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Ingatestone and Fryerning Parish Council Communications Working Group Terms of Reference

Terms of Reference approved at Full Council in September 2023.

Prime objectives

To focus on the communications activities of the council as a whole.

Key tasks

To assist the Communications Clerk with the following tasks

- Development and optimisation of the current parish council website, paper newsletter, e-newsletter and other further digital developments.
- To review and update the council's media policy for approval at Full Council
- To review the council's marketing and branding – To oversee all marketing and branding activity of the parish council, based on the branding guidelines detailed in the media policy.
- Seymour marketing – to oversee the marketing of the pavilion and field for hirers.
- PR and promotion – to oversee all the PR and promotion of the parish council and the parish as a whole. To encourage tourism to the parish and working with businesses to promote the High Street.
- Facebook – To ensure that the Ingatestone & Fryerning Parish Council Facebook page is kept up to date on a regular basis, remains reactive and reflects the work of the council, by publicising news, meetings and events. To increase the traction and the number of followers, likes and shares on the existing Facebook page.
- Twitter – To maintain a Twitter account, develop a following and update this community regularly with news, meetings and events
- Instagram – To maintain a parish council Instagram account that allows the council and parish community to share pictures of Ingatestone and Fryerning.
- Website – Make recommendations for development and improving content on www.ingatestone-fryerningpc.gov.uk. Improve the website's search ratings and search engine optimisation based on recent traffic reports and ensure that any bugs are fixed.
- Images – To review and improve the current stock of images used on social media, newsletters and online.
- Major projects - In conjunction with other committees and working parties, identify communications projects that would significantly enhance the parish and its community and help promote their activities, events and initiatives.
- Newsletter and other printed correspondence – To oversee the publication of the parish council newsletter and ensure that printed correspondence is maintained in order to not exclude residents who do not have access to the IT mentioned in these terms of reference.
- To oversee the production of an Enewsletter.
- Accessibility - To ensure that the website meets all accessibility requirements. To research and implement best methods of communication to ensure demographic coverage.

Meetings

The Communications Working Group will meet as and when required and can meet online or in person.

Membership and delegated authority

The membership of the Communications Working Group will be noted at full council. It will consist of at least two councillors and can include non-councillors as members. The working group has no delegated authority to act on behalf of the parish council.

The Communications Clerk has delegated authority to undertake the above tasks as well as the production of the paper newsletter and e-newsletter, consulting with the member of the working group on editorial content.

Reporting to full council

The Communications Working Group should make updates and recommendations to full council on a monthly basis and should be ready to answer questions from councillors.
Conduct

All Communications Working Group members should adhere to code of conduct as specified in the Ingatestone and Fryerning Parish Council Code of Conduct and section five of the parish council's Communications Policy.