



## **Public Relations and Events Committee**

The Town Council discharges its function in relation to the following matters to this Committee, it is not necessary for the Town Council to ratify Committee decisions as long as resolutions are made under these terms of reference under section 101 of the Local Government Act 1972

1. The Town Clerk or appointed officer to create and manage accounts on social media including Facebook, Twitter and Instagram
2. The Town Clerk or delegated officer to formulate regular social media updates on all the council's social media accounts
3. To prepare and publish Princes Risborough Town Council's publications including Crosstalk (draft publications to be circulated to all committee members and the Clerk and agreed by a minimum of four members prior to committing to print).
4. To maintain and publish a calendar of events and take the lead in proactively engaging with the media.
5. To monitor the content of the website and make recommendations to Full Council for its development and ongoing maintenance.
6. To undertake an annual audit of the website for submission to Full Council.
7. To adhere to the Council's Media Policy.
8. To make recommendations to Full Council for the strategic plan for all Council run events
9. To purchase equipment required to carry out the Council's duties in connection with events under the control of the Council, up to a maximum sum of £5,000.
10. To maintain equipment in connection with the above facilities to ensure they remain in a safe and serviceable condition.
11. To generate revenue from the above events.
12. To review fees and charges for the above annually to coincide with the budget setting process, or more often if required.
13. To delegate the management of the above events to the Deputy Clerk or appointed Officer, who is to maintain and manage the records, bookings, and administration of the above, in compliance with prevailing legislation, and to collect payment as soon as possible for any service provided.
14. To receive reports from the Deputy Clerk or appointed Officer on matters relating to the above Events inventory.

# PRINCES RISBOROUGH TOWN COUNCIL



15. To oversee the management of projects that fall under the responsibility of this committee.
16. To make recommendations to Full Council to increase Community Engagement with residents and local groups and organisations.
17. To make recommendations to Full Council about the Council's branding and design.
18. To ensure the information displayed and maintenance of noticeboards is kept up to date.
19. To respond on behalf of the Council to initiatives from other organisations relating to matters under the Committee's jurisdiction.
20. To establish Task & Finish groups to progress/deliver specific projects.
21. To monitor the finances of the Committee against the budgets.
22. To prepare a budget proposal for revenue and capital expenditure in the following financial year and submit to the Finance Estimates Committee

These Terms of Reference should be reviewed and updated at the first meeting after the Annual Meeting of the Council held in May, or when legislation or best practice guidance is amended.

**These functions and terms are to be read in conjunction with the Standing Orders and Financial Regulations of the Council.**