



## Events Committee Terms of Reference

### 1. Purpose

The purpose of the Events Committee is to plan, organise, and oversee all events hosted or sponsored by New Waltham Parish Council. This includes but is not limited to all community events ran by the Council, i.e. Music Festival, Halloween & Christmas events. The committee is responsible for ensuring that events align with the Council's mission, goals, and values while providing value to the community and Council.

### 2. Scope

The Events Committee's responsibilities encompass the entire event management process, from initial planning and budgeting to execution and evaluation. The committee works closely with full Council and external vendors to deliver successful and memorable events that meet the needs and expectations of participants/Council.

### 3. Composition

The Events Committee shall consist of the following members:

**Chairperson:** Responsible for leading the committee, coordinating activities, and ensuring adherence to timelines and objectives.

**Vice Chairperson:** Assists the chairperson and assumes leadership duties in their absence.

**Committee Members:** Individuals with expertise in event planning, marketing, logistics, finance, and other relevant areas. Membership may vary depending on the nature and scale of each event.

**Liaison:** A designated staff member who serves as a point of contact between the committee and the Council.

#### **4. Responsibilities**

##### **The Events Committee is responsible for the following:**

Developing an annual events calendar in alignment with organisational goals and priorities.

Conducting research and feasibility studies to identify potential event opportunities and target audiences.

Creating event proposals, including objectives, budgets, timelines, and resource requirements, for approval by the organisation's leadership.

Securing venues, speakers, performers, sponsors, and vendors for each event through effective negotiation and collaboration.

Developing marketing and promotional strategies to generate interest and maximize attendance.

Managing event logistics, including registration, ticketing, catering, audiovisual equipment, signage, and transportation.

Establishing and implementing measures to ensure the safety, security, and accessibility of event venues and facilities.

Overseeing on-site event operations, including setup, registration, participant engagement, and troubleshooting.

Evaluating event outcomes and soliciting feedback from attendees, sponsors, and stakeholders for continuous improvement.

Providing post-event reports and financial reconciliations to assess the success of each event and inform future planning efforts.

#### **5. Meetings and Communication**

The Events Committee shall meet regularly, as determined by the chairperson, to discuss upcoming events, review progress, address issues, and make decisions. Meetings may be conducted in person, virtually, or through other communication channels as necessary. Committee members are expected to maintain open and transparent communication and collaborate effectively to achieve common goals.

#### **6. Authority**

The Events Committee has the authority to make decisions and take actions within the scope of its responsibilities, subject to approval by Council as required. The committee may delegate specific tasks and responsibilities to subcommittees or individual members as needed, ensuring accountability and efficiency in event planning and execution. Using the main council's budget document (under events) for the financial

year, this committee can spend within this budget. However, must advise Council of any monetary outgoings.

## **7. Amendments**

These Terms of Reference may be amended or revised by the Events Committee with the approval of the Council as necessary to reflect changes in roles, responsibilities, or organizational priorities.

## **8. Adoption and Review**

These Terms of Reference shall be adopted upon approval by the Events Committee and communicated to all relevant stakeholders. The committee shall periodically review and update these terms to ensure their continued relevance and effectiveness in guiding its activities.

## **9. Contact Information**

New Waltham Parish Council

[clerk@newwalthamparishcouncil.com](mailto:clerk@newwalthamparishcouncil.com)

**These Terms of Reference serve as a framework for the operation and governance of the Events Committee, providing clarity on its composition, responsibilities, authority, and communication processes. By adhering to these terms, the committee can fulfil its mandate of delivering successful and impactful events that contribute to the organization's mission and objectives.**