

# SEVENOAKS TOWN PARTNERSHIP TERMS OF REFERENCE

## 1. Name

The partnership will be called the 'Sevenoaks Town Partnership' (referred to as the Partnership).

## 2. Aim

The Partnership has been established with the aim of working together with a wide range of people in the local community to make Sevenoaks Town a prosperous, vibrant and attractive place to live, visit, and do business.

## 3. Objectives

- 3.1 • Improving engagement between public, private and community sector partners in order to use this combined expertise and resources to improve the town.
- 3.2 • Increasing visitors (footfall) in the town centre to support local businesses and organisations.
- 3.3 • Encourage inward investment in the town and make Sevenoaks an attractive place for businesses looking to start-up.
- 3.4 • Improving the accessibility and environment of Sevenoaks Town.
- 3.5 • Invest and investigate different forms of digital marketing
- 3.6 • Produce a Yearly Calendar of Events
- 3.7 • Market the town as 'clean and safe'
- 3.8 • Produce initiatives to address 'Empty Shops' issues
- 3.9 • Retain and improve upon the services provided to local residents

## 4. Initial Actions to Achieve Objectives

- 4.1 'Brand' Sevenoaks and improve the marketing of the town as an attractive place to do business, shop and visit
- 4.2. Improve the accessibility and environment of Sevenoaks Town
- 4.3 Instigate and invest in different forms of digital marketing

## SEVENOAKS TOWN PARTNERSHIP TERMS OF REFERENCE

- 4.4. Produce a Yearly Calendar of Events
- 4.5 Market the town as 'clean and safe'
- 4.6 Produce initiatives to address 'Empty Shops' issues
- 4.7 Retain and improve upon the services provided to local residents
- 5 Membership
  - 5.1 Members should be welcomed from a wide range of different sectors to reflect the diverse aspirations of people in the town.
  - 5.2 Governance.  
Members who are appointed by organisations should be clear that they act to represent their own organisation and in doing so should obtain from their organisation the necessary consent or ratification for any commitment or decision to which they are party on behalf of the Partnership.  
Members may also be known as an 'Individual Member' when they are not representing an organisation.
  - 5.3 The Chairman of the Partnership will be an elected member recognising responsibility of public money and national code of conduct.
  - 5.4 Members of the Executive Board who miss more than 3 months of meetings will cease to be members. Exceptions will be considered on a case by case basis.
  - 5.5 The Partnership will ensure that it remains a fully representative body;
  - 5.6 The Partnership will seek to ensure the full participation of the community wherever possible and seek to inform the community of the progress of its work`;
  - 5.7 The Partnership will comply with the Sevenoaks Town Council Equal Opportunities statement;
  - 5.8 The Partnership will operate in an environment which is fully accountable and transparent;
  - 5.9 Any alterations to the terms of reference must be agreed by the Partnership.
- 6. Meetings and Decision Making
  - 6.1 Sevenoaks Town Council Committee Clerk, in consultation with the Chairman of the Partnership, will timetable at least 4 full Partnership meetings at regular intervals throughout the financial year.

SEVENOAKS TOWN PARTNERSHIP  
TERMS OF REFERENCE

- 6.2 Additional meetings may be called by 5 or more members indicating to the Chairman that a meeting is needed.
  - 6.3 Agenda items for such a meeting should be agreed in consultation with the Chairman and notice given to the Clerk at least 10 days in advance.
  - 6.4 Decisions will be made by consensus of those present on a majority vote
  - 6.5 It is recognised that many members of the partnership will have a personal interest in promoting the best interests of the business of the partnership and that conflicts of interest are therefore difficult to identify. However partners should declare a personal interest that might represent a conflict with the best interests of the partnership.
7. Administration
- 7.1 Sevenoaks Town Council will undertake the administrative functions necessary for the co-ordination of the Partnership.

Agreed 23rd October 2013

Revised 23<sup>rd</sup> October 2013