

PR AND MARKETING SUB COMMITTEE

VERSION	DATE	AMENDED?	COMMENTS
1.0	25.08.20	No	Original Version
1.1	20.01.22	Yes	Renamed from 'Working Group' to 'Sub Committee'
1.2	22.11.22	Yes	S&R approved increase from 4 to 5 Councillor members
1.3	28.02.23	Yes	Membership increased from 5 Councillors to 6 at FC (28.02.23)
1.4	16.05.23	Yes	FC approved reduction of places from 6 to 4
1.5	18.06.25	Yes	References to 'Communications Manager' amended to 'Communications & Events Manager'.

1. TYPE OF COMMITTEE => Sub Committee

2. PARENT COMMITTEE => Strategy and Resources Committee

3. 6 MONTH MEETING RULE VALID (see 6.1.k)
a. NO

4. SIZE => 4 Councillors

5. DUTIES AND POWERS

5.1.OVERALL PURPOSE

- a. The working group's role is of a generally advisory nature with regard to the Council's marketing and public relations strategies. It will provide advice, support and recommendations on marketing and public relations matters to the parent committee.

5.2.MEETINGS

- a. Meetings of the working group shall take place at least quarterly.
- b. The Communications & Events Manager, The Town Clerk and / or Deputy Town Clerk will attend meetings of this sub-committee.
- c. To receive and consider proposals relating to the Council's PR and marketing strategies and programs.

5.3.TERMS OF OPERATION

- a. To receive advice from the Communications & Events Manager on the Council's marketing and PR activities and future proposals.
- b. To generate and initiate marketing proposals and new opportunities to promote the Council's business and activities.
- c. To review and make recommendations to the Strategy and Resources Committee or Council on PR and marketing activities/strategies, as appropriate.
- d. To support and be involved with arrangements for community activities e.g. Woodley Carnival, WW1 commemoration, Centre Stage events.

- e. To consider any other matters relating to the Council's marketing and PR activities and make recommendations to the Strategy and Resources Committee for decision.