



NANTWICH TOWN COUNCIL

Tourism Strategy Working Group (TSWG)

Terms of Reference

Introduction

At the Town Council Meeting on Thursday 18th November, Members agreed to create a Tourism Strategy which would be delivered by a working party of key stakeholders from the private and public sector.

The intention was that the Strategy would be an essential tool in the delivery of a successful visitor economy allowing everyone in the town to benefit.

The Tourism Strategy Working Group shall be administered and managed in accordance with these Terms of Reference and the Council's Standing Orders.

Scope

The Tourism Strategy Working Group is constituted as a working Group of Nantwich Town Council.

The aim of the group is to:

- Develop a Tourism Strategy for Nantwich which:
 - Works with a range of partners to provide initiatives to ensure the town remains a safe place
 - Promotes the town as a great place to live/visit in ways that recognise its unique character and heritage and independent traders.
 - Work with community organisations to support events, activities and volunteer programmes across the town and continue to develop the Town Council's events programme, including street entertainment.
 - Seek funding opportunities to help conserve and enhance the town's built environmental, heritage and historic structures.
 - Review how tourism can be better supported through partnership working.
 - Provide more information on accessibility for visitors.
 - Carry out new town centre signage and street furniture scheme in the town centre with interpretation panels and Tourist Information Points for public spaces.
 - Continue support to ensure the future of the Museum and to preserve and interpret our heritage for the inspiration, learning and enjoyment of all.

- Support Nantwich's wide range of festivals making sure they are doing their very best to support local businesses in the town.
- Install gateway features at entrances into the town, considering themes to the gateway including the Battle of Nantwich and the historic market town.

The Tourism Strategy Working Group (TSWG) will act in an advisory capacity to Nantwich Town Council, making recommendations for consideration at a meeting of the Full Council.

The Group may liaise with other local Town and Parish Councils and consult with other organisations which work in, and for the benefit of Nantwich and its community.

Membership

The TSWG shall consist of up to 15 members to include two Town Councillor representatives who will be elected each year at the Annual Town Council meeting.

Non-councillor representatives of the local community, interest groups, businesses etc may be appointed as members of the TSWG. Appointments must be made at a Full Council meeting of Nantwich Town Council. Non-councillor members of the group will have voting rights and will be working on a volunteer basis.

Non-Councillor representatives shall have the following qualities, experience and skills:

- An understanding of the Nantwich community;
- Commitment to working collaboratively and inclusively without a conflict of interest;
- A commitment to engage with the wider Nantwich community, including residents, businesses, service or academic contacts;

Desirable but not essential:

- Relevant skill and experience they can bring from other projects or their own organisation. These could include but are not limited to knowledge of tourism, retail, marketing, accessibility

The TSWG will appoint a Chair and Vice Chair at its first meeting after each Annual Meeting of Nantwich Town Council.

All members of the TSWG, (both Councillor and Non-Councillor) will be expected to abide by the Council's Code of Conduct when acting in their role as a group member. A copy of the Code of Conduct will be provided to each group member at their time of appointment.

Meetings and Voting

Meetings of the TSWG will be convened as necessary.

Agendas for meetings will be published and distributed to members three clear days in advance.

Members of the public shall, under the direction of the Chair, have the opportunity to participate at a group meeting, however the meetings need not be open to the public as this is not a formal committee of the Town Council.

Decisions will be taken by consensus of opinion amongst the group members whenever possible. However, if no consensus can be reached, a majority vote, based on one vote per member will carry the decision, with the Chair having a casting vote if the vote is equal.

Three members of the group including at least one Town Councillor shall constitute a quorum.

Reporting

The TSWG will report to meetings of Nantwich Town Council.

Minutes of all meetings will be taken by the Deputy Town Clerk and circulated for approval at the next TSWG meeting and submitted to Full Council meetings for information and consideration/approval of any recommendations contained within the minutes.

The minutes of the TSWG meetings will be made available on the Town Council's website at www.nantwichtowncouncil.govuk

Finance

The TSWG shall have no power to incur expenditure on behalf of the Town Council.

Nantwich Town Council will make a budgetary provision to help fund the activities of the TSWG and any approved actions from recommendations of the TSWG. Approval for expenditure must be sought through recommendations tabled at meetings of the Full Council.

Reimbursement for Members' time will not be made. Members of the group may apply to the Town Council for reasonable out of pocket expenses incurred in the course of the working Group's work.

Review

The TSWG will be constituted for an initial period of 15 months. This period may be extended by the Town Council at the Annual Meeting of Nantwich Town Council in May 2023.

The TSWG Terms of Reference are to be reviewed annually at the Annual Meeting of Nantwich Town Council.