



# Strategic Marketing & Events Committee

16<sup>th</sup> February 2017

7 Members of Council

Quorum = 3

Function of Committee	Delegation of Functions
<p><b>1 Marketing and Public Relations</b></p> <p>1.1 To co-ordinate and promote access to Council services and public information and to advise Council on a Communications &amp; Marketing Policy</p> <p>1.2 To promote the public face of the Council through the management of public and media relations.</p> <p>1.3 To promote implementation of the Council's policies in respect of corporate marketing and communication.</p> <p>1.4 To advise Council on adoption of a publicity Code and Information &amp; Data Protection Policy</p> <p>1.5 To organise, or partner others to organise events which promote the Town, council services or help strengthen communities.</p>	<ul style="list-style-type: none"> <li>• Strategic overview to Committee</li> <li>• Operational management to Town Clerk</li>   <li>• Strategic overview to Committee</li> <li>• Operational management to Town Clerk</li>   <li>• Strategic overview to Committee</li> <li>• Operational management to Town Clerk</li>   <li>• Strategic overview to Committee</li> <li>• Operational management to Town Clerk</li>   <li>• Strategic overview to Committee</li> <li>• Operational management to Town Clerk</li> </ul>
<p><b>2 Community Engagement</b></p> <p>2.1 To promote the social wellbeing of the Town.</p> <p>2.2 To support the development of the Whitchurch Area Place Plan and work of the Local Joint Committee.</p> <p>2.3 To facilitate and support local community and voluntary organisations</p> <p>2.4 To support a CAB for the Town, Local Government Act 1972, s 142</p> <p>2.5 To promote social inclusion within communities</p> <p>2.6 To promote Fair Trade in the Town</p> <p>2.7 To lead on the Market Town initiatives</p> <p>2.8 To agree project funding submissions</p> <p>2.9 To support the implementation and review of the Town &amp; Parish Plan</p>	<ul style="list-style-type: none"> <li>• Committee</li>   <li>• Committee</li>   <li>• Grants to Finance &amp; Resources Committee</li> <li>• Promotion &amp; other support to Committee/ Town Clerk * in accordance with Policy</li>   <li>• Committee</li> <li>• Grants to Finance &amp; Resources Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• In urgent cases the Town Clerk in consultation with Chairman and Vice Chairman</li> <li>• Committee</li>   <li>• Committee &amp; Town Clerk within Policy.</li> </ul>
<p><b>3 Community Safety</b></p> <p>3.1 To support initiatives of the Community Safety Partnership.</p> <p>3.2 To liaise with the Police Authority &amp; Constabulary</p> <p>3.3 To promote and support home safety initiatives</p>	<ul style="list-style-type: none"> <li>• Committee/ Town Clerk * in accordance with Council direction.</li>   <li>• Committee to respond to consultation</li>   <li>• Committee within Policy and Budget.</li> </ul>
<p><b>4 Environment</b></p> <p>4.1 To promote the environmental wellbeing of the Town</p> <p>4.2 To promote environmental awareness</p> <p>4.3 To lead on sustainability and transition for the Town</p>	<ul style="list-style-type: none"> <li>• Committee under the direction of Council</li> <li>• Town Clerk for operational matters</li>   <li>• Committee</li> <li>• Town Clerk for operational matters</li>   <li>• Committee</li> <li>• Town Clerk for operational matters</li> </ul>

4.4 To approve and action environmental audits	<ul style="list-style-type: none"> <li>• Committee within budget</li> <li>• Town Clerk to initiate audit</li> </ul>
<b>5 Personal Health</b> 5.1 To work with partner organisations to improve the health of people in the Town 5.2 To improve access to services which can contribute to health 5.3 To promote healthy living	<ul style="list-style-type: none"> <li>• Committee</li> <li>• Town Clerk for operational management</li> <li>• Committee</li> <li>• Town Clerk for operational management</li> <li>• Committee</li> <li>• Town Clerk for operational management</li> </ul>
<b>6 Economic Wellbeing &amp; Tourism</b> 6.1 To promote the economic wellbeing of the Town through partnership with the business and community sectors 6.2 To promote tourism within the Town and power to encourage visitors 6.3 Power to provide conference & other facilities 6.4 To promote regeneration in the Town 6.5 To lobby for sufficient high quality employment sites in the Town & support initiatives promoting inward investment 6.6 To support skills & training for local businesses 6.7 Provision, directly or indirectly of Christmas lights, Local Government Act 1972. s 144	<ul style="list-style-type: none"> <li>• Committee</li> <li>• Committee</li> <li>• Committee</li> <li>• Committee</li> <li>• Committee in conjunction with Planning Committee</li> <li>• Committee</li> <li>• Committee</li> <li>• Grants to Finance &amp; Resources Committee</li> </ul>
<b>7 Emergency Planning</b> 7.1 To assist in preparing & implementing the Emergency Plans for the town	<ul style="list-style-type: none"> <li>• Committee within budget</li> <li>• Operational management to Town Clerk</li> </ul>
<b>8 Young People</b> 8.1 Support public and community services and facilities for the young. 8.2 Co-ordinate the involvement of young people in decision making 8.3 Support to young people in their communities 8.4. Overview and support the operation of a Youth Council/ Committee.	<ul style="list-style-type: none"> <li>• Committee within Policy and Budget</li> <li>• Committee within Policy and Budget</li> <li>• Committee within Policy and Budget</li> <li>• Committee within Policy and Budget</li> </ul>

NB. Any action delegated to the Town Clerk may in his/her absence be undertaken by the Assistant Town Clerk after seeking relevant advice as necessary, if the matter cannot wait until the Town Clerk returns.