

## **Terms of Reference**

### **6. Tourism, Community and Publicity**

- 6.1 The purpose of the Tourism, Community and Publicity Committee is to take active steps to develop the town and people's perception of it. This includes the development and management of:
- 6.1.1 Tourism policies
  - 6.1.2 Economic and business initiatives
  - 6.1.3 Marketing and publicity
  - 6.1.4 Community engagement
  - 6.1.5 Responding to consultations by external organisations
  - 6.1.6 Managing the process of consulting the community and third sector groups on policy development
  - 6.1.7 Twinning
  - 6.1.8 Arts and heritage
  - 6.1.9 Tourism services
  - 6.1.10 Events' management
  - 6.1.11 Promotion and publicity of the town