**Executive Advisory Group**

**Terms of Reference**

1. **Purpose**

The Group’s purpose is to improve the business functionality of Surrey FA. To assist in Income generation, Marketing and Sponsorship. This will be achieved specifically by improving marketing, communications and business development functions of Surrey FA.

 The Group will:

* Work with Surrey FA trustees, staff and external partners to create a communications strategy (August 2019)
* Create communications and partnership collateral, offering opportunities for SFA to be more externally facing (September 2019)
* Adapt Surrey FA processes and developing the Marketing and Communications team, creating and delivering a comprehensive Communications Plan for 2019-2021 (October 2019)
* Use stakeholder mapping and collateral to meet X new partners, increasing profile and unrestricted income by Y (June 2020)
* Work in partnership to create 4 engaging events per year, highlighting the work of Surrey FA to a broad range of stakeholders.

They will also:

1. Provide strategic leadership to deliver against the County Strategy ensuring targets are monitored and met as designated by the CEO. In Conjunction with the above.
2. In consultation with staff, the Volunteer working group and the event working group. Support County staff and CEO in the delivery of County events.
3. Take on any tasks as a request by the Board from time to time.
4. **Membership**

There will be a rigid application process carried out by the County Chair and Vice Chair for membership of this Group, with set criteria which will maintain a strong focus on succession planning for the Board. Once appointed the removal of an EAG member will be the responsibility of the Board in line with the County guide. The Members of the Group shall comprise of a maximum of 12 members and will include the Operations Manager, CEO, Chair of Youth Forum.

1. **Lead and Deputy**

The Lead of the Group shall be appointed by the Board on a three-year term through an application process. At the end of this term they shall be entitled to apply to be re-elected for a further term. The group will appoint a deputy lead.

1. **Term of Office**

Surrey FA employees shall serve on the Group until such time they are no longer employees or their job description changes. Appointed members of the Group shall be entitled to serve a term of two years. At the end of this term they shall be entitled to apply to be re-elected for a further term.

1. **Equality**

The Group will, at all times, be mindful of and work within the terms of the Association’s Equality Policy and will ensure that Equality and Inclusion is considered across all areas of the County’s operations.

1. **Quorum**

Not less than 5 persons shall comprise a quorum of the Group and shall include the Lead and the Deputy Lead.

1. **Frequency**

Meetings will take place as and when agreed by the Group and held as a minimum 4 times per year as directed by the Chair. Meetings of the Group may be held in person, by telephone conference call, or otherwise in such manner and by such means as the Committee determines.

1. **Reporting procedure**

The Action Plan will be produced within 14 days and approved by the Chair before being distributed to all EAG Members. The EAG shall report to Surrey FA CEO and Chair.

1. **Decision making**

All decisions of the Group shall be by a simple majority. The Chair shall have the casting vote where necessary.

1. **Budget and spending authority**

There is no budget allocation to this committee however should a need be identified a proposal should be submitted to the Finance Sub Committee of the Board.

1. **Review**

The CEO, Chair, EAG and IAG leads shall review and determine its Terms of Reference and processes on an annual basis as a minimum. Any changes proposed should be referred to the Board for approval.