



Baughurst Parish Council

Integrated Communications Working Group – Terms of Reference

INTRODUCTION BY BAUGHURST PARISH COUNCIL

Baughurst Parish Council in line with many other parish/town councils will appoint working groups (or advisory groups) to assist them in their work and these can be very helpful in doing the background work to enable a council or committee to decide on a particular project/idea.

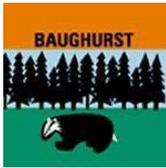
Working groups are not committees or sub committees and are not empowered to make decisions on behalf of the council. They are 'task and finish' groups so they are appointed to carry out a particular task and, once that task is complete, they should be disbanded. The working group is an informal advisory group and any decisions made by the group cannot bind the council. The council will consider the advice provided by the working group but are under no obligation to accept the advice as a basis for any decisions made by full council.

Often a council or committee will need to carry out some investigative work prior to making a decision. A working group could be appointed at a meeting with the specific task of doing the investigative work and reporting back to council with their recommendations by a specified date.

This Terms of Reference for the Integrated Communications Working Group was adopted by the Baughurst Parish Council at its meeting held on 15th June 2023.

Contents

INTRODUCTION BY BAUGHURST PARISH COUNCIL	1
1. Purpose of the Integrated Communications Working Group	2
2. Membership of the Integrated Communications Working Group	2
3. Remit of the Integrated Communications Working Group	2
APPENDIX 1 AMENDMENT HISTORY	4



Baughurst Parish Council

1. Purpose of the Integrated Communications Working Group

Baughurst Parish Council has asked the Integrated Communications Working Group to review its communications and make recommendations on improvements that could be made to enhance community engagement.

2. Membership of the Integrated Communications Working Group

Members of the Integrated Communications Working Group are Russ Clark, Richard Cockle, Natalie Fletcher, Janette Hewitt and Colin Cooper as agreed at the council meeting of 11 May 2023.

The Integrated Communications Working Group may invite members of the public to join the efforts of the group and to attend meetings in an advisory capacity.

The group appointed Colin Cooper as Lead Member who will ensure all members of the Integrated Communications Working Group are kept involved and informed and act as the primary contact to the full council.

3. Remit of the Integrated Communications Working Group

In line with the purpose set by the full council the remit of the Integrated Communications Working Group is to:

- Investigate, consider and recommend ideas related to community communications in order to maximise the impact that council actions have within the community and to promote council-lead initiatives;
- Establish ways to deliver a regular newsletter alongside updated website content and ongoing social media posts reflecting the parish and the local community;
- Develop an integrated communications approach, utilising content to maximum effect and using appropriate communications channels to best effect;
- Consider, review, and make recommendations to support the development of council strategy and policy for community communications and engagement;
- Review the use of social media channels and physical media (including notice boards, newsletters and the press) by the council and propose how these could be developed to meet the council's requirements for greater community engagement;



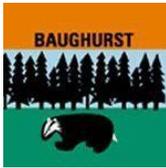
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The working group reports to the council and should provide reports on progress and recommendations regularly to council meetings during 2023/24 for the council/committee to make decisions on Integrated Communications.

Meetings of the working group are informal and therefore do not need to be held in public and may be held remotely.

Meetings of the working group do not need to be minuted, but minutes are considered best practice to allow for accurate reporting to the council. A regular formal written report should be made to the council with a final report on progress, recommendations, achievements and issues outstanding to be made to the February 2024 meeting of council.

Once this final report has been accepted by council the Integrated Communications Working Group will be disbanded.



Baughurst Parish Council

APPENDIX 1 AMENDMENT HISTORY

These are the amendments to the version two of the Integrated Communications Working Group Terms of Reference.

Reference	Amendment
Version 2.3	Wording simplified – particularly in purpose remit sections - and frequency of council interaction changed to regular. Membership updated as agreed at council meeting on 11 May 2023.
Version 2.2	Included physical communications channels
Version 2.1	Changes to section 2 to remove restrictions on number of members
Version 2	Updated to include policy issues and differentiate from IT Working Party
Version 1	The first version