



COMMUNICATION WORKING GROUP TERMS OF REFERENCE

1. Remit

The Working Group will:

- Provide a decision-making forum for communications projects relating to Goring-on-Thames Parish Council.
- Suggest and facilitate communication to engage, advise and exchange views with the residents for the Civil Parish of Goring-on-Thames.
- Work to ensure that all communications comply with the Council Communications and Media Policy.

For the purposes of this working Group, “communications and media” is defined as being any form of communication which is Parish Council owned and includes but is not limited to the website; social media; newspapers; leaflets; newsletters, and e-mail distribution.

2. Frequency of Meetings

To meet as required to support the remit and scope of the Media and Communications Working Group.

Due to the time-sensitive nature of media, engagement responses may be suggested via email and approved for posting by a quorum, via email.

3. Appointment of members

The Working Group will be comprised of four members with a quorum of two. Membership of the Media and Communications Working Group will be agreed as needed at a full council meeting.

4. Designated Authority

The Media and Communications Working Group has authority to propose the content & distribution methods of Parish Council communication within the scope of the Communications Policy, but the final decision lies with the Clerk. The Chair of the Communications Working Group has delegated authority to communicate factual information via agreed channels.

The Working Group has the delegated authority to spend up to the yearly approved budget for the purposes of agreed communication but will ensure that all spending proposals are shared with the full council in advance. The Working Group will ensure that value for money is sought in all spending.



5. Scope

- Provide up to date information for Goring-on-Thames Parish Council website, social media sites, emails and noticeboards. All statutory information such as agendas, minutes, etc. will continue to be managed by the Clerk but may be further disseminated by the Communications Working Group.
- Information published will be administered via the Working Group and is subject to their processes / procedures and amendments.
- The Council is responsible for policies and procedures in relation to communication and publications. Budget will be allocated & approved by the Parish Council annually.
- The Committee must be mindful of the allocated budget and consider costings when making decisions
- Parish Councillors who post information on their own social media accounts will be representing their own personal views and not that of Goring-on-Thames Parish Council and should not comment directly on council policy or process.

6. Review

This Terms of Reference document was approved for use at the meeting of the Parish Council on 9th December 2024 and shall be reviewed periodically.

Signed:

Dated: xxth Dec 2024

Sonia Lofthouse, Chair of the Council