



LISKEARD TOWN COUNCIL

COMMUNICATIONS & ENGAGEMENT COMMITTEE **TERMS OF REFERENCE (Approved by Council 29th October 2019)**

COMMUNITY AND ENGAGEMENT COMMITTEE

A – Tourism and visitor information services.

- Responsible for the promoting Liskeard as a tourist destination and working with external partners to facilitate this.
- Day to day management and operation of the Tourist Information office.
- Creation of promotional material that supports tourism including Town Trail leaflet.
- Work with other organisations to develop a Culture and Heritage Strategy
- Developing and building upon our relationships with Quimperle and other locations with links to Liskeard.

B – Liskeard and District Museum

- Strategic governance of the Liskeard and District Museum

C - Management of the council's community events programme including:

- Community Fair
- Annual Town Meeting
- Civic Parade
- Remembrance activities
- Liskeard Unlocked
- National Events

D - Supporting externally organised town events and activities including

- Carnival Week
- Nadelik Lyskerrys
- Liskeard Show
- St Matthew's Fair
- Liskeard in Bloom

E - Responsible for managing and monitoring all social media feeds and the council websites

- Social media strategies
- Promotion of events
- Overseeing site maintenance with external contractors

F – Creating and developing the Council's Communications strategy

- Creation and monitoring of relevant policies and procedures.
- Production of Council publications aimed at engaging with the community and visitors alike.
- Production and management of the Community Emergency Plan.
- Promotion of Council facilities

G - To arrange and oversee public consultation on matters relating to the town council and to support external agencies in consulting with the people of Liskeard.

H - To establish service policies, approve programmes of work, monitor performance and take decisions in respect of those matters detailed in the approved budget schedule and to provide reports on the implementation of service policies.

I - To make recommendations to the Finance, Economic Development and General Purposes Committee regarding staffing requirements relating to the staff primarily engaged undertaking the Committee's work.

To be approved annually at the Mayor Choosing – next due May 2020.



