



BENTHAM TOWN COUNCIL

Terms of Reference of Marketing and Development Committee

Approved: June 2026

Minuted: 35.7.3

Review: May 2027

Purpose of the Committee

The Marketing & Development Committee is appointed to support the promotion, development and economic wellbeing of Bentham and to oversee the Council's marketing, communications, tourism and development initiatives, within the delegated authority granted by Full Council.

The Committee shall make recommendations to Full Council on matters outside its delegated authority.

Membership and Voting

(To be elected annually at the Annual Meeting of the Council in May)

1. The Committee shall consist of at least 3 councillors.
2. The Committee shall appoint a Chair annually in accordance with the Council's Standing Orders.
3. The Chair shall have an ordinary vote and, in the case of an equality of votes, a casting vote.

Convening

The Clerk shall convene meetings of the Committee as required. The Chair of the Committee may also call meetings when necessary.

Meetings shall be held in accordance with the Local Government Act 1972 and the Council's Standing Orders.

Meetings

Meetings shall be conducted in accordance with the Council's Standing Orders.

Quorum

The quorum of the Committee shall be 3 members.

Documentation

1. Minutes of all meetings shall be recorded by the Clerk or appointed minute taker.
2. Draft minutes shall be circulated to Committee members as soon as practicable.
3. Approved or draft minutes shall be presented to Full Council for information and/or ratification as required.

Accountability

The Committee has delegated authority from Full Council to act within these Terms of Reference only. Any matters outside the Committee's delegated powers shall be referred to Full Council with recommendations.

REMIT OF THE COMMITTEE

1. To support and promote the development, profile and economic wellbeing of Bentham and the wider Parish.
2. To assist in the development, maintenance and promotion of the Council's website(s), social media platforms and other communication channels.
3. To develop and maintain a Council Business Plan and assist in identifying priorities and development opportunities for the Council and community.
4. To support the Bentham Business Boost group and work with local organisations, businesses and community groups to encourage economic and community development.
5. To promote and support the development and usage of Bentham Town Hall as a community and visitor facility.
6. To review the Town Hall hire charges annually and make recommendations to Full Council.
7. To oversee and support the operation of the Tourist Information Point (TIP), including working with invited representatives from the local tourism industry where appropriate.
8. To monitor the activities of the Tourist Information Point and keep Full Council informed of its work and activities.
9. The Tourist Information Point shall operate under the umbrella of the Council, with delegated authority for expenditure up to £200 within approved budgets.
10. To identify and apply for grant funding opportunities where appropriate to support Council and community initiatives.
11. To prepare and recommend an annual budget for Committee activities for consideration by Full Council during the budget and precept setting process.
12. To consider opportunities for marketing, tourism, events, regeneration and economic development projects that may benefit the town and wider Parish.

Review

These Terms of Reference shall be reviewed annually at the first Committee meeting following the Annual Meeting of the Council, with any recommended amendments referred to Full Council for approval.