Marketing Sub-Committee

Reporting to Finance and General Purposes Committee

Terms of Reference

Objective:

1. To market the Council's **rentable assets*** with the objectives of:
    a. maximising their contribution to their total running costs
    b. maximising their benefit to the community
2. To propose **innovative strategies** to increase revenues and the profile of the Council, taking on a lead role for implementation.

Specific

1. In partnership with the Deputy Town Clerk (DTC), develop a marketing and promotional strategy for the Council, including long-term aims, measures of success and the mechanisms, including specific communication and media channels, to be used by the Council. This plan will address messaging and branding congruent with the aims and objectives of the Council, communication channels to be used, activity levels, and budgeted expenditure.
2. Create a Marketing Action Plan (activity undertaken against agreed plans) consider performance indicators and enhancements and amendments that may be required to the Council's marketing plans in the light of these outcomes, in order to achieve the above objectives.
3. Review marketing materials produced by the DTC and other third parties and make recommendations, where appropriate, on the form and content of these materials.

Membership

1. The membership to be a minimum of 3 members, one of whom will be elected Chairman.
2. Residents may be invited to join the Sub-Committee either on a short or long-term basis, with the agreement of the F&GP Committee.

Mode of operation

1. To meet not less than twice a year and at such other times by mutual consent.
2. To liaise with all relevant Committees and be a resource for the Council business where guidance is required.
3. Minutes and verbal reports to be presented to Finance and General Purposes Committee.

4. Public events and meetings will be advertised, as appropriate and held for both fact-finding and promoting community involvement.
5. The Sub Committee will link with neighbouring authorities and local groups as and when it will benefit the scope of the implementation of the Marketing Action Plan.

Period of operation

1. The role of the Sub Committee will be evaluated and assessed on an annual basis.
2. A decision to continue or disband this Sub Committee will be taken by Finance and General Purposes Committee following the above report.

Adopted on 30 June 2026

***Council rentable assets:**

- The Almonry as a venue for hire and events – rooms and Garden
- The Cemetery and Ceremonies Room
- The Rec and Pavilion