

**TERMS OF REFERENCE
CITY CENTRE MARKETING PARTNERSHIP (CCMP)**

- Membership of the CCMP will be based on the relevance of an individual or organisation's expertise to the objectives and action plan of the WCCC. There is no remuneration for members of the Group.
- CCMP Group meetings will be held when necessary, usually between three and six times per annum.
- The CCMP Group will appoint a Chairman and Vice-Chairman to serve for a minimum of one year; these will be recommended by the main Board and recruited by the City Centre Manager.
- The chair of CCMP Group will be invited to attend (or submit a report to) the WCCC Executive Group which meets ten times a year.
- Members of the CCMP Group will be drawn from the public and private sector as well as other agencies active in the City Centre. There should not be a dominance of any one sector in any of the groups.
- The role of the CCMP Group is to contribute to the WCCC Action Plan by identifying and prioritising issues relating to improving the perception of Wolverhampton City Centre and to improving the experience and enjoyment of the City Centre by all.
- The CCMP will operate at a strategic level working with other relevant groups and agencies in the City.
- The CCMP will be instrumental in identifying the partners and resources to undertake projects and initiatives relating to marketing the City Centre.
- Members have a responsibility to ensure that there is a two way flow of information between the CCMP and the Executive Group.
- The City Centre Manager will meet regularly with the chair of the CCMP and attend meetings where necessary. The City Centre Manager may not be elected as the Chair or Vice Chair of any Stakeholder Group.
- The CCMP may invite members and other relevant participants to form sub groups relating to their theme to pursue in greater depth key issues or progress key initiatives.
- The CCMP should include one WCCC Board Director and a Local Authority elected member should also be encouraged to join.