

Dedham Parish Council Communications & Infrastructure Advisory Group

Terms of reference

Purpose:

- The Communications & Infrastructure Advisory Group has been established to advise Dedham Parish Council (DPC) on the content and style of its communications and the infrastructure within which these will be delivered.
- The group aims to ensure that there are clear & open communications primarily between the Parish Council and the residents of Dedham but also with the groups, organisations and other bodies with whom we need to relate

Membership:

- Membership of the Group is open to Parish Councillors, the Parish Clerk and any other member of the public who has the capability of adding to the skill set for the benefit of Dedham and its residents
- The Group should have a normal operating membership of four as a maximum and a representative of two would be considered a quorum

Accountability:

Accountability of the Group will be to the Parish Council

Working methods:

Discreet responsibilities will normally be allocated to members for the delivery and development of areas of work but issues of substance requiring recommendation to DPC shall be brought for discussion and endorsement to the Group.

Initially, the work of the group will be divided into two subsets: (1) dealing with the hard infrastructure issues of broadband development and web-site delivery and (2) the softer issues of communication, media and public relations. The terms of reference for each group are:

(1) Broadband and website delivery

- a. To identify the best strategy for enhancing and improving broadband delivery within the village and making appropriate recommendations to the Group
- b. To develop the new web site to meet the needs of DPC and those associated organisations that the Council may decide to provide links and facilities to/for.
- c. To manage the day to day use of the site and establish protocols for access

(2) Media and Public Relations

- d. To give advice and guidance to DPC in all matters relating to media and public relations (Media being: the Press, TV, local radio, village publications, etc. and Public Relations being: the relationship the Group has with all groups in the local community such as residents, parishioners, business associations, etc.)
- e. To develop a media policy for recommendation to DPCI
- f. To advise individual councillors as necessary on the public relations aspects of their roles and responsibilities
- g. To identify the Council's requirements for media publications within the village and to organise their distribution
- h. To maintain good relationships with the media, organisations within the village and elsewhere, government departments, local and other parish councils as appropriate.

- The Chair will involve all members of the Group in the progress of issues that are being dealt with
- It is conceivable that there will be an overly contentious issue to be managed and a Sub Group may be set up to manage this issue. It is also envisaged that the Council Chair would then be co-opted onto the Group

Meetings

- Meetings will be held as required to progress the work of the Group, with a minimum of one annual review.
- The agenda will focus on the report to the Council meeting and progress being made to deliver the role and aims of the group
- New topics maybe raised by shared Email notification
- It is intended that meeting papers will be electronic and issued via Email
- Meetings will consist of Group members and invited “experts” as needed

Sharing of information and resources (including confidential materials)

The Group will look to make use of the new Web Site storage and hosting opportunities for shared information and resources.

Terms of reference agreed: February 2013. To be reviewed May 2013, and annually thereafter.

Amended 02.06.2014.