



BOGNOR REGIS TOWN COUNCIL

TERMS OF REFERENCE

EVENTS, PROMOTION AND LEISURE COMMITTEE

Adopted by the Council at its Meeting held on 22nd May 2023

BOGNOR REGIS TOWN COUNCIL

TERMS OF REFERENCE: EVENTS, PROMOTION AND LEISURE COMMITTEE

9 Members of the Authority

Quorum = 3

Definitions

- “Management Overview”: To recommend policy and new initiatives to Council, decide on service expansions and contractions or options within budget and policy and to ensure service objectives and relevant policies are adhered to. To make spending decisions with budget and Financial Regulations/Standing Orders for contracts.
- “Operational Management” That part of the service which is considered necessary in the delivery of an initiative or service which is within Policy and Budget. Spending decisions in accordance with Financial Regulations on matters for which committee has already made a resolution. Decisions which if not delegated would need to be referred to Council.

	Function of Committee Column 1	Delegation of Functions Column 2
1.	Events, Promotions, Publicity & Marketing	
1.1	<p>To work with partners on the publicity and promotion of the town, its environs and attractions, and to determine the Town Council’s Events Programme for the coming year, or other time frame as agreed by Council including:</p> <ul style="list-style-type: none"> • Promotion and protection of the Brand Image and advertising campaigns. • Issuing of press releases, press features, promotional copy and reports on matters within the remit of the Committee • Producing and managing Newsletters, webcams, and social media. Design and presentation of the Website and content of promotional pages. (Content of Civic, governance and policy pages to Policy & Resources Committee) • Reviewing and initiating literature available for visitors including Visitor Guide • Devising marketing logos and strap-lines • Managing Town boundary signs, poster sites and Town map boards 	<ul style="list-style-type: none"> • Management Overview to Committee • Town Clerk for management and promotion of events, marketing & public relations within policy and approved programme, subject to reporting on progress. • Grants to Policy and Resources Committee
1.2	To advise Policy and Resources Committee on relevant aspects of Communications & Marketing Policy, particularly Town Council events.	<ul style="list-style-type: none"> • Committee
1.3	To agree an Events Programme that caters for a wide range of tastes and differing age ranges and appeals to both residents and visitors	<ul style="list-style-type: none"> • Committee
1.4	To consider the impact the agreed Events Programme would have on the Town Council from a financial, organisational and administrative point of view	<ul style="list-style-type: none"> • Committee
1.5	Recognise the value of volunteers and external organisations and establish the level of support to be given to them by the Town Council. This will include Events Sponsorship and support for cultural activities and events from Council officers or Town Force.	<ul style="list-style-type: none"> • Committee
1.6	To agree budget expenditure for each event under delegated powers within the overall budget allocation approved by the Events Committee and always ensure adherence to the Town Council’s Standing Orders relating to contracts.	<ul style="list-style-type: none"> • Committee

1.7	To ensure that all necessary licences are obtained and all appropriate application forms for events run by the Council are completed in time and forwarded to appropriate agency.	<ul style="list-style-type: none"> Town Clerk
1.8	To ensure all events are run with due consideration to Health & Safety issues and that Management Plans and Risk Assessments are completed for each event and activity as appropriate. Health & Safety will be the over-riding consideration when determining whether an event proceeds	<ul style="list-style-type: none"> Town Clerk
1.9.	Develop and deliver a marketing plan for all Town Council events, ensuring that an appropriate marketing budget is allocated	<ul style="list-style-type: none"> Management Overview to Committee within budget Operational Management to Town Clerk
1.10	To support local tourism initiatives to promote the town of Bognor Regis including the allocation of funding, providing each project is reported to and agreed by the Events, Promotion and Leisure Committee	<ul style="list-style-type: none"> Management Overview to Committee within budget Operational Management to Town Clerk
2.	Entertainment & the Arts outdoors	
2.1	Power to provide entertainment and support of the arts, Local Government Act 1972, S145	<ul style="list-style-type: none"> Committee within policy Grants to Policy and Resources Committee
2.2	Power to promote lotteries, Gambling Act 2005	<ul style="list-style-type: none"> Committee within policy Operational management to Town Clerk
3.	Markets	
3.1	Any matters concerning markets including power to operate markets. Food Act 1984 S50-61 or any charters	<ul style="list-style-type: none"> Management Overview to Committee within policy & budget Operational management to Town Clerk
4.	Leisure & Recreation	
4.1	Power to maintain land for open spaces, Public Health Act 1875, S164; Open Spaces Act 1906, S9 &10	<ul style="list-style-type: none"> Committee for Management overview Town Clerk for operational management
4.2	Power to acquire land for or to provide recreation grounds, public walks, parks, pleasure grounds and to manage and control them. Power to provide gymnasiums, playing fields, & boating pools; Local Government Act 1972, Sch 14; Public Health Acts Amendment Act 1890, S44, Local government (Miscellaneous Provisions) Act S19; Public Health Act 1961, s54	<ul style="list-style-type: none"> Acquisition to Council Management & development to Committee within budget & policy Town Clerk for operational management
4.3	Management & enhancement of Play areas	<ul style="list-style-type: none"> Management & development to Committee within budget & policy Town Clerk for Operational management
5.	Allotments	
5.1	To provide and manage allotments, improve land and let rights under S23, 26, & 42 of the Small Holding & Allotments Act 1908	<ul style="list-style-type: none"> Operational Management to Town Clerk Management overview & development to Committee
6.	Tourism & Christmas Lights	
6.1	To promote tourism within the Town and encourage visitors.	<ul style="list-style-type: none"> Management Overview to Committee Operational Management to Town Clerk
6.2	To work in partnership with others to promote and develop the Bognor Regis brand and to market the Town.	<ul style="list-style-type: none"> Management Overview to Committee Operational Management to Town Clerk
6.3	Provision, directly or indirectly of Christmas lights, Local Government Act 1972. S144, including sponsorship and maintenance of the High Street Pea Lights	<ul style="list-style-type: none"> Grants to Policy Committee. Management Overview to Committee within budget Operational Management to Town Clerk
7.	Meteorological Office	
7.1	Maintenance of the Town Meteorological Office	<ul style="list-style-type: none"> Management Overview to Committee Operational management to Town Clerk

