



BOGNOR REGIS TOWN COUNCIL

TERMS OF REFERENCE

EVENTS, PROMOTION AND LEISURE COMMITTEE

Adopted by the Council at its Meeting held on 2nd September 2019

TERMS OF REFERENCE: EVENTS, PROMOTIONS AND LEISURE COMMITTEE

Quorum = 3

Function of Committee Column 1		Delegation of Functions Column 2
1. Events, Promotions, Publicity & Marketing		
1.1 To consider and make recommendations on the publicity and promotion of the town, its environs and attractions, and to determine the Town Council's Events Strategy for the coming year, or other time frame as agreed by Council including:		<ul style="list-style-type: none"> • Committee strategic overview within policy • 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
Promotion and protection of the Brand Image including advertising campaigns		
Issuing of press releases, press features, promotional copy and reports		
Producing and managing Newsletters / websites / webcams /Facebook / twitter and other social media		
Reviewing literature available for visitors including Visitor Guide		
Devising marketing logos and strap-lines		
Managing Town boundary signs, poster sites and Town map boards		
To work in partnership with others to promote the Bognor Regis brand		
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 ensure adherence at all times 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 overriding consideration when determining whether an event proceeds	<ul style="list-style-type: none"> Town Clerk
1.9.	Develop and deliver a marketing strategy for all Town Council events, ensuring that an appropriate marketing budget is allocated	
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	
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"> Strategic 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 strategic 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 Strategic 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"> Strategic 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 S 23, 26, & 42 of the Small Holding & Allotments Act 1908.	<ul style="list-style-type: none"> Operational Management to Town Clerk Strategic overview & development to Committee
6.	Christmas Lights	
6.1	Provision, directly or indirectly of Christmas lights, Local Government Act 1972. s 144, including sponsorship and maintenance of the High Street Pea Lights	<ul style="list-style-type: none"> Committee within budget for overview Town Clerk for operational management Grants to Policy & Resources Committee
7.	Meteorological Office	
7.1	Maintenance of the Town Meteorological Office	<ul style="list-style-type: none"> Committee within budget Operational management to Town Clerk
8.	Power to market the Town	<ul style="list-style-type: none"> Committee within Policy and Budget