



MARKETING & COMMUNICATIONS COMMITTEE – TERMS OF REFERENCE

These Terms of Reference are proposed to the Board of Directors of the GBDFa for adoption in accordance with Clause 18.1 of the Articles of Association, which gives the Board the power to make, vary and revoke Rules and Regulations for the better administration of the Company, including but not limited to such Terms of Reference.

i. Authority

The Committee draws its authority from Clause 7.1 of the Articles of Association, which permits the Board to delegate any of its powers to a committee; and Clause 8 which specifically provides for a Marketing & Communications Committee which shall operate in accordance with procedures established by the Board (that is, these Terms of Reference) and whose membership shall not be less than three.

The Articles of Association, and the requirements of Company Law, shall have precedence over these Terms of Reference in the event of any conflict between the two.

ii. Composition and membership

The Committee shall comprise a maximum of four currently serving and voting Directors, with the Company Secretary in attendance at meetings. The membership of the Committee shall be approved by the Board of Directors from time to time. In accordance with Clause 8.4 of the Articles of Association, a quorum for meetings of the Committee shall be two Directors

The Committee shall be permitted to invite such individuals and representatives of organisations to attend its meetings as it sees fit, but may not co-opt any individual into membership of the Committee without the express consent of the Board of Directors.

iii. The Chair

The position of Committee Chair shall be appointed by and from the members of the Board through such processes as the Board itself shall determine. The duties of the Committee Chair shall include the following:

- Providing leadership to the Committee
- Convening meetings of the Committee and setting the agenda
- Ensuring proper information for the Committee
- Ensuring the production of minutes from each meeting
- Reporting to the Board of Directors on the business conducted by the Committee

iv. Responsibilities

The principal responsibilities of the Committee shall be:

1. To ensure the effective and efficient delivery of the strategic objectives of the GBDFFA as agreed from time to time in respect of:
 - a. Marketing and promotions
 - b. Media relations
 - c. Public relations
 - d. Fund-raising from commercial and other sources
2. In particular:
 - a. To raise awareness of the activities and achievements of the GBDFFA, and of disability football generally within the United Kingdom, through whatever means are considered appropriate
 - b. To establish and maintain a media and PR management capability to support the delivery of improved communications, including and especially a dedicated website and social media outlets
 - c. To identify and confirm the intellectual and commercial properties belonging to the GBDFFA, and to exploit these as appropriate
 - d. To develop revenue streams for the GBDFFA in order to raise funds against a target agreed by the Board of Directors for organisational sustainability
 - e. To pursue a co-ordinated approach to influencing, both within football at domestic and international levels, within disability sport as a whole, and within Government and other relevant national agencies
3. To report and make recommendations on the above to the Board of Directors from time to time as required

v. Meetings

- Meetings will take place as often as is required to conduct the business of the Committee, and will normally be staged on the same day as Board meetings.
- The Board shall be able to require the Committee to meet at reasonable notice at any time if they believe there is cause to do so.
- An agenda and supporting information shall be circulated for receipt no later than five working days in advance of each meeting. The agenda shall be agreed between the Chair and the Company Secretary, and make clear the purpose of each item, e.g., for discussion, decision or information.
- The quorum without which Committee meetings should not take place shall be two Directors.
- In the absence of the Chair, any Committee member may assume the role of Chair. This temporary arrangement shall pertain only for the duration of the meeting.
- Directors shall be entitled to access Committee meetings remotely, for example, through telephone or video conferencing or Skype, and shall be considered to be in attendance if they are doing so.

- The Committee has no decision-making authority. Instead, it has power to make recommendations to the Board of Directors for approval, and these recommendations shall be agreed by consensus within the Committee.
- Draft minutes shall be circulated within five working days following the meeting, to allow for scrutiny by fresh memories and for actions to be implemented. Any changes to these shall be debated and agreed by the full Board at its next meeting.

Document Control:

<i>Policy Details</i>			
Terms of Reference – Marketing & Communications Committee			
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