

Communications Group

Terms of Reference

1. PURPOSE

The purpose of the Communications Group is to develop, implement, review and monitor sustainable and continuous communications and publicity; to achieve increasing levels of resident, partner and stakeholder engagement and Council profile.

2. REVIEW POINT

These Terms of Reference may be reviewed at any time by the Council to ensure they remain appropriate for the requirements of the Parish Council.

3. SCOPE OF ACTIVITIES

- (a) To oversee, update and monitor the Council's website, social media presence and print media.
- (b) To provide advice on the relevant methods and routes of communication and publicity.
- (c) To, monitor and evaluate communication and publicity campaigns.
- (d) To manage the production and delivery of the Council's *Village Update* and *Annual Report*.
- (e) To identify opportunities to improve the Council's engagement and make recommendations to the relevant Committee/Group of the Council.
- (f) To undertake any additional tasks assigned to it by the Council, as appropriate.

4. MEMBERSHIP

- (a) The Group will consist of residents and Parish Councillors, appointed and ratified by the Council, including the Chairman and Vice-Chairman as ex-officio members. The membership of the Group may be reviewed at any time by the Council.
- (b) Members of the Group acting, claiming to act or giving the impression of acting as a representative of the Group, must adhere to the Council's policies and procedures, including the Council's Code of Conduct.

Staplehurst Parish Council

5. CHAIR OF THE GROUP

Group members, at the first meeting following their appointment, will agree amongst themselves who will be the Chair of the Group for the following year.

6. REPORTING

The Group will report to the Council on a regular basis, by providing notes of their meetings and where appropriate the Group will provide reports, stating their recommendations and rationale, including sufficient detail to enable the Council to make an informed decision.

7. POWERS/AUTHORITY

- (a) The Group is established as a working group of the Parish Council in accordance with Standing Order 4.4. It may therefore inform, advise and make recommendations to the Council but it has no power of commitment except as set out in 7(b) below.
- (b) The exception to 7(a) is where the Council has delegated powers and/or authority for a specific purpose, or as otherwise allowed by the provisions of the Council's Standing Orders and Financial Regulations.
- (c) To fulfil the Group's purpose, the Group has editorial authority and responsibility for (but not limited to) social media posts, website content and content within printed materials. The Council does not need to approve these prior to print/publishing. However, the Council may from time to time set guidance for the Group to work within or revoke this delegated power/authority.

First approved: 14th April 2017 (Min 1618)

Review dates and minute number

21st May 2018 (Min 1698)

13th May 2019 (Min 1761)

29th June 2020 (Min 1842)

Next review date: July 2021