

Ryedale Market Towns Promotion Partnership

DRAFT TERMS OF REFERENCE

March 2017

1. Context

The European Agricultural Fund for Rural Development Via Department for Environment, Food and Rural Affairs are providing grant funding to Ryedale District Council to support the formal establishment of the Ryedale Market Towns Promotion (RMTP) Partnership.

2. Vision: Every business making the most of the visitor economy

To establish and develop a cooperative partnership seeking to improve and promote Ryedale's visitor economy, thereby attracting visitors to stay longer and spend more.

3. Scope & Objectives

The primary scope and object of the RMTP partnership is to develop the aims and objectives set out in the Destination Management Plan (DMP) Version 1:

It is the ambition that the partnership continues beyond the supported period of 2 years
The 4 objectives highlighted in the DMP are:

- Walking and Cycling promotion in and between towns
- Bushiness to business mentoring, to support, promote and share skills to the wider benefit of the Ryedale economy
- Improved circulation of visitors between the towns
- Improved links with locally produced food and drink supply chains

4. Stakeholders

Ryedale District Council , Town Councils of Malton, Norton on Derwent, Pickering Kirbymoorside and Helmsley, Private sector businesses. The Partnership will work to promote collaborative activity between the 5 market towns of Ryedale.

5. Membership of the RMTP

a) The Partnership shall comprise:

- (i) The nominated Member of Ryedale District Council - The Ryedale Market Towns Promotion Officer.
- (ii) The nominated Members of the each of the 5 Town Councils. Malton, Norton. Pickering, Kirbymoorside and Helmsley.
- (iii) Private sector Partnership Members drawn from the following business sectors.

- Accommodation
- Attractions
- Arts and Culture (including Festivals and Events)
- Food
- Retail
- Business Tourism
- Other skill bases and industry as appropriate

(iv) A chair and deputy will be appointed from within the partnership.

- b) The members of the partnership shall be appointed on the basis of their willingness. enthusiasm and knowledge. Ability to communicate the work of the partnership to the wider business community should be taken into account, and likewise the ability to devote time to the affairs of the partnership.
- c) The person presiding as Chair at any meeting of the partnership may exercise any power or duty of the Chair.

- d) A member of the partnership, excluding the Ryedale District Council Officer, may be removed from office at any time by a majority of votes cast as a validly convened meeting of the Partnership
- i) The Partnership shall hold at least four Partnership meetings each year. Not less than seven days notice of a meeting shall be emailed to each partnership member with an agenda together with any papers relating to the matters to be discussed emailed to each member.
- j) Where votes are taken decisions will be by a simple majority of the representatives present at the meeting. In the event of there being no overall majority the Chair will hold the casting vote.
- k) The partnership shall ensure that minutes of the proceedings of its meetings are taken and these shall be emailed to each member.
- l) The Partnership may from time to time make and alter rules for the conduct of their business the summoning and conduct of their meetings and the custody of their documents. No rule may be made which is inconsistent with this constitution.
- n) Members of the partnership must endeavour to attend as many meetings as possible and send apologies for absence when they are unable to attend.

5. CO-OPTION OF THIRD PARTIES ON TO THE PARTNERSHIP

- a) The Partnership may as it thinks fit co-opt any body, organisation or individual to assist the Partnership achieve its objects. However, a co-optee will have no voting rights.
- a) It is not expected that the Partnership will generate or receive monies and/or property directly.

8. DISSOLUTION

If The Partnership decides that it is necessary or advisable to dissolve the Partnership it shall call a meeting of all members giving at least 28 days written notice stating the terms of the resolution to be proposed. Any decisions taken on this resolution will require not less than a two-thirds majority of the members present and voting.

9. NOTICES

Any notice requiring to be served on any member of the Partnership, shall be in writing and served either:

- (i) by mail in which case it will be deemed to have been received by recorded delivery.

Adopted on the day of
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These Terms of Reference were adopted on the date mentioned above by: