



Burnham-on-Crouch Town Council's Tourism and Events Working Group Terms of Reference

Purpose

The Tourism and Events Working Group is responsible to Burnham on Crouch Town Council.

To meet as a group on a once monthly basis, or as deemed necessary by Burnham Town Council or group members as required or during event organisations.

To liaise with fellow Burnham on Crouch Town Councillors, members of the public, local groups, charities and organisations for seek ideas and suggestions to promote local tourism and events.

To ensure that any statutory regulations are adhered to, and the public are given legal notice with regards to any road closures or changes to road access during events.

Aim

The overall aim for the Tourism and Events Working Group is to promote Burnham on Crouch within the local community and beyond, and to offer events for tourism and locals , using the allocated budget and other resources available.

Ensuring a healthy working relationship with the Communications Working Group for the promotion of local tourism and events on the town council social media and through the Burnham on Crouch website.

To liaise with Maldon District Councils Tourism and Communications officer regarding district wide tourism and events, and how this might benefit Burnham on Crouch Town Council.

Members

The working group is currently Cllr Fiona Clegg , Cllr Jane English and Cllr Steve Stratton.

Resources

The working group currently has a set budget of £3,000 per Annum.

This budget should be allocated directly to the promotion and organisation of local events.

Meeting frequency

The group will meet once a month with dates and times as agreed by members.

The working group should make good use of the council chambers for a meeting place.

Reporting

The group will report monthly to Town Council via Cllr Fiona Clegg. The group should report more regularly during specific event organisation as required to ensure a seamless and problem free delivery.

Additional thoughts for the Terms of Reference

Can members of the public also be part of this group?

What would the maximum capacity of members be? 4 or 5?

Should liaising with MDC ensure that similar events we hold are not being repeated locally (Maldon / Dengie) at the same time where possible? I.e. a music event in the summer falling on the same date as other music events, thus giving people choice to attend one or the other or both!