

DRAFT**Rye Marketing Group
Terms of Reference****Aims**

To oversee and monitor local marketing activity for Rye, to share information and best practice and to disseminate information to colleagues and decision-makers.

Scope

- To develop a marketing strategy and campaign for Rye and the surrounding area, incorporating printed material, advertising, PR, website, e-marketing, and other media as appropriate.
- To recommend appropriate delivery arrangements to the Board of the Rye Partnership who will enter into any necessary contractual arrangements.
- To recommend a budget for approval by the Board of the Rye Partnership, to include committed contributions from Rother District Council, Rye Town Council, 1066 Country, anticipated advertising revenue and other sources.
- To identify and pursue opportunities for additional revenue generation.
- To monitor progress on the delivery of the marketing strategy and review activity as necessary
- To ensure that the marketing campaign complements the 1066 Country Campaign and avoids duplication as far as possible

Desired Outcomes

1. A co-ordinated marketing strategy for Rye and the surrounding area
2. Effective measurement of success
3. Additional revenue streams brought in to support further marketing activity
4. 'Buy-in' of key stakeholders

Membership

Rye Town Council	2
Rye Hotels & Caterers' Association	2
Rye & District Chamber of Commerce	2
Rye Museum	1
Rye Harbour Nature Reserve	1
Environment Agency	1
Rye Partnership Director	1

Rye TIC	1
Rother District Council	1
1066 Country Marketing (Camber?) (Winchelsea?)	1

Members will be responsible representing the views of their organisations and for advising their respective organisations of the decisions of the Marketing Group

Advisors - Others parties may be invited to meetings as advisors by prior agreement of the Chairman in order to inform discussions but will not have a vote.

Nominated reps and nominated deputies, to be reviewed annually. No duplication - in other words one individual can only represent one organisation at the group.

Frequency of meetings

Meetings will be held as required, but with a minimum frequency of one every three months.

Quorum

A minimum of six representatives will be required for a quorum. Decisions will be reached by consensus wherever possible, but in the absence of a consensus approval of decisions will be made by a simple majority of those present.

Election of Chairman

The marketing group will elect a chairman on an annual basis.

Minutes

The Rye Partnership will provide the secretariat and minutes will be issued following each meeting. Any confidential items will be marked as such and should not be distributed beyond the membership of the Marketing Group.