

BINGLEY TOWN COUNCIL



Bingley Town Council, Myrtle Place, Bingley, BD16 2LF

Terms of Reference

Events, Marketing and Communications Committee

Membership – up to 10 Members

(To be elected annually at the Annual Meeting of the Town Council each year)

- The Chair and Vice-Chair of the Council shall be ex-officio, a voting member of every Committee.
- The Events, Marketing and Communications Committee (EMACC) is to consist of up to 10 members, including the Chair and Vice-Chair of the Council, and up to 6 Town Councillors.
- The Chair and Vice Chair of the EMACC are to be elected annually at the first meeting of the Committee following the Annual Meeting of the Council and shall hold office until the first meeting of the Committee following the Annual Meeting of the Council in the subsequent year.
- Quorum of the committee is three.

Aims

To lead with the strategy Events (inclusive of both weekly and monthly markets), Marketing and Communications and the implementation and assisting of tasks relating to events, marketing, and communications.

Objectives

To ensure that residents are as aware as they can be around council events and council supported events. This is to include social media marketing.

Meetings

The Town Clerk will call EMACC meetings (once a month). Members will be summoned to attend meetings which will be held in a meeting room in 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 Town Clerk and circulated at Full Council meetings of Bingley Town Council. All resolutions and recommendations to Full Council shall be recorded in the minutes.

Accountability

The EMACC has delegated powers to act on behalf of the Full Council in relation to the defined terms of reference.

Dispensations

The EMACC has delegated authority to deal with dispensations in relation to items on the committee's agenda.

Scope

The EMACC are to:

- Share responsibility with F&GP for the risk assessment of all Town Council activities
- Be accountable for the Town Council's communications including website, newsletters and promotional materials, social media platforms and events
- Work with Bradford Metropolitan District Council around the weekly markets hosted in Bingley Market Square with the intention to increase traders and footfall
- Engage with Otley Town Partnership around monthly Farmer's Markets hosted in Bingley Market Square with the intention to increase traders and footfall
- Arrange events considered "Bingley Town Council" owned/ran events
- Coordinate with partner organisations for events that Bingley Town Council is a supporting organisation
- Set up Sub Committees/Working Groups for any of the areas within its scope of work, as required.
- Have delegated powers through the Chair to issue press statements regarding events and marketing matters on behalf of the full council.

Review

The EMACC's terms of reference are to be reviewed annually at the Annual Meeting of the Council.

Date of approval: 28th June 2022; **Date of next review:** May 2023.