



Town Council Offices,
1 Park Road,
Shepton Mallet
BA4 5BS

t: 01749 343984

e: info@sheptonmallet-tc.gov.uk

w: www.sheptonmallet-tc.gov.uk

TERMS OF REFERENCE – ARTS, CULTURE & TOURSIM

Date adopted: 18th May 2022

Review date: Annually - May 2023

Version Control:

Version	Date	Author	Rationale/Detail
0.1	18/05/2022	Town Clerk	

Membership

The Committee shall consist of seven members.

Delegated Responsibility

The Arts, Culture & Tourism Committee has delegated authority to deal with the following matters to conclusion:

- 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
- To develop and maintain the community donations scheme, within the agreed criteria and budget of the Town Council
- Create a pot of money to invest in a specific annual project(s) or activities that is at the request of the community, following public engagement (People's Fund)
- Support a Friends of Collett Park Users Group to develop initiatives in the park, to include walks, craft and sport and leisure
- To be responsible for the Collett Day/Festival, Children's Festival and other events
- Work with community interest groups that bring events and activities to the community, to encourage

participation

- To promote national flag days and awareness weeks
- 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 Day/Festival and others, that encourages local participation and attracts visitors
- Develop a What's One guide of the activities and events in town
- 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
- 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
- Develop strategies to work with and support groups that are representative of the community, to encourage participation and to combat social deprivation and loneliness
- 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
- 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
- Support where possible local town initiatives that seek to promote the town to a wider audience
- To work with others to promote the facilities that encourage visitors to the town based on culture, leisure, heritage and tourism
- To work with other community groups and public bodies, through operational and strategic development of the town centre, encompassing regeneration of retail and leisure facilities
- 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
- Any other matters referred to the Arts, Culture & Tourism Committee by the Town Council