

Visit Dursley Group

Terms of Reference

The Visit Dursley Group is facilitated by Dursley Town Council's Town Improvement Committee.

Its role as a group is to bring interested parties together to help the town develop its visitor economy in a co-ordinated way, to the benefit of all.

Following local interest, the group was established as part of the Council's strategic commitment to **encouraging a dynamic and sustainable economy for Dursley. The Council's Strategic Plan recognises that tourism and local events are the main driver of the town's local economy and supporting its further development.**

Dursley is a great place with lots to offer residents, businesses, and visitors alike. Attracting more visitors to the town will help increase footfall and support the local economy.

1. Group Name

Visit Dursley

2. Aims & Objectives

The aim of the group is to work together to develop the town's visitor economy, to the benefit of Dursley.

In order to achieve this, the Group may:

- a. Promote the town as a great place to live/visit in ways that recognise its unique character, its landscape, heritage, high street and independent traders.
- b. Create networking opportunities for organisations and businesses to encourage and enable joined up working in the town where possible, for example in relation to festivals, events and promotional campaigns.
- c. Review how tourism in the town can be better supported through partnership working.
- d. Take advantage of opportunities (including funding) that may arise locally and nationally to enhance and promote the town to visitors.
- e. Review and develop suitable town information that can benefit the visitor experience.
- f. Suggest and support suitable improvements to the public realm and town centre signage.
- g. Develop a longer-term strategy and action plan in relation to tourism for the town.

4. Membership

Membership of the group will:

- a. Include a minimum of 2 Dursley Town Council representatives.
- b. Be open to representatives of the local community, organisations, groups and businesses with an interest in the local visitor economy and promoting Dursley. Including representatives from Stroud District Council Tourism and the Visitor Information Centre at the Library.
- c. Membership numbers are not restricted but will be monitored to ensure the group can be managed effectively.

5. Management

- a. The group shall be administered by the Town Council, who will organise meeting invitations, agendas, and minutes.
- b. The group shall be chaired by the Chair of the Council's Town Improvement Committee or a representative of the Council.
- c. The group will act in an advisory capacity to the Town Council, making recommendations for consideration at the relevant Committees/Full Council meeting.
- d. The group shall have no power to incur expenditure on behalf of the Town Council. Approval for expenditure of the Town Council's tourism budget must be sought through recommendations tabled at the Council's Town Improvements Committee meetings.
- e. The group shall meet at least 4 times a year.
- f. The quorum for group meetings shall be 4 members.
- g. The group may liaise with other interested stakeholders including councils, organisations, networks and businesses in the course of its work.
- h. Should a vote be necessary on any issue this shall be by show of hands of all those individual members present. If there is a tied vote, then the Chairperson shall have a second vote.
- i. The group may set up smaller sub groups if required, to progress its aims and objectives.

6. Reporting & Review

- a. Council representatives on the group will provide regular progress reports back to the Town Council at relevant Committees/Full Council meetings.
- b. The group will review its Terms of Reference annually and make any recommendations for change to the Town Improvements Committee.
- c. The group may be wound up at any time if agreed by the Council.

This constitution was adopted at a meeting of the group on

14th May 2024.....(Date)