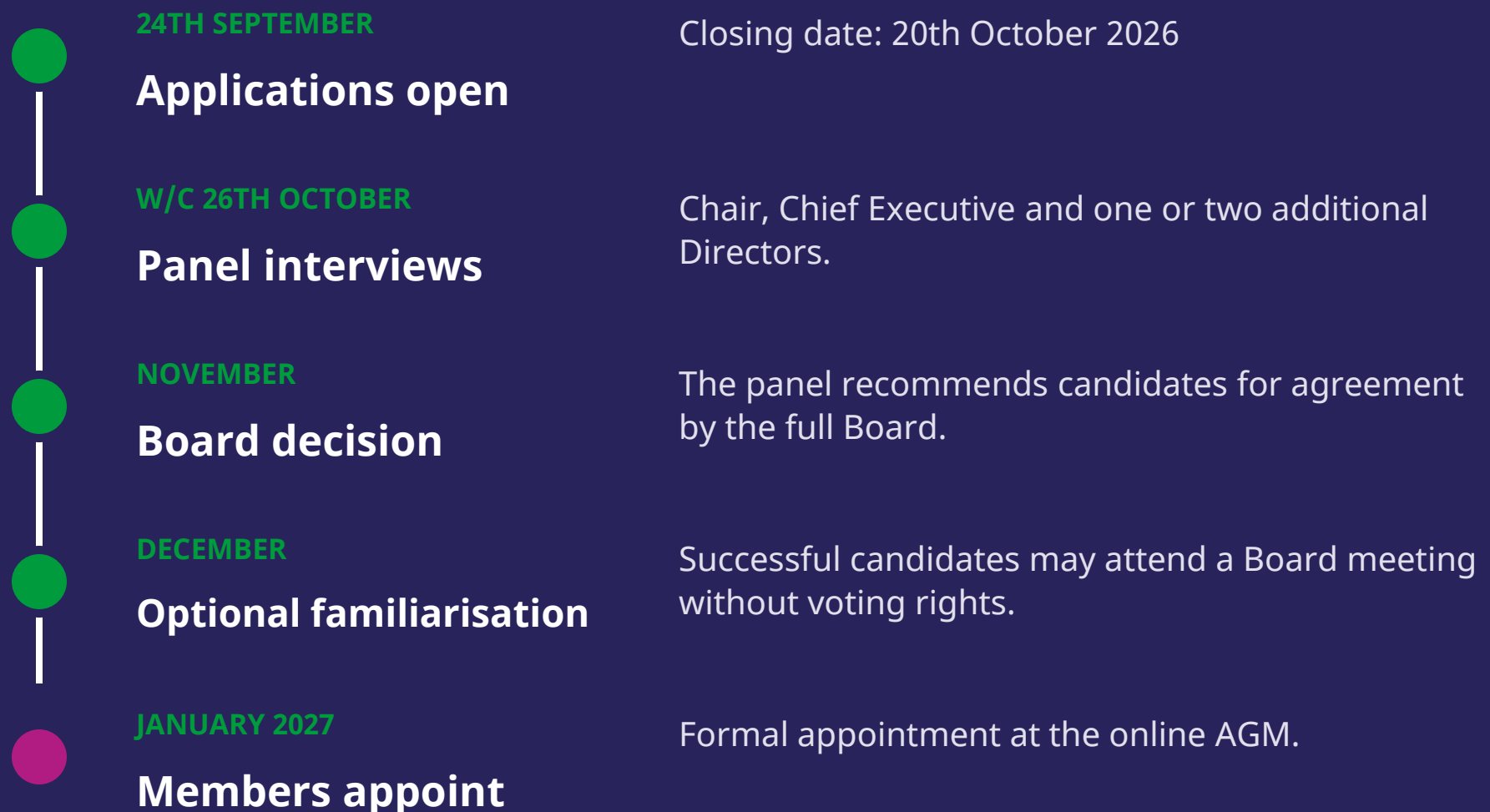
3 Your distinctive contribution

What is the greatest strength you would bring to ASVA's Board? What skills, experience, perspective or representation would make your contribution distinctive and strengthen the Board's overall balance and effectiveness?

Send applications to michael@asva.co.uk Deadline: 20th October 2026
Previous Chair applicants may opt in using their existing application and interview

Your route to appointment

A clear, proportionate process, with previous Chair candidates able to opt in without repeating their application or interview.



Could you help lead the next chapter for Scotland's visitor attractions?

