**COMMUNICATIONS WORKING PARTY**

**TERMS OF REFERENCE**

*Membership*: At least three members of the Council and members of the public co-opted.

*Reports to:* Monthly meetings of the Parish Council / Finance and General Purposes Committee\*.

*Authorised by:* Resolution in minute 22/226 of meeting held 6th March 2023.

*Authority to*: Organise itself in accordance with Parish Council Standing Orders.

*Aims and Objectives*: To analyse the effectiveness of the current communications used by the Parish Council, including ‘The Review’ publication.

To identify new ways of communicating with the residents of Hatfield Peverel and Nounsley.

To produce proposals for future communications for ratification by the Parish Council/Finance and General Purposes Committee\*, including:

1. Identifying costings and potential outside funding
2. Liaising with the public and other interested parties where necessary
3. Having due regard to the Standing Orders and Financial Regulations when obtaining costs.

To create and monitor a Communications Strategy for the Council.

To monitor the effectiveness of the Council’s Social Media and Electronic Communications Policy, and make recommendations for any amendments.

The responsibility of the website, social media and other communication will remain the responsibility of the Clerk.

*Ways of Working*: The working party will appoint a chairman.

Members of the public may be co-opted, as agreed by the Parish Council/Finance and General Purposes Committee\*.

All decisions and approval of associated expenditure will be made and minuted at the Parish Council meetings/Financial and General Purposes Committee\* meetings.

*Resources and Budget*: Communications budget (currently ‘The Review’ budget).

Sponsorship and advertising revenue.

\* Dependent on proposed new committee structure