

BINGLEY TOWN COUNCIL

TERMS OF REFERENCE

EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE (EMAC)

Membership – 6 Members

(To be elected annually by the Finance and General Purposes Committee at the first meeting after the Annual Meeting of the Town Council each year)

- The EMAC sub committee is to consist of 6 members
- One of the town councillors will be elected Chair annually by the Marketing and Communications Sub committee at the first meeting after the Annual Council meeting of Bingley Town Council and shall hold office until the next Annual Council meeting.
- There will be a minimum of four town councillors as members of the group
- The quorum of the sub committee is three.

Aims

To communicate to residents, other stakeholders and the wider world about the decisions, services and activities of Bingley

Meetings

The Clerk will call the EMAC sub committee meetings as and when necessary. Members will be summoned to attend meetings which will be held in a variety of public meeting rooms across the parish and Public Notice of the meeting shall be given in accordance with Schedule 12, Para 10(2) of the Local Government Act 1972.

Documentation

Minutes of all meetings will be recorded by the Clerk and circulated at the Finance and General Purposes committee meetings, as the parent committee. All resolutions and recommendations to the Finance and General Purposes committee shall be recorded in the minutes of the meetings.

Accountability

The EMAC sub committee must not act ultra vires. Any recommendations it may wish to make outside its terms of reference shall be recorded in the minutes for consideration by the Finance and General Purposes committee

Scope

- To create and manage online media platforms to communicate e.g. social media and websites
- To use a variety of methods of communication
- To be responsible for the production of the town council newsletter
- To create and provide marketing and promotional material to support events and activities organised and supported by Bingley Town Council
- To provide policies for Bingley Town Council in relation to its marketing and communications activities

The EMAC sub committee's terms of reference are to be reviewed annually at the first meeting of the Finance and General Purposes committee meeting after the Annual Council Meeting in May.