

## Lowestoft Town Council

### Terms of Reference for the Events and Communications Sub-committee of the Finance and Governance Committee

1. The Events and Communications Sub-Committee has been established by the Finance and Governance Committee
2. **Duties.** The Sub-Committee's duties, as set out in these terms of reference, are defined and agreed by the Finance and Governance Committee, which may vote, at any time, to modify, remove or increase the Committee's term.
3. **Meetings.** Meetings are to be held as and when required.
4. **Membership.** The Sub-Committee will consist of no fewer than three councillors. The chair will be elected at the first meeting of the sub-committee each council year. All members of the Sub-Committee are expected to represent the interest of the whole Council area. Any elected member can preside by agreement in the Chair's absence. A quorum will be three members of the Sub-Committee. Substitutes can be appointed to ensure that meetings are quorate. The Mayor will have automatic membership and full voting rights. All other members of the Council have the right to attend the meeting and make representations on the matters being discussed with the Public Forum.
5. **Record of Proceedings.** The Sub-Committee will meet as required to fulfil the responsibilities below. Written minutes will be taken to record the Sub-Committee's decisions and will be received at the next Full Council meeting and tabled as an appendix. The Clerk will be responsible for arranging the recording and distribution of the minutes.

#### 6. Responsibilities

The Sub-Committee has delegated authority from The Finance and Governance Committee to fulfil the following responsibilities, working in conjunction with the Clerk or any delegated officer: -

##### a. Events

- i. Develop an annual calendar of events for the Council including annual events (such as the Annual Meeting of the Town, Remembrance Day, Holocaust Memorial Day etc.)
- ii. Promote any Council events within the Council and to the wider community
- iii. Liaise with other organisations concerning Lowestoft wide events and Council involvement in those events
- iv. Consider applications for events held by other organisations on Council property when requested to do so by an Officer of the Council. Permission for Events will otherwise be granted by an Officer of the Council.
- v. Allocate and manage budgets for Events within the budget allocated to the committee

##### b. Communications

- i. Consider style and format of Council communications including templates
- ii. Review website and suggest improvements and future content

- iii. Consider potential leaflets, publications and promotional material
  - iv. Consider community engagement both via media and face to face contacts including surveys etc if part of the communications strategy.
  - v. Research external organisations and specialists who could assist with our Communication Strategy
  - vi. Allocate and manage budgets for Communications within the budget allocated to the sub-committee
- c. To work with the Finance and Governance Committee on any inclusion policies involving communications or events
- d. To review its own remit and make recommendations to the Finance and Governance Committee annually, or as required, on its Term of Reference.
- e. Climate Emergency
- This Sub-Committee has an important role in ensuring that:
- i. Actions under the Climate Emergency Declaration apply to events on its land
  - ii. Waste and environmental damage are avoided/reduced e.g. reduced reliance on plastic
  - iii. An appropriate amount of communication resource is applied to promoting practical action

*Note regarding delegations and previous delegated budget:*

*At the Implementation Committee meeting on 19 February 2018, it was recommended to grant delegated authority to the Clerk and Deputy Clerk to sign off and progress events. This was approved at the Full Council meeting on 6 March 2018 and has been approved annually as part of the delegations list presented to the Council at its Annual meeting each year since.*

*At its meeting on 12 August 2019 a proposal was submitted to Full Council that the Sub-Committee becomes a Sub-Committee of the Finance and Governance Committee, as it had a delegated budget in place and it was felt that Finance and Governance would be the more appropriate Committee for it to report to. This proposal was approved at the Full Council meeting on 20 August 2019.*

*Regarding this Sub-Committee's previous delegated budget of £10,000, at the Finance and Governance Committee meeting on 19 November 2019, it was agreed that the Terms of Reference for this Sub-Committee should be amended to state that it has delegated authority from the Finance and Governance Committee to fulfil its responsibilities. It was noted that the Terms of Reference included provision for an allocated budget, should the Finance and Governance Committee wish to consider this at a later date.*

*Due to diversion of budgets for COVID-19 recovery, the amount remaining in the Town Council's Events Budget for 2020/2021 is £8,100.*