

The Future of Wedding Hires at Stamford Town Hall

Working Group Terms of Reference

1) Purpose & Objectives

The purpose of "The Future of Wedding Hires at Stamford Town Hall Working Group" ("the Working Group") is to review, evaluate, & develop a comprehensive strategy for the provision of wedding hire services at Stamford Town Hall, maximising its potential as a revenue-generating asset while ensuring it meets the needs of the community & maintains the building's integrity. The objectives of the Working Group are to:

- a) Assess the current wedding hire services offered at Stamford Town Hall, identifying strengths, weaknesses, opportunities, & threats.
- b) Develop a range of wedding hire packages that cater to diverse needs & budgets, including options for ceremonies, receptions, & wedding breakfasts.
- c) Consider the optimal use of available spaces within the Town Hall, including the Mayor's Parlour, the Court Room, the Malcolm Sargent Room, & the lobby/hallway.
- d) Address operational challenges related to capacity, accessibility, safety, & staffing, particularly concerning alcohol service & guest management.
- e) Explore opportunities for enhancing the wedding hire experience, such as live streaming, regalia displays, & catering partnerships.
- f) Develop a pricing strategy that balances revenue generation with accessibility for residents.
- g) Formulate clear guidelines & procedures for booking, event management, & post-event cleanup.
- h) Produce a final report with recommendations for the Assets & Services Committee, including a detailed implementation plan.

2) Scope

The scope of the Working Group encompasses all aspects of wedding hire services at Stamford Town Hall, including:

- a) Review of current booking procedures & pricing.
- b) Assessment of the suitability of available spaces for wedding ceremonies & receptions.
- c) Development of tiered packages, including for different budgets & guest numbers.
- d) Consideration of operational logistics, including staffing, security, & cleaning.
- e) Exploration of potential partnerships with local caterers, event planners, & other providers.
- f) Development of guidelines for alcohol service & guest management.
- g) Assessment of the potential for enhanced services, such as live streaming & regalia displays.
- h) Consideration of weekday & weekend bookings, & the effect on the Town Hall's function.
- i) Development of a clear plan for the use of the lobby/hallway area.
- j) Consideration of the safety of younger guests.

3) Membership

The Working Group will comprise:

- a) Representatives from the Assets & Services Committee of Stamford Town Council.
- b) Other Stamford town councillors as deemed necessary.
- c) The Mayor's Officer, The Heritage & Collections Officer & a newly hired Officer with responsibility for Council event planning (if appointed), to be called upon as required.
- d) Representatives from relevant local community groups or businesses (as appropriate).

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4) **Responsibilities**

The Working Group will:

- a) Conduct thorough research & analysis of wedding hire trends & best practices.
- b) Gather input from stakeholders, including potential wedding couples, local businesses, & community members.
- c) Develop & evaluate different wedding hire package options.
- d) Produce a comprehensive report with recommendations for the Assets & Services Committee.
- e) Ensure that all recommendations are aligned with the Town Council's strategic objectives & legal obligations.
- f) Consider all safety aspects of wedding hire events.
- g) Consider all revenue generation options.
- h) Consider all aspects of the customer experience.

5) **Governance**

- a) The Working Group will report to the Assets & Services Committee of Stamford Town Council.
- b) The Working Group will meet regularly, with meeting frequency determined by the project's needs.
- c) Meeting minutes will be recorded & distributed to all members.
- d) Decisions will be made by consensus where possible, or by majority vote if necessary.
- e) The Chair of the Assets & Services Committee will be responsible for the running of the working group.

6) **Resources & Support**

- a) Stamford Town Council will provide administrative support & access to relevant data & resources.
- b) The Working Group will have access to the Town Hall for site visits & assessments.
- c) The Working Group may seek input from external experts or consultants as needed.
- d) The working group will be given access to any information held by the town council that is relevant to the task.

7) **Review & Amendment**

- a) This Terms of Reference document will be reviewed periodically by the Working Group & the Assets & Services Committee.
- b) Amendments may be made as necessary to reflect changes in project requirements or circumstances.
- c) Any amendments must be agreed upon by the Working Group & approved by the Assets & Services Committee.