

Community and Communications

Terms of Reference for a Working Group

Purpose

1. Oversee the production of regular communications, including
 - a. a weekly bulletin to be published on Instagram, and by email;
 - b. the quarterly Batheaston Times print publication;
 - c. other social media sites;
 - d. noticeboard and other printed notices;
 - e. other opportunities that arise.
2. Promote and enhance the Council's website, ensuring it fulfils the Council's obligations regarding transparency.
3. Oversee the Parish Council's public relations, contributing to other media and publications to enhance the perception of Batheaston and in furtherance of the Council's aims.
4. Coordinate public meetings, especially the Annual Village Meeting (and parties?!)
5. Oversee the Council's relations with community groups and other partners, advising Council on nominations – Councillors, Officers or Residents – to represent the Council where appropriate.

Objectives

6. Establish an editorial panel of Councillors, Officers, Partners, and Residents Members to actively seek, coordinate, produce, select, and edit content.
7. Seek to engage with as wide an audience as possible, including the more difficult to reach and disengaged members of the community.
8. Actively review the effectiveness of communications, and the perception of the Council that this creates.
9. Review and enhance the style of communication, and how the Council interacts, including in its formal activities (e.g. how meetings are conducted, how agenda, reports and minutes are presented).
10. Support individual members of the Council in promoting and representing the Council on personal and other accounts, providing advice and feedback.
11. Oversee compliance with Freedom of Information and related legislation.
12. Ensure compliance with personal and confidentiality legislation.
13. Manage the response to complaints, following the Council's policy.
14. Identify and manage instances of vexatious communications.

Membership

1. The Working Group will be led by a Councillor, appointed at a Full Council meeting.
2. Membership of the Working Group will be open to Councillors and other residents of the Parish, and will be published on the Council's website, and notified to Council.

Delegated Powers

1. On behalf of the Council, consult with residents, local businesses and other relevant parties about their views, needs and priorities.
2. Represent the Council, presenting the Council's approved policies and resolutions, and furthering its overall aims.

3. To commit expenditure of up to £5,000 in any financial year in furtherance of the Group's objectives on minor improvements and communications activities.

Timescales and Reporting

1. The Working Group lead will report progress at monthly Council meetings.
2. Regular reports will be publicised to the wider community, via the Council's website and other publications.
3. Prepare an annual report for the Annual Meeting of the Parish Council to summarise the work undertaken by the Working Group, and recommend changes to the Terms of Reference if appropriate.
4. Submit a report by 1st November every year, outlining budgetary requirements and options with justifications, for the forthcoming financial year and beyond.

Cllr Kate Skelton / Richard Maccabee, Clerk
12th December 2023