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## Communications and Events Working Group Terms of Reference

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### **1. Introduction**

- 1.1. Pembury Parish Council has agreed to adopt the Terms of Reference at its meeting held on 13/05/2019 and has recorded the decision under Minute C19/14.
- 1.2. Pembury Parish Council will consider renewing these Terms of Reference at its Annual Parish Council meeting each year.

### **2. Membership**

- 2.1. The Working Group shall consist of up to **SIX** Councillors who shall be elected each year at the Annual Parish Council Meeting.
- 2.2. The Chairman and Vice Chairman of the Council shall be ex-officio members of the Working Group.
- 2.3. The quorum of the Communications and Events Working Group will be **THREE** Members.

### **3. Procedures**

- 3.1. The Working Group will operate within Pembury Parish Council's Standing Orders and Local Government Law.
- 3.2. The Chairman and Vice Chairman for the forthcoming year shall be elected at the Annual Parish Council Meeting. The Chairman and Vice-Chairman may be re-elected.
- 3.3. The Working Group will submit all of its minutes of meetings for ratification to the next appropriate meeting of Pembury Parish Council
- 3.4. The Parish Clerk and/or Deputy Clerk will provide administrative support for the Working Group.

### **4. Meeting Dates**

- 4.1. The schedule of meetings shall be agreed at the Annual Parish Council meeting.
- 4.2. The Working Group shall meet once every quarter on a Monday at 7.30pm in the Council Office, Lower Green Recreation Ground, Pembury TN2 4DZ unless otherwise agreed.

## **5. Working Group Functions**

The Working Group shall:

- 5.1. To make recommendations to Full Council for the advertising policy and terms and conditions of advertising in the Pembury Village News (PVN) on an annual basis.
- 5.2. To make recommendations to Full Council for the editorial planning process for the PVN and any delegated powers required.
- 5.3. To monitor the content of the website and make recommendations to Full Council for its development and on-going maintenance. To undertake an annual audit of the website for submission to Full Council.
- 5.4. To monitor the content of the Council's Social Media profiles and make recommendations for its development and on-going maintenance.
- 5.5. To make recommendations to Full Council about the Council's branding and design.
- 5.6. To make recommendations to Full Council for its public relations.
- 5.7. To make recommendations to Full Council for the strategic plan for all Council run events such as the Fireworks Display, Picnic on the Green, Remembrance Day and any new events.
- 5.8. To make recommendations to Full Council for the strategic plan for Pride in Pembury.
- 5.9. To make recommendation to Full Council for developing the Christmas Lights and Festive displays.
- 5.10. To make recommendations to Full Council to increase Community Engagement with residents and local groups and organisations.
- 5.11. To ensure the information displayed and maintenance of noticeboards is kept up to date.