

Much Wenlock Town Council  
COMMUNICATIONS, MARKETS AND TOURISM WORKING GROUP

| <b>TERMS OF REFERENCE</b> |  |
|---------------------------|--|
| <b>Membership</b>         | FOUR members of the Town Council<br>Interested members of the community  |
| <b>Authority</b>          | Local Government Act 1972, Sections 101 – 106  |
| <b>Conditions</b>         | The Working Group is appointed by the Town Council and will function within the conditions outlined in these Terms of Reference.<br><br>The Working Group will set its own meeting dates and report directly to the Town Council at regular intervals. |
| <b>Restrictions</b>       | The Working Group has delegated authority to work within the responsibilities outlined below.  |

|   | <b>Responsibilities</b>  | <b>Power</b>   |
|---|--|--|
| 1 | To develop strategies for recommendation to, and adoption by, the Town Council.<br><br>The Group will give guidance on: <ul style="list-style-type: none"> <li>• How the activities of the Town Council and other relevant information will be disseminated.</li> <li>• How Much Wenlock can be promoted to create a positive brand, leading to sustainable and increased retail, commerce and tourism growth.</li> <li>• Identifying priorities and responsibilities for delivery of the strategic aims.</li> </ul> | Group to have the power to delegate to the Town Clerk. |
| 2 | To develop a protocol for the use of social media.   |  |
| 3 | To delegate areas of responsibility to the Town Clerk.   |  |