



## **TOURISM & MARKETING COMMITTEE**

### **Terms of Reference**

For all Committee Meetings a quorum of 3 is required. Membership to comprise –

- (a) Such members of the Town Council (being not less than four) that are approved by the Town Council to serve on this committee and
- (b) such non-councillors as the committee may from time to time co-opt for periods of one council year at a time to represent a range of local interests.

#### **A. Frequency of Meetings and Minutes**

The committee shall meet as often as it deems appropriate (being not less than two times in each Town Council year) to keep abreast of developments relating to its functions and authority. Meetings shall be held at Langport Town Hall unless that is impractical, in which case an alternative suitable venue in Langport shall be used.

Minutes of the committee's meetings shall be taken, and drafts distributed with the agenda for the next meeting, by the Town Clerk or as delegated by the Town Clerk. Minutes, agendas and other papers shall, where practical, be distributed to the committee's members electronically, except where individual members request paper copies. All Minutes when approved to be uploaded onto the Town Council's website and placed in Langport Library.

#### **B. The role of the Committee**

The role of the Tourism and Marketing Committee is to promote Langport as an ideal place to live and work in and to visit, by implementing Langport's Tourism & Marketing Strategy (adopted by the Town Council in January 2015), whose objectives are to:

1. increase the amount and quality of information about the area
2. encourage the development of visitor attractions, and
3. improve the facilities/amenities available to visitors.

#### **C. The Committee will seek to implement the strategy by:**

1. encouraging liaison and cooperation between individuals, businesses and organisations that are interested in promoting Langport
2. liaising on relevant issues with the District Council's Development Officer and other relevant authorities, and reporting issues generally to the full Council as necessary
3. developing and where appropriate, managing and delivering the projects identified in the Action Plan
4. keeping the Tourism & Marketing Strategy, and the action plan under review
5. making an annual report to the Annual Town Assembly

**Delegation of Powers**

The committee has delegated the authority to spend money up to £2,000 subject to available budget headings.