

KENNINGTON COMMUNITY COUNCIL

COMMUNICATIONS COMMITTEE TERMS OF REFERENCE

The Communications Committee Terms of Reference were adopted by the Council on 11 September 2019.

1) Committee

- a) The Communications Committee is constituted as a Committee of Kennington Community Council in accordance with section 4 of the Council's Standing Orders.
- b) The Committee will work closely with the Council's Clerk to define, set up and monitor all forms of communication to the public, having regard to the Local Government Act 1972 s. 142.

2) Precedence

- a) Where there is any actual or perceived difference in interpretation between these Terms of Reference and the Council's Standing Orders or Financial Regulations, the Council's Standing Orders or Financial Regulations shall apply.

3) Members

- a) Six Councillors shall be appointed annually at the Annual Council Meeting as voting members. In addition, the Chair of the Council, unless he or she is one of the six appointed voting members, shall be an ex-officio member entitled to attend meetings, to speak, to propose or second a motion but not to vote. Substitute members are permitted, provided three days' notice has been given to the Proper Officer.
- b) Council may appoint up to three non-Councillors to be non-voting members of this Committee if they have relevant skills and experience which would be of benefit to its work; the Committee may recommend nominees to Council.
- c) The Council's Clerk shall attend all meetings of the Committee, to provide advice and guidance and to record outcomes of the meeting.
- d) The quorum of the Committee shall be three voting Members.
- e) In the event of a vacancy arising on this committee, a replacement may be appointed during the year by the Council and serve until its Annual Meeting.

4) Chairman

- a) The Chairman is to be elected annually by the Committee at its first Meeting.

5) Voting

- a) Only Councillors referred to in paragraph 3 may vote at a meeting. In the case of an equal vote the Chair of the Committee shall have a second or casting vote.

6) Interests

- a) A Councillor with voting rights who has a disclosable pecuniary interest or another interest as set out in the Council's code of conduct in a matter being considered at a meeting is subject to statutory limitations or restrictions under the code on his/her right to participate and vote on that matter. Non-voting members should declare any relevant interest and withdraw during the discussion.

7) Code of Conduct

- a) Members are reminded that they must abide by the Code of Conduct for the Community Council, as agreed and adopted from time to time.
- b) When using social media:
 - i) You must not publish material that a reasonable person would consider offensive or abusive.
 - ii) You must be aware that members of the public may perceive you to be acting as a Councillor even when you are acting in your personal capacity. Accordingly you must make it clear in your social media profile and/or in any post or tweet etc. whether you are acting in your personal capacity or as a Councillor.

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8) Meetings

- a) The Committee will meet as the workload requires, but in any case at least twice each year with a minimum of 5 working days' notice given.

9) Terms Of Reference

- a) To review the Terms of Reference of the Communications Committee at the first meeting of the Committee after the Annual Council Meeting of Council or when necessary and make any necessary recommendations to the Council for its approval.

10) Minutes

- a) All Minutes shall be open for inspection by any Councillors, except where this would breach the rights of individuals who may be identified in the minutes.

11) Responsibilities

- a) To establish and update annually, or as required, the Council's Communications Strategy, for approval by the Council
- b) To prepare, review, monitor and amend all policies in support of communications, for approval by the Council, including
 - i) editorial guidelines for print and electronic publications;
 - ii) social media policy for Councillors and employees.
- c) To consider the following and make recommendations to the Council for its approval:
 - i) establishment and management of Council engagement events in support of agreed Council objectives
 - ii) production of a printed newsletter for distribution to all residential addresses in the Council's area (including aspects such as: appointment of an editor, frequency and publication schedule, format, inclusion of content from other organisations, advertisements, printing and distribution costs);
 - iii) establishment of a social media presence (including aspects such as content management, responsiveness to interactive posts, paid-for and targeted promotion, event-specific media);
 - iv) procurement of a website for the Council, with emphasis on functionality to support publication of mandatory information about the Council, its membership, meetings, agendas and minutes;
 - v) provision of all items required for support of Council attendance at Council engagement events and other external events such as marquees, banners, signage, display materials, publications, merchandise;
 - vi) establishment of style guidance, including branding, as appropriate;
 - vii) protection of any intellectual property associated with the Council.
- d) Obtain estimates for the costs of any communications items in accordance with the Council's procurement policies, and seek assurance from the Finance and General Purposes Committee that proposed expenditure is within budget.
- e) To ensure that all communications are compliant with relevant legislation in England and Wales, and do not put the Community Council at risk of legal action.

Revision History

Version	Date	Comments
0.2	31 st July 2019	Draft version
1.0	14 August 2019	Adopted version
1.1	29 August 2019	Changed membership to 6, added responsibilities
1.2	11 th September 2019	Amended to remove Chair of Council as voting member
1.2	11 th September 2019	Adopted