

CHARNEY BASSETT PARISH COUNCIL

Communications Group

Terms of Reference

The Communications Group helps the Parish Council undertake its business in an open and transparent way: in particular it aims to provide local residents with up to date information, and maintains a data base that allows effective communication through a village e-newsletter (Charney Chatter) and via interim email messages. The Group is also responsible for managing the Village website, which includes information about the Parish Council. It also oversees the activities of the History Group and its associated website.

The Group operates under the following guidelines:

- 1 The Group comprises a small group of local residents, one of whom shall be a Parish Councillor. All are appointed annually by the Parish Council.
- 2 The Group identifies a coordinator and, together with the appointed Parish Councillor, they are responsible for liaison with the Parish Council and reporting on the Group's activities.
- 3 The Group will appoint individuals with specific responsibilities for:
 - a. Maintaining an up to date database to allow for effective communication with local residents (and external residents on request);
 - b. Producing the village e-newsletter and issuing one-off bulletins/messages as appropriate;
 - c. Providing a hard copy of the e-newsletter to households unable to receive it electronically;
 - d. Managing the village website and, in particular, a section devoted specifically to Parish Council business;
 - e. Overseeing the activities of the History Group and managing its website.
- 4 The Group will liaise with the Parish Clerk as it sees fit on content in the newsletter that relates to decisions to be taken by, or that have been taken by, the Parish Council. Any changes to the content of the Parish Council section of the Village website shall be agreed with the Parish Clerk.
- 5 The Group will be responsible for producing a monthly village newsletter. The newsletter should be informative of local affairs, events and Parish Council business. The newsletter may include advertisements that are deemed to be beneficial to the collective well-being of the village and its residents (including events at the Chequers). Business advertisements and private advertisements for personal financial gain will not normally be accepted.
- 6 Budgetary requirements are wherever possible identified in advance and put forward for consideration as part of the Parish Council's budget for each financial year.
- 7 Personal data is managed in accordance with the requirements of Data Protection legislation.

Approved by the Parish Council on 11th July 2018 (Minute 18/64)