



## **Treverbyn Parish Council Communications Committee Terms of Reference**

### **1. Name of Committee**

The committee shall be known as the **Communications Committee** (“the Committee”).

### **2. Purpose**

The purpose of the Committee is to oversee and support the Council’s communications, public engagement and promotion of Council activities and services.

The Committee shall work to ensure that communications are:

- Clear
- Accurate
- Timely
- Accessible
- Informative
- Consistent with the Council’s objectives and statutory obligations

### **3. Status**

The Committee is a standing committee of Treverbyn Parish Council and shall operate in accordance with:

- The Local Government Act 1972
- The Council’s Standing Orders
- The Council’s Financial Regulations
- Data protection and accessibility legislation
- These Terms of Reference

#### **4. Membership**

4.1 The Committee shall consist of between 5 and 7 councillors, appointed annually by the Parish Council at the Annual Meeting of the Council.

4.2 The Committee may co-opt up to two voting/non-voting members of the public with relevant experience or interest in communications, media, marketing, community engagement or digital services.

4.3 Substitute members may be appointed in accordance with the Council's Standing Orders.

4.4 The Committee shall elect a Chair and Vice-Chair annually.

#### **5. Quorum**

The quorum for meetings of the Committee shall be three members or one-third of the total membership, whichever is the greater.

#### **6. Meetings**

6.1 The Committee shall meet as required, normally no fewer than twice per year.

6.2 Additional meetings may be called by the Chair or by any three members of the Committee.

6.3 Meetings shall be conducted in accordance with the Council's Standing Orders.

6.4 Agendas and supporting papers shall normally be issued at least five clear working days before meetings.

#### **7. Responsibilities and Functions**

The Committee shall:

##### **7.1 Council Communications**

- Develop and oversee the Council's communications strategy.
- Promote effective communication between the Council and residents.
- Support transparency and public awareness of Council decisions, services and projects.

##### **7.2 Website and Digital Communications**

- Oversee the Council website and recommend improvements.
- Support compliance with accessibility and transparency requirements.
- Oversee Council social media platforms and digital engagement.
- Recommend standards and guidance for online communications.

##### **7.3 Publications and Media**

- Oversee future newsletters, notices, press releases, and other Council publications.
- Promote positive coverage of Council activities and community initiatives.
- Consider opportunities for public information campaigns.

#### **7.4 Community Engagement**

- Encourage public participation and engagement with Council activities.
- Promote consultation exercises and community feedback.
- Support communication with local organisations, groups and stakeholders.

#### **7.5 Branding and Reputation**

- Promote a consistent and professional identity for the Council.
- Consider branding, publicity materials and public presentation.
- Support initiatives that promote the parish and community wellbeing.

#### **7.6 Policy and Governance**

- Recommend communication-related policies to Full Council.
- Monitor compliance with:
  - Data protection requirements
  - Publication scheme obligations
  - Accessibility requirements
  - Social media and communication policies

#### **7.7 Budget and Resources**

- Recommend communications budgets to Full Council.
- Consider opportunities for grants, sponsorship, or partnership working where appropriate.
- Monitor expenditure within delegated budgets.

### **8. Delegated Powers**

8.1 The Committee shall have delegated authority to:

- Manage routine communications activity.
- Approve routine website and social media content.
- Issue press releases and public notices on behalf of the Council where appropriate.
- Organise community engagement initiatives.
- Spend within budgets approved by the Parish Council.

8.2 The Committee shall not:

- Make decisions reserved to Full Council.
- Commit the Council to expenditure outside approved budgets.
- Adopt or amend Council policy without Full Council approval.

8.3 Major communications campaigns, policy matters, or significant expenditure shall be referred to Full Council.

## **9. Finance**

9.1 All expenditure shall comply with the Council's Financial Regulations.

9.2 The Committee may make recommendations to Full Council regarding:

- Annual communications budgets
- Website development
- Publicity materials
- Community engagement projects

## **10. Public Participation**

Members of the public may attend meetings in accordance with the Council's Standing Orders and Public Participation Policy.

## **11. Minutes and Reporting**

11.1 Minutes of all meetings shall be recorded and presented to the next appropriate meeting of the Parish Council.

11.2 The Committee shall report regularly to Full Council on:

- Communications activities
- Website and social media matters
- Community engagement initiatives
- Budget matters
- Recommendations and projects

## **12. Review of Terms of Reference**

These Terms of Reference shall be reviewed annually by Treverbyn Parish Council and amended as required.

## **13. Adoption**

Adopted by Treverbyn Parish Council on: