

Terms of Reference

OTLEY TOWN COUNCIL

TRADE & TOURISM COMMITTEE

Role

To promote tourism and economic development in Otley by working in co-ordination with other groups to promote local business, support events and market the town for commercial opportunities and visitors.

Liaise with the business community to create a sustainable retail sector and promote Otley as a destination for visitors and tourists.

Responsibilities

To deliver the key priorities of the Council and its partners around: Marketing; Strategic Initiatives and Event Sponsorship.

Build consensus on a trade & tourism strategy for the town and co-ordinate the delivery of that strategy with stakeholders.

Membership, Chair, Quorum and Accountability

Number of Members	Five plus the Mayor (ex officio)
Substitute Members Permitted	Yes – maximum of two. Only members of the Committee may vote on agenda items. Non-members may attend and speak on any item, with the permission of the Chair but they may not make or second any proposals or amendments. Non-Members of the Committee are subject to the same rules as Committee members regarding confidentiality and the requirements of the Councillor Code of Conduct.
Appointments/Removals from Office	By resolution of Policy & Resources Committee
Restrictions on Appointment	None, but recommended that both genders be represented
Restrictions on Chair /Vice-Chair	None – Chair to be elected at the first Policy & Resources meeting after the Annual Council meeting in election year and at the March P & R meeting every subsequent year.
Quorum	Three
Number of meetings per Council Year	Minimum of three – to be convened by the Proper Officer with a Public Notice of the meeting in accordance with Schedule 12, Para 10 (2) of the Local Government Act 1972
Current Sub-Committees	None
Accountability	The Committee has delegated powers to act/make decisions on behalf of the council in relation to the defined terms of reference only; any recommendations outside of the Committee's terms of reference shall be made by Policy & Resources Committee
Meeting Restrictions	Due to the confidential nature of some items of business to be transacted it will be necessary to hold meetings (or parts thereof) in private in pursuance of Public Bodies (Admission to Meetings Act 1960 Section 1 as amended 2014 and by the Openness of Local Government Bodies Regulations 2014).

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- 1) To create, liaise and chair a forum where we can co-operate with key partners over the development of the tourism strategy and annual priorities and agree funding to make sure we get value for public money.
- 2) To liaise and work with key stakeholders to understand the needs of the local business community.
- 3) To manage the Council's tourism and destination marketing initiatives and co-ordinate that activity with stakeholders from the local business community.
- 4) To manage and monitor production and maintenance of the Visit Otley and Buy in Otley brands and protect and develop them via digital platforms, social media, trademarking.
- 5) To ensure that events, community activities and tourism are promoted across the town to both residents and the wider community.
- 6) To carry out the Town Benchmarking Study and act on recommendations, including measuring the sustainability of the retail sector and visitor economy.
- 7) To assess and provide sponsorship for events that will help sustain the retail sector or promote the visitor economy.
- 8) To promote Otley and the Town Council.
- 9) To take cognisance of the Otley Neighbourhood Plan and measure progress against it.
- 10) To take cognisance of the Council's commitment to carbon reduction.
- 11) To apply the Town Council's commitment to equality, diversity and inclusivity.
- 12) To be responsible for preparing an activity plan and draft budget for each coming financial year in respect of the functions of the Trade & Tourism Committee and to submit this to the Full Council for consideration by no later than 31st December in any year.
- 13) To invite specialist professional officers, advisers or third party consultants to attend meetings to provide guidance as to matters under discussion.
- 14) To act upon or commission any services as deemed appropriate and in accordance with the annual budget and terms of reference of the Committee, including applying for any external grant funding.
- 15) Responsible for liaising with and making recommendations to Council in relation to the business community.

Delegated Powers

- The functions identified in paragraphs 1 to 8 above are fully delegated to the Trade & Tourism Committee subject to any limitations or restrictions set out.
- The Executive Officer/RFO or in their absence the Deputy Executive Officer, is authorised to act as and carry out the duties of the Senior Officer.
- All matters of an urgent nature requiring settlement before the next meeting may be dealt with by the Executive Officer after consultation with the Chair and/or Deputy Chair but must be submitted for approval or otherwise to the next meeting of the Committee.

Note

At the first meeting of the Trade & Tourism Committee in each Council year, the order of business shall be as follows:

- a. Confirmation of the accuracy of the minutes of the last meeting of the Committee.
- b. Review of the Committee Terms of Reference.
- c. Review of Committee resources.
- d. Review of the anticipated Committee workload and activity plan for the coming year.

Review

The Trade & Tourism Committee's terms of reference are to be reviewed annually at the first meeting after the Annual Council meeting.