

# 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 Council each year)**

- The Events, Marketing and Communications Committee (EMACC) is to consist of up to 10 members, including 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.
- Lay members of EMACC must accept these terms of reference.
- Quorum of the committee is three, two of whom should be Town Councillors.

#### **Aims**

To lead with the strategy on 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 endeavour to ensure that residents are as aware as they can be around Council events and Council supported events, and to ensure all communications and marketing express the Council's viewpoint in a consistent manner, including social media.

#### **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 a nominated member of the staffing team 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 the Finance and General Purposes Committee for the risk assessment of all Town Council events.
- Be accountable for the Town Council's communications including website, newsletters and promotional materials, social media platforms and events.
- Support and encourage Bradford Metropolitan District Council around the delivery of the weekly markets hosted in Bingley Market Square with the intention to increase traders and footfall.
- Arrange events considered "Bingley Town Council" owned/run events.
- Coordinate with partner organisations for events for which 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.

### **Review**

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

**Date of approval:** 16<sup>th</sup> May 2023; **Date of next review:** May 2024.