



Worcester BID Marketing Sub Group Terms of Reference

1. Purpose

The Worcester BID Marketing Sub Group's aim is to assist the main BID Board by making recommendations to them on marketing, PR and event activity related to the projects contained within the Worcester BID Business Plan which adhere to the content contained within the Worcester BID Marketing Strategy.

The Group will:

- Work with the BID Manager on the Brief for the individual campaigns
- Be invited to attend presentations and review submissions from nominated companies for marketing related activities.
- Plan and recommend marketing activities for specific BID related projects, often in collaboration with a contracted marketing company commissioned to undertake work for the BID.
- Assist in the delivery of projects which have been formally approved by the BID Board
- Review marketing activities and campaigns for their effectiveness and their value for money
- Monitor use of the 'Spreading the Word' budget
- Provide ideas, strategic recommendations and suggestions for the Board to consider and decide where relevant.

2. Membership

Membership of the sub group will be based on initial expressions of interest and subsequently approval of the BID Board. Experience and / or qualifications in marketing are expected. Their membership shall be based on the relevance of an individual or organisation's expertise in being able to successfully deliver the projects as laid out in the Worcester BID Business Plan. There is no remuneration for members of the Group.

Members shall consist of no less than 2 members of the main Worcester BID Board at any time. The BID Manager will always be in attendance and act as Secretariat.

There shall not be a dominance of any one sector in the group. It is encouraged to have a good representation from a variety of sectors.

Members shall support the aims and objectives of the Worcester BID and its projects at all times both in public and in private.

Guest presenters and observers are able to attend with the approval of the Chairman of the sub group.

3. Quorum

It is necessary that no less than 40% of the members of the sub group shall be present for a meeting to be quorate.

4. Frequency of Meetings

Up to 8 meetings per year will take place. These will be set at the beginning of each year.

5. Lines of Reporting

At all times, the Chairman shall be an existing Worcester BID Board Director. They shall report to the main Worcester BID Board for any relevant items of interest or decisions required. The sub group's decisions can be overturned by the BID Board.

The BID Board will review this document on an annual basis.

Document Written: January 2011