



SHAFTESBURY TOWN COUNCIL

2018

Visitor Experience Advisory Committee



Adopted 23rd July 2019

23/03/2018

SHAFTESBURY TOWN COUNCIL

Visitor Experience

Advisory Committee Terms of Reference

1 Introduction

- 1.1 Shaftesbury Town Council took the decision to set-up a 'Visitor Experience' Advisory Committee at its Full Council meeting on 30th January 2018. (Officer report 0118FC8 was received and it was RESOLVED to adopt a principle of forming Advisory or Sub Committees in place of Working Groups)
- 1.2 In order to produce a 'Visitor Experience' plan, the Town Council will establish an Advisory Committee to oversee a process that will result in the community groups/ representatives that have synergy with the Visitors experience working as a team to support the preparation of a draft plan. In taking this approach it is deemed appropriate that the Advisory Committee is provided with and accept the following terms of reference.
The plan will seek to:
 - 1.3 Identify all the relevant infrastructure within the town that will impact on the Visitor Experience and make recommendations to Council for consideration
 - 1.4 Work with the BVTDC Management Committee to provide a framework for the marketing strategy and raising the profile of Shaftesbury as a visitor destination

2 Membership

The Advisory Committee will be formed from residents and the local community under (1) the same qualifying criteria set out for becoming a local councillor** (see foot note) and (2) those individuals that have a synergy with the Visitor Experience and have value to add in a collaborative manner.

Elected members of Shaftesbury Town Council may also be part of the Advisory Committee.

- 2.1 The Advisory Committee shall support the delivery of the 'Visitor Experience' Plan on an ongoing basis and the plan will be reviewed a quarterly basis. The Advisory Committee shall pass the Visitor Experience plan to Shaftesbury Town Council for approval prior to any work taking place. If the Advisory Committee is holding any funds at this time or if the Advisory Committee is disbanded at any point such funds shall be paid to the Town Council unless otherwise directed by an organisation from which the funds were obtained.
- 2.2 The Advisory Committee will consist of a maximum of 12 members of the community
- 2.3 If a member of the Advisory Committee fails to attend 3 consecutive Advisory Committee meetings the member will be deemed to have resigned from the Advisory Committee unless otherwise agreed by the Advisory Committee. This provision does not prevent any member from resigning from the Advisory Committee by providing the Chairman with written notice of their resignation.

- 2.4 The membership of the Advisory Committee shall be reviewed and confirmed by the Town Council on a quarterly basis.
- 2.5 Any person who wishes to become a member of the Advisory Committee after the commencement of the process shall apply to the Advisory Committee who shall resolve whether they have the required skills to join the Advisory Committee. If it is resolved that the individual joins the Advisory Committee, the Town Council shall ratify as it sees fit the individuals membership at the next quarterly review.
- 2.6 The Advisory Committee may form Working Groups or sub committees to undertake various aspects of the work involved in the delivery of the Visitor Experience Plan. These working groups will be subservient to the Advisory Committee and act under its instructions, adhering to the same terms of reference.

3 Roles and Responsibilities

The members of the Advisory Committee will:

- 3.1 Promote the process of preparing the Visitor Experience Plan, be encouraged to participate and provide its views and opinions on the specific topics which are covered during the preparation of the Plan.
- 3.2 Arrange meetings and appoint sub groups to gather views and consult on emerging themes which are considered appropriate for incorporation in the draft Plan.
- 3.3 Assess existing evidence about the needs and aspirations of the Visitors
- 3.4 Liaise with relevant organisations and stakeholders to secure their input in the process
- 3.5 Analyse the results of any questionnaires or other evidence received during the planning process and use them to prepare a robust draft Plan
- 3.6 Inform the Town Council of progress at each Full Council meeting in order that Advisory Committee/Working Group minutes can be noted.
- 3.7 Provide a membership report quarterly

4 Roles and Responsibilities

The Town Council will:

- 4.1 Support the preparation of the Visitor Experience Plan providing sufficient assistance and financial resources to ensure the plan is prepared expeditiously providing that overall expenditure falls within the budget allocated by the Council.
- 4.2 Facilitate, if required, contact with the relevant parties who may have a part to play and involve them in the process
- 4.3 All Members of the Advisory Committee and any sub committees formed will:
- 4.4 Declare any personal interest that may be perceived as being relevant to any decisions or recommendations made by the group. This may include membership of an organisation,

ownership or interest in land (directly or indirectly) or a business or indeed any other matter likely to be relevant to the work undertaken by the Advisory Committee .

- 4.5 Ensure that there is no discrimination in the plan making process and that it is a wholly inclusive, open and transparent process to all groups in the Town and to those wishing to undertake development or be involved in the plan making process.
- 4.6 Work together for the benefit of the communities established within the Town. Treat other members of the Group with respect and dignity, allowing members to express their views without prejudice and interruption.

5 Data Copyright

- 5.1 All data compiled by members of the group in the pursuance of the work of the Visitor Experience Plan Advisory Committee shall belong to Shaftesbury Town Council. All media produced in the pursuance of the work of the Plan shall be copyrighted to Shaftesbury Town Council **unless specifically agreed otherwise**. All members of the Advisory Committee by virtue of their position on the committee thereby agree to assign all copyright or other interests therein to Shaftesbury Town Council.

6 Quorum

- 6.1 The Advisory Committee shall be quorate when one third or 4 members (whichever is the greater) are present

7 Voting

- 7.1 Any decisions taken by the Advisory Committee other than those delegated to appointed officers, will be carried if the majority (more than 50%) are in favour at any given meeting. The Chairman shall have the casting vote where the vote is equal.

8 Advisory Committee Chairman and Secretary

- 8.1 The Advisory Committee shall elect a Chairman and Deputy Chairman from their number.
- 8.2 An officer of Shaftesbury Town Council will fulfil the role of Secretary
- 8.3 If the Chairman is not present, the Deputy Chairman shall take the meeting. If neither is present, members shall elect a Chairman for the meeting from amongst their number

9 Frequency, Timing and procedure of Meetings

- 9.1 The Advisory Committee will usually meet quarterly although sub groups may meet more frequently as necessary.
- 9.2 The Advisory Committee and its sub groups shall keep minutes of meetings which will be open to public scrutiny. These will be publicised on the Town Council website
- 9.3 Notices, Agendas, Minutes and associated papers will be emailed where possible to all current Advisory Committee members and all Shaftesbury Town Councillors and officers.

- 9.4 Meetings shall be conducted in accordance with set procedure to be determined and agreed by the Advisory Committee.
- 9.5 These Terms of Reference will be reviewed throughout the project by the Advisory Committee and amended as required by resolution of Shaftesbury Town Council.

10 Delegated Powers

10.1 The Advisory Committee has no delegated powers

11 Reporting

11.1 The Advisory Committee will regularly update and report its progress to the Clerk of the Town Council ensuring that she, as the Responsible Financial Officer for the Council, is aware of the on-going budgetary implications associated with the project.

11.2 The Advisory Committee will provide a quarterly membership report for review by the Council

12 Application of Terms of Reference

12.1 A review of the working party membership and its duties will be taken annually, in May.

12.2 These terms shall apply from the date of this document and retrospectively where relevant to the date of the inception of the Advisory Committee

Signed by.....NAME.....on.....

** qualifying criteria for becoming a Councillor:

- British or a citizen of the Commonwealth or European Union
- At least 18 years old
- Registered to vote in the area or have lived, worked or owned property there for at least 12 months before an election