

Lowestoft Town Council

Terms of Reference for the Events and Communications Sub-committee of the Assets, Inclusion and Development Committee

1. The Events and Communications Sub-Committee is appointed by and solely responsible to Lowestoft Town Council.
2. **Duties.** The Sub-committee's duties, as set out in these terms of reference, are defined and agreed by Full Council, 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. This is likely to be at least monthly.
4. **Membership.** The Sub-committee will consist of no fewer than four 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. There will be two named Councillors to act as substitutes to ensure that all meetings are quorate. The Chair of the Council 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 Council to fulfil the following responsibilities: -

- a. To determine and review the Council's Events Strategy
 - 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
 - v. Allocate and manage budgets for Events within the budget allocated to the committee
- b. To determine and review the Council's Communication Strategy
- 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 committee
- c. To work with the Assets, Inclusion and Development Committee on any inclusion policies involving communications or events
- d. To review its own remit and make recommendations to the Assets, Inclusion and Development Committee annually on its Term of Reference in order for Full Council to review its existence.