

## TOURISM & EVENTS WORKING GROUP

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

	Responsibilities	Power
1	To develop strategies relating to promotion and tourism for recommendation to, and adoption by, the Town Council.	Group to have the power to delegate to the Town Clerk.
2	To 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>	
3	To lead on community events.	
4	To delegate areas of responsibility to the Town Clerk.	
5	To contribute to the development of the Town Council's Strategic Plan.	