

# BENTHAM TOWN COUNCIL

## Marketing and Development Committee Terms of Reference 2024

To aid the Council and the town of Bentham in its promotion and development.

To assist and develop the Council's website(s) and social media sites.

To produce a Council Business Plan.

To support areas of Bentham Master Plan for the people of Bentham.

To promote and expand the development and usage of Bentham Town Hall.

To review the hire charges on an annual basis and make recommendations to the full Council.

To develop and support a Youth committee.

To produce a quarterly newsletter or other for the Council if required.

To run the Tourist Information Point with the assistance of invited members of the Tourism Industry in Bentham.

The TIP is an independent organisation run under the Council umbrella. The committee has delegated powers on spending by the TIP up to £750.

*(To run the TIP coffee morning and other fund-raising activities as considered necessary.)*

To apply for grant funding where it might be available.

To produce the annual Accommodation & Services list.

To facilitate the production of the Forest of Bowland Bentham leaflet when necessary.

To agree an annual budget for inclusion in the Council's budget at the precept meeting.

To keep the Council informed of the TIP activities.

**To be reviewed annually at May council meeting.**

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