

# Sandie Dawe appointed to the Historic England board



Sandie Dawe spent 30 years in the tourism industry, most recently as chief executive of VisitBritain. She led the national strategy to maximise the tourism benefits of the 2012 Olympic and Paralympic Games, played a leading role in the UK Government's 'GREAT' global marketing campaign, and saw tourism numbers to Britain reach record levels. Since leaving VisitBritain in 2014 Sandie has held a number of non-executive roles, including Trustee Heritage Lottery Fund and chair of Kids in Museums. She is currently a Director of London & Partners, trustee of Culture Perth & Kinross and adviser to Four Communications. In 2008 Sandie was awarded an MBE and in 2015 a CBE for services to the tourism industry.

This role is remunerated at £4,133 per annum. This 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. 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 including holding office, public speaking, making a recordable donation or candidature for election. Sandie has made no such declarations.

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