



Herefordshire County BID Limited
Terms of Reference for Marketing Sub-Committee
May 2023

1. Role of Sub-Committee

The sub-committee will work with and advise Herefordshire County BID CEO providing a leadership role and consultation to the BID. The Sub-Committee's remit encompasses the development and implementation of a marketing strategy in furtherance of the aims of the BID as set out in the Business Plan.

The tasks of the committee will include, but not be limited to, the following matters:

- Print and radio advertising
- Social media
- App's
- Website's
- Printed and electronic publications and brochures
- Promotional activities
- Signage
- On-site story boards and interpretive panels
- The design of logo-branded clothing and souvenirs (wearables and swag)

2. Membership

- a. Minimum 4 Board directors (1 will chair the sub-committee)
- b. CEO
- c. 1 Herefordshire Council representative.

3. Quorum

- a. The quorum at meetings is 3 members 2 must be Board Directors

4. Dates for Meetings

- a. The meeting dates for each year are agreed at the start of the financial year.

5. Reporting

- a. The sub-committee chair shall report to the main Board on the activities of the sub-committee at the following Board Meeting
- b. Feedback of the marketing sub-Committee shall be a standing agenda item on the main Board.

6. Review of the Terms Of Reference

- a. Terms of Reference will be reviewed at least annually.

Date	Written / updated	Approved by board
May 2023	First draft	May 2023