

Beer Parish Council

Events and Promotion Portfolio Terms of Reference

Aims and objectives of the portfolio system

The portfolio system has been established to provide the opportunity for councillors and non councillors to meet, discuss and act on specific issues or areas of the councils work. This body will be known as the Portfolio Group (PG). The PG will be the primary link between voluntary groups and the community.

The PG has no delegated power but can action works sanctioned by the council and within the constraints of the finance policy. Financial agreements such as agreeing concessions and letting contracts, have to be authorised by the council.

The PG will develop plans and projects including costings and method statements. These should be presented to the council at the budget setting stage (Dec Jan) for the council to approve for the following financial year to enable budgets to be set and projects and works sanctioned.

During the course of the year, works in addition to those budgeted, may become necessary. In these cases the PG will prepare costed reports to council for approval.

Emergency works identified by the PG may be undertaken immediately but must be reported to council. Any works with financial implications must be within the scope of the finance policy.

The PG will be chaired by a nominated Councillor. Non councillor members of the community may join the group for all works of specific projects. The councillor members of the PG will prepare a regular report to council when additional works or projects will be approved or not approved.

Events and Promotion Portfolio

Portfolio Aims

1. To enhance the resident and visitor experience in Beer by encouraging and supporting existing and new businesses to develop innovative and attractive commercial opportunities.
2. To develop and support commercial opportunities for local and other businesses to set up events or services in the village to enhance resident and visitor entertainment experience.
3. To support and enable community events in the village for the benefit of residents and visitors.
4. To ensure efficient and effective communication of community and commercial activities

Membership: Minimum of 3 members of the Council – a Portfolio Holder/ Chair of PG will be appointed out of this membership. In addition any members of the

community wishing to join the group may do so by contacting the Portfolio Holder. All events are to be booked via the Clerk.

Delegated Powers: None

Areas of responsibility:

1. Prepare a programme of commercial and community events considering all potential acceptable activities. For each financial year.
The draft programme available for budget setting in Dec preceding year.
Final programme for council approval Feb.
2. Identify land and facility assets available for commercial and community use.
3. Develop charging schedule.
4. Develop marketing campaign to inform local and other organisations of the opportunities within Beer.
5. Working with the EC and EDDC licencing develop the necessary application forms and records to ensure all Health and Safety and legal licence obligations are covered.

Process:

1. Membership of the Portfolio to be appointed at the Annual Council Meeting in May each year.
2. The Portfolio holder (or other member) produces a monthly progress report to Council to include recommendations regarding programmes of work, specifically where there is a funding implication.
3. The Portfolio group does not meet formally but can convene “task & finish” groups for specific projects as necessary. Notes of “task & finish” group meetings will be kept but will not be published as Council minutes. There will be no quorum or formal voting but decisions made based on a consensus of those in attendance. A record of attendance will be kept.
4. Non-Councillors can become members of the Portfolio to help with workload or where there is a skills shortage. Non-Councillors can attend “task & finish” groups. The Parish Council’s Code of Conduct applies to those Councillors who form the membership of this Portfolio. It is incumbent on all members of the Portfolio to declare relevant interests as appropriate.

The Terms of Reference for the Portfolio will be reviewed annually by Beer Parish Council.

Signed:

Name: Cllr M Richards

Position: Chairman of Beer Parish Council

Date: 08/04/2024 – Reviewed 8th April 2026