

Business and Tourism Working Group terms of reference

This group will meet every other month to consider aspects of the town and our environs that would attract visitors and investment. Members will include Town councillors, chair of the Chamber of Trade and Commerce and members of key businesses in the Town

Aims and Objectives:

- **To take active steps to support the economic development of Alcester.**

This will include the development and management of tourism and economic development policies, tourism and business initiatives and marketing policies

- **To promote Alcester and the visitor economy**

This will include production of publications and consideration of visitor data

- **To develop and promote economic wellbeing by liaising with all businesses within Alcester**

This will include communication with businesses (newsletter, twitter and other social media) as appropriate to facilitate business to business support and information sharing

- **To raise the visibility of economic activity within Alcester to residents and key policy makers**

Any expenditure will be made in accordance with the Town Council's Financial Regulations.

The group will store any data in accordance with the Data Protection Act 2018 under the registration of Alcester Town Council.

May 2018