

## Terms of Reference

### Arundel Town Council – External Communications Working Group

The **AGREED** Members are The Mayor, Town Clerk and Administration Assistant.

<b>Membership</b>	<ul style="list-style-type: none"><li>• The Working Group may bring other Councillors or members of the community into the Working Group to assist with specific communication projects.</li></ul>
<b>Roles</b>	<ul style="list-style-type: none"><li>• The Town Clerk shall approve communication of all information reaching the Town Hall that may be useful to the community.</li><li>• The Town Clerk and Mayor, or in the absence of either of them, the Deputy Mayor, shall approve any more general communications.</li><li>• The Administration Assistant shall be responsible for helping to finalise copy, for placing the approved communication and for identifying all foreseeable copy deadlines, e.g. publication dates of The Bell and the Arundel Update.</li></ul>
<b>Policy</b>	<ul style="list-style-type: none"><li>• It is expected that all Working Group members abide by the principles and practice of the Town Council Code of Conduct including declarations of interest. A copy of the Code of Conduct will be shared with all members.</li><li>• Town Council insurance will cover the agreed activities of the Working Group, but Working Group members, in liaison with the Town Clerk, need to ensure that terms of the insurance are not breached.</li></ul>
<b>Purpose</b>	<ul style="list-style-type: none"><li>• To develop and implement a strategy for communicating the goals that the Council is pursuing and the progress that is being made to (a) Arundel residents, (b) those opinion formers outside of Arundel who can support the Council in achieving its objectives.</li><li>• To consider and improve the non-verbal messages that influence the way in which the Town Council is e.g. the Town Council stand at the Farmers Market.</li><li>• To optimise the Town Council website.</li><li>• To encourage appreciation of all positive aspects of Arundel life.</li><li>• To support other working groups with their communication objectives</li><li>• To ensure that all published materials and the website are legally compliant, and that all communication emanating from the Council is accurate, fair and honest.</li></ul>
<b>Meetings</b>	<ul style="list-style-type: none"><li>• The Working Group shall meet as frequently as necessary to achieve its purpose.</li><li>• Meetings may take place live or electronically.</li></ul>
<b>Finance</b>	<ul style="list-style-type: none"><li>• Grants and funding can be applied for by the Working Group and held by the Town Council, who will ring-fence the funds for the purpose for which they were granted.</li></ul>

	<ul style="list-style-type: none"> <li>• All financial transactions including ordering printed materials or other supplies will be conducted through the Town Clerk, to ensure that the Town Council Financial Regulations are observed.</li> <li>• The Working Group shall keep a clear record of expenditure supported by receipted invoices and will regularly review and update the Town Clerk and Full Council on their budget.</li> <li>• The Working Group will report back to the Town Clerk and Full Council on planned and actual expenditure for work. Invoices will be made out in the name of the Town Council.</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>• Periodic reports containing a summary and/or any recommendations that require Town Council approval shall be prepared and included on the Full Council meeting Agenda in agreement with the Town Clerk.</li> <li>• An annual review will be undertaken.</li> </ul>
<b>Dissolving the Working Group</b>	<ul style="list-style-type: none"> <li>• If the Working Group wishes to dissolve it must notify the Town Council.</li> </ul>