

Marketing Stakeholder Working Group.

Terms of Reference

The Marketing Stakeholder Working Group (MSWG) will act as a working group of the Leisure and Environment Committee of Halesworth Town Council. The group will last for a maximum of two years to deliver the town marketing project. Halesworth Town Council, as the funder of the Marketing Co-ordinator, is the accountable body.

Purpose

To support the Town Marketing Coordinator (TMC) by making available the members skills and knowledge.

The MSWG will support the TMC to guide and oversee-matters relating to the marketing of the town with the aim of bringing in more visitors to support the local economy and enjoy the town's many assets and events.

The MSWG will support the TMC to ensure events in the town are coordinated and promoted, span most of the year and help identify possible new events for both residents and visitors.

Principles

It will undertake its responsibilities in a transparent and fair fashion. It will, when appropriate and possible, work with other organisations/stakeholders, seek expert advice, consult residents, and help identify external funding.

HTC and the Leisure and Environment Committee will facilitate the work of MSWG and enable it to work in a timely fashion.

The MSWG will need to operate in accordance with the Council's General Matters and Code of Conduct.

Responsibilities of the committee and its members.

1. Agree priorities for a strategic work plan. The work plan will, in the first instance, need to be approved by the Leisure and Environment Committee.
2. Propose spend, from the L&E Committee marketing budget, against items in the work plan. Once agreed by Leisure and Environment Committee the working group will be able to authorise spend up to these limits. The budget for 2023 – 24 is £5000. Spend above the agreed amounts, or variations in the allocation, will need the approval of the Committee.
3. Formulate a marketing strategy for the town, building on what has already been done.
4. Encourage the town's groups and organisations to share information and work with the coordinator.
5. Help formulate new ideas to encourage more visitors to the town.
6. Agree measurable aims to be achieved to improve the marketing of Halesworth.

7. Working with the Town Clerk as the contractor or employer, monitor the work of the coordinator against the work plan.
8. Work with the coordinator to formulate media responses within agreed protocols.
9. Act as ambassadors for the town.

Membership.

Membership will need to combine HTC councillors, representatives from ESC, people who can bring knowledge of the key assets of the town, marketing skills and knowledge of the community. Broadly the assets are:

- Retail and hospitality
- Art and culture
- Tourism related establishments and providers, eg. Hotels, attractions
- Countryside/walking/environment
- Events.
- Community groups

Representative groups, such as the Tourism Group or HTC, can select the member(s) they wish to sit on the group. Where there is no one representative group such as the countryside or the arts a 'best fit' selection will be made by HTC, having taken appropriate advice. Consideration will be given to the range of skills and knowledge individuals can bring to carry out the responsibilities.

This situation to be kept under review as new groups emerge.

There will be between 5 and 9 members depending on the skill/knowledge mix that can be appointed.

It will be part of the Town Marketing Coordinator's project to attend the group meetings.

Chair

The Chair will be selected by the stakeholder group and will serve, in the first instance, for a year.

The chair will act as the conduit to and report to the Leisure and Environment Committee.

The skills required will be the ability to

- lead and guide the committee.
- Ensure the meetings are inclusive.
- Ensure key decisions and actions are recorded.
- Maintain a strategic overview.
- have the confidence of the committee members and HTC.

A vice chair can also be appointed to deputise if the committee chooses to do so.

Meetings.

Meetings will be self-administered. The Chair (and Vice chair) will need to ensure meetings are arranged and notes are taken.

Meetings will be held initially every 4 to 6 weeks. To be reviewed after 6 months

Any member not attending three consecutive meetings will be considered to have resigned from the group.

Decisions and Actions.

Key actions and decisions at the meetings will be recorded and sent to the Town Clerk for the Leisure and Environment Committee's information.

Decisions and actions will be implemented by the coordinator or by a group member delegated with the task.

The L&E committee will periodically have Marketing on their agenda for a more formal update. The use of the marketing budget will need to go through the committee.

HTC Committees

General Matters & Code of Conduct (v4)

Scope of authority of Committees

- a. The Council has delegated responsibilities to its Committees. These are set out in the relevant Terms of Reference. Committees must agree, implement, manage, and monitor strategies relating to those responsibilities especially where the Council has ownership of land or buildings.
- b. Committees must take note of the actions and policies set out in the Neighbourhood Plan as they relate to their responsibilities and where relevant ensure their decisions support these actions and policies.
- c. Committees will engage and consult with any representatives of relevant authorities, interested parties, user groups, professional bodies, landowners, and the public, as necessary to further the responsibilities listed. This can include co-option of individuals onto a Committee where they can offer specific knowledge or skills needed.
- d. Committee meetings (including meeting dates, co-opting members of the public) are governed by the normal rules and procedures as set out in HTC's Standing Orders and by NALC/SALC recommendations for such meetings.
- e. Committee may from time to time and as required engage the services of professional bodies to further its responsibilities.
- f. Committees have the authority to make decisions within the scope of its responsibilities and its agreed annual budget.
- g. Committees may not exceed their budget without approval of the Council.

Council Policies: Develop and recommend policies relevant to the committee and submit to full council for approval

Communications: To prepare reports on specific items or general progress for the Council and public documents/website

Membership

In accordance with Standing Order 4 the membership and the Chair of the Committee will be determined by the Council annually.

In accordance with Standing Order 4 unless the Council determines otherwise, the Committee may create working groups and sub committees of which members may be non-Councillors.

Code of Conduct

All Committees members, including those of sub committees and working groups, must abide by the principles and practice of the Town Council Code of Conduct including declarations of interest, both pecuniary and non-pecuniary, a copy of which will be supplied to all members.

The Committee will abide by the following principles:

- i. Be clear and open when their individual roles or interests are relevant or in conflict with the matter under discussion.
- ii. Treat everyone with dignity, courtesy and respect regardless of their age, gender, sexual orientation, ethnicity, or religion and belief;
- iii. All communications from the Committee and individuals on the Committee should be via the Clerks' Office and in line with the relevant Council policy. Individuals on the Committee are requested not to independently issue information or personal views related to the Committee and its responsibilities via any kind of media.
- iv. The Committee has the authority to remove non-Council members on sub committees or working groups of the committee found in breach of the Code of Conduct.
- v. The Council has the authority to remove Council members of the Committee found in breach of the Code of Conduct.

Changes to the Terms of Reference

This constitution may be amended with the support of at least two-thirds of the current membership at a committee meeting and with the approval of the Town Council.

Dissolution of Committee

Committees will be dissolved by agreement with the Town Council.

All decisions and actions of the Committee will be implemented by the Town Clerk and/or delegated to the relevant staff unless the Committee has appointed a councillor for a specific task. The Clerks' day to day responsibilities for the assets under 'Responsibilities' are briefly laid out in the agreed 'Proposals for Committee responsibility V3 6th October 2021' agreed by the Council – minute ref 68.11 (1st November 2021)