



Wallingford Town Council

Terms of Reference

Tourism and Economic Development Committee (“the Committee”)

Membership

The Committee will comprise six members and may also include three non-Councillors. The Mayor shall be an ex officio member of the Committee and shall have voting rights. The non-Councillors do not have voting rights.

The quorum of the Committee shall be three Members.

Meetings

The Committee shall meet four times a year, (quarterly), and the meetings shall be included in the published scheduled of meetings. Ad hoc meetings shall be arranged as required.

Terms of Reference

- The Committee is a committee of the Council
- The Committee shall function and operate in accordance with the Council’s approved Standing Orders
- Membership of the Committee shall be ratified at the Council’s Annual Council Meeting in May of each year
- The Chairman shall be elected annually by the Committee

Responsibilities

The Committee shall undertake the following roles and functions:

- To take active steps to support the economic development of the town, paying specific attention to tourism. This will include the development and management of:
 - Tourism and Economic Development policies
 - Tourism, business and social development initiatives
 - Marketing policies, including the management of the delegated budgets for such
- Promoting Wallingford and the visitor economy, which includes liaising with all businesses located in the Town.
 - To prepare and authorise publications
 - To appoint publishers/website providers
 - To arrange for printing, if applicable



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- To agree on number of publications required, if applicable
- To arrange for distribution, if applicable
- To receive visitor data and to use this information to determine ongoing policy
- Developing and promoting economic wellbeing by liaising with all businesses within the town and other relevant agencies:
 - To oversee multichannel communication with businesses (newsletter, twitter and other social media) as appropriate
 - To facilitate business to business support
 - To seek and promote relevant economic support such as grants and information
 - To raise the visibility of economic activity within Wallingford to residents and key policy makers
- To oversee the organisation of Town Council events. (NB: Excludes civic events, such as the Civic Service and Remembrance Service, and Mayoral arrangements):
 - To agree date/s for events
 - To advertise and promote events
 - To seek financial support for events
 - To arrange appropriate press coverage
 - To make all other arrangements for Town Council events subject to being within allocated budget
- To recommend specific events be held
- Any other matters delegated by the Council

Delegated Powers

The Committee shall have the following delegated powers:

- To make recommendations to the Council for consideration and approval
- To examine, review and develop, on behalf of the Council, various policies, strategies and plans relating to its subject area and to report these to the Council
- Community engagement on issues linked to the purpose of this committee
- Approve town events within budget
- Agree strategic changes to Town Information Centre with line manager approval
- Planning of future events



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The Chairman shall have the following delegated powers:

- Matters of an urgent nature requiring settlement before the next meeting of the Committee may be dealt with by the Chairman of the Committee in conjunction with the Clerk and at their discretion but must be submitted for approval or otherwise to the next meeting of that Committee.

The Town Clerk shall have the following delegated powers

- To approve the wording of electronic publications and printed materials on behalf of the Council
- To take such action as is necessary to fulfil their duties, as governed by the Council's Standing Orders