



Bracknell Town Council

Guidance for your Mayoral Engagement

The role of Town Mayor is to be the ambassador for Bracknell Town Council and to represent the Town as its First Citizen at events and functions. The Town Mayor is committed to raising the profile of Bracknell Town Council and to forge links with the public, voluntary and private organisations in the Town.

The Town Mayor, as your guest to your event, is there to celebrate and recognise your own organisation's achievements and milestones.

Below are tips to ensuring your event is enjoyable and memorable for everyone involved.

How you should address the Town Mayor / Deputy Mayor:

To introduce the Town Mayor at your event and for invitations, written correspondence and publicity purposes:

Town Mayor: Councillor Mr / Mrs/ Ms / Dr *First Name / Surname*, Town Mayor

Deputy Town Mayor: Councillor Mr / Mrs/ Ms / Dr *First Name / Surname*, Deputy Town Mayor

In advance of the engagement:

- Please complete the engagement form or e-mail Mayor@bracknelltowncouncil.gov.uk to request the Town Mayor's attendance at your event. Please be aware that the Town Mayor is unable to accept any directly received invitations without an engagement form being completed.
- When you submit your engagement request please provide as much background information as possible on your organisation and the event. It would be really helpful if you could attach any leaflets or any other information which would be useful for the Town Mayor.
- If you have asked the Town Mayor to make a speech please send key information you wish to be included such as key dates or details of names you wish to be mentioned.
- It is only on very rare occasions that the Deputy Town Mayor is invited to events in his own right, usually only if there is a combined interest such as, a Governor or supporting a personal charity. Please still direct this request through the office unless the invitation is being sent to all Town Councillors.
- Please reserve a parking space for the Town Mayor, especially if your event begins or ends after dark.
- The Town Mayor will not be accompanied by a photographer, so you will need to make your own arrangements for someone to take photographs during the event.
- If you are considering issuing a press release and want to include a quote from the Town Mayor, please contact Bracknell Town Council via Mayor@bracknelltowncouncil.gov.uk
- The following local media may be interested in publicity material about your event:
 - The Bracknell News news@bracknellnews.co.uk
 - BBC Radio Berkshire radio.berkshire.news@bbc.co.uk
 - Heart FM thamesvalley.news@heart.co.uk

At the engagement:

- Please ensure that the Town Mayor or Deputy Town Mayor is met on arrival by the member of your organisation indicated on the engagement form and it is helpful if the Town Mayor can be accompanied when being introduced to key personnel.
- The Town Mayor should be introduced first to your other guests unless
 - 1) a member of the Royal Family
 - 2) a representative of the Queen
 - 3) or The Borough Mayor is in attendance.
- The seat reserved for the Town Mayor should be on the immediate right of the person presiding at your event (subject to the rule above). The Town Mayor will be happy for you to take photographs at appropriate times throughout the event, for example presenting prizes, cutting a ribbon, meeting members of your organisation.

After the engagement:

We would be grateful if you would send copies of any photographs you take to Mayor@bracknelltowncouncil.gov.uk