

SHEPTON MALLET TOWN COUNCIL

Meeting	People and Promotion Item 1.12
Date	3 rd November 2020
Author	Town Clerk
Subject	To agree Terms of Reference for the newly formed People and Promotion Committee

1.0 PURPOSE OF REPORT

- 1.1 To consider the proposed Terms of Reference of the People and Promotion Committee.
- 1.2 To recommend to the Policy and Resources Committee that Standing Orders is updated to include these Terms of Reference.

2.0 BACKGROUND INFORMATION

- 2.1 Following the adoption of the new Town Plan this year it became obvious that the emphasis of some of the council's objectives was based on promoting the town to others, and providing activities, services and events for the people that live in or near the town. It was proposed that a new committee be formed that takes on this function. The function had previously been undertaken by the Open Spaces Committee. The Open Spaces Committee has now been renamed Place making and Protection.
- 2.2 It was agreed at the council meeting on 8th September 2020 for this committee to be created and responsibility was delegated to the Town Clerk to draft the Terms of Reference. This is the first meeting of this newly formed committee and it must now agree its terms of reference, which form part of the Council's Standing.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The committee will be given its own budget, which is being considered at the meeting on 3rd November 2020.

4.0 ENVIRONMENTAL IMPLICATIONS

- 4.1 There are no direct environmental implications, but environmental matters will feature more heavily in the decisions that the council makes and will be referenced in every project that council and committees discuss.

5.0 RECOMMENDATIONS

- 5.1 To agree to the Terms of Reference of the People and Promotion Committee and make a recommendation to the Policy and Resources Committee that Standing Orders are amended to include this committee and its TORs.

Draft terms of reference 3 November 2020

PEOPLE AND PROMOTION TERMS OF REFERENCE

Membership

The Committee shall consist of EIGHT members plus the Chairperson and Vice Chairperson (ex-officio)

Delegated Responsibility

The People and Promotion Committee has delegated authority to deal with the following matters to conclusion:

Celebrate Volunteering

- Manage a Civic Award Scheme and Honorary Citizen Scheme to celebrate locals who give their time and skills to improve the lives of others
- Manage a Business Awards Scheme to celebrate innovation in local businesses
- Support a Friends of Collett Park Users Group to develop initiatives in the park, to include walks, craft and sport and leisure
- Encourage opportunities to become involved in the town and develop a volunteer scheme to embrace all those who currently (or would like to) volunteer
- Create opportunities for sharing of skills, to ensure that volunteers are looked after in an inclusive manner

Encourage and facilitate family based activities

- Ensure that there are events for all ages and areas of the community and that they are supported and promoted to a wide audience
- Facilitate activities across town that encourage people to get involved and make full use of the facilities offered by the town council, to include the skate park, BMX track and Collett Park
- Support the market and events by promoting the delivery of a wide range of annual, seasonal and regular activities that includes the markets, Remembrance Sunday, Christmas and other seasonal events, Carnival, Lantern Parade, Snow Drop Festival, Festival of Dogs, Collett Festival and others, that encourages local participation and attracts visitors
- Develop a What's One guide of the activities and events in town

Community Development

- Work with community interest groups that bring events and activities to the community, to encourage participation
- Develop strategies to work with and support groups that are representative of the community, to encourage participation and to combat social deprivation and loneliness
- Develop new ways of sharing information, through improving the connections between a wide range of community groups as well as sign posting to funding opportunities and places to meet
- To promote national flag days and awareness weeks
- Work collaboratively to create or promote spaces, which includes schools, library, community halls and Collett Park, which can be used as hubs for a range of cultural, arts, education and volunteering opportunities
- Create a pot of money to invest in a specific annual project(s) or activity that is at the request of the community, following public engagement (People's Fund)

Promote and encourage Tourism

- Work collaboratively to develop a tourism offering that encourages those who live locally to explore and encourages others to visit
- Work with partners in the retail and hospitality industries to ensure that the visitor experience is thoughtful and inclusive
- Capitalize on the proximity to Glastonbury and other show sites by being bold in the offering that the town has to those who visit neighbouring areas, festivals and show grounds and ensure that collaborative working enhances the opportunity for visitors to make Shepton a destination
- Advance Culture, the Arts, and Education by capitalising on the rich culture and heritage that the town has to offer and advance it through self-promotion to locals and visitors alike
- Engage with and support businesses and commerce and work with the wide range of local, national and international businesses that are based in Shepton, to offer each other opportunities for development and growth
- Encourage future investment by working with partners, businesses and developers to ensure that Shepton is a place for business and inward investment

To set up such sub committees and working groups as necessary

Referred Business

To consider and make recommendations to the Town Council and / or Policy & Resources Committee on the following matters:

- Budget estimates to be prepared no later than November each year;
- Provision of additional resources to further the tourism function or the community engagement function
- Provision and maintenance of new land for allotments;
- Provision of new children's play equipment and recreational sites;
- Any other matters referred to the People and Promotion Committee by the Town Council