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## Communications and Events Committee 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 04/05/2021 and has recorded the decision under Minute C21/13c.
- 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 Committee shall consist of up to **SEVEN** Councillors who shall be elected each year at the Annual Parish Council Meeting.
- 2.2. The Chair and Vice Chair of the Council shall be ex-officio members of the Committee.
- 2.3. The quorum of the Communications and Events Committee will be **THREE** Members.

### **3. Procedures**

- 3.1. The Committee will operate within Pembury Parish Council's Standing Orders and Local Government Law.
- 3.2. The Chair and Vice Chair for the forthcoming year shall be elected at the Annual Parish Council Meeting. The Chair and Vice-Chair may be re-elected.
- 3.3. The Committee 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 Committee.

#### **4. Meeting Dates**

- 4.1. The schedule of meetings shall be agreed at the Annual Parish Council meeting.
- 4.2. The Committee 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. Committee Functions and Delegated Powers**

The Committee shall:

- 5.1. Review the advertising policy and terms and conditions of advertising in the Pembury Village News (PVN) on an annual basis.
- 5.2. Review the advertising charges in the PVN on an annual basis.
- 5.3. Determine the content of the quarterly PVN.
- 5.4. Review the editorial planning process for the PVN and any delegated powers required.
- 5.5. Monitor the content of the website and oversee its development and on-going maintenance. To undertake an annual audit of the website.
- 5.6. Monitor the content of the Council's Social Media profiles and oversee its development and on-going maintenance.
- 5.7. Oversee the Council's branding and design.
- 5.8. Control of the Council's public relations.
- 5.9. Recommend to Full Council any changes to the approved strategic plan for all Council run events such as the Fireworks Display, Picnic on the Green, Remembrance Day and any new events. Oversee the events and ensure that they operate within budget and to plan.
- 5.10. Recommend to Full Council any changes to the strategic plan for all Council run competitions such as Pembury in Bloom and the Scarecrow Competition. Oversee the competitions and ensure that they operate within budget and to plan.
- 5.11. To oversee existing and approved Christmas Lights and Festive Displays and ensure they operate within budget and to plan.
- 5.12. Recommend the development of the Christmas Lights and Festive displays to Full Council for approval.
- 5.13. Develop the Youth Council for recommendation to Full Council.

- 5.14. Monitor Community Engagement with residents and local groups and organisations.
- 5.15. Ensure the information displayed and maintenance of noticeboards is kept up to date.

## **6. Delegated Powers to Officers**

- 6.1. Day to day management of the PVN and its content within the Council's approved policy.
- 6.2. Day to day management of the website and its content within the Council's approved policy and agreed planning schedules.
- 6.3. Day to day management of the Council's social media profiles within the Council's approved policy.
- 6.4. Day to day management of all Council run events in line with the approved strategic plan, budget and known policy of the Council.
- 6.5. Day to day management of all Council run competitions in line with the approved strategic plan, budget and known policy of the Council.
- 6.6. Day to day management of the Council's Christmas lighting and festive displays in line with the approved strategic plan, budget and known policy of the Council