

# Ryde Town Board

## Terms of reference for the Ryde Town Branding, Marketing and Communications Working Group

### 1. Objective

To agree a strategy for the operational elements of Town Board branding, marketing and communications within the agreed budget including, but not exclusive to:

- Website
- Logo and branding requirements
- Community Engagement strategy
- Advertising
- Marketing

### 2. Membership:

The committee shall comprise 5 members in total.

- 4 members from the Town Board
- Town Board chair

### 3. Chair & Vice-Chair

- To be elected at the first Working Group meeting.
- In the event of the Chair resigning mid-term, a replacement will be elected at the next meeting.

### 4. Quorum

The quorum of the committee shall be 3 Town Board members.

### 5. In attendance

A member of staff will be requested to attend any meeting.

### 6. Meetings

- Meetings will be held as often as deemed necessary by the Working Group.

### 7. Minutes

- Minutes of all meetings will be recorded by an Officer and circulated to all members of the committee and to all Town Board members.
- All resolutions and recommendations made to the Town Board shall be recorded in the minutes of the appropriate meeting.

### 8. Accountability and Scope

The Committee has delegated powers to act on behalf of the Council in relation to the defined terms of reference only.

### 9. Effective Date

This working party will be dissolved once the initial period of works has passed at 1<sup>st</sup> August 2024 or until specific items pertaining to this period have been resolved.