



Buckingham Town Council

Terms of Reference

Date agreed: 22/05/2023
Minute number: 18/23.2.6
Prepared by: Claire Molyneux
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Name

1. This Strategy Group of Resources shall be known as the **COMMUNICATIONS STRATEGY GROUP**.

Membership

2. Membership of the Strategy Group is open to any Councillor who wishes to be a member.
 - 2.1. Councillors who are not Members of the Strategy Group may attend the meeting, but they may not vote on a decision.
 - 2.2. The Committee has the power to Co-opt other non-voting Members.
3. The Strategy Group shall be subject to a quorum of 3 or one third of its membership, whichever is greater.

Chair/Chairman

4. The Strategy Group shall elect a Chair at the first meeting after the Annual Town Council Meeting. The Chair's period of office is for one year.
5. The Strategy Group shall elect a Vice-Chair at the first meeting after the Annual Town Council Meeting. The Vice-Chair's period of office is for one year.
6. The Chair, if present, shall Chair the Strategy Group meeting.

Conduct of the Meeting

7. All meetings of the Communications Strategy Group shall be convened in accordance with the Town Council's Standing Orders and current legislation.

Area of Operations

8. The Strategy Group has the delegated responsibility from the Resources Committee to make decisions in all aspects relating to Communications, for example newsletters, websites, leaflets, and social media.

Powers and responsibilities

9. In addition to the areas of operation above the Communications Strategy Group has the following specific responsibilities:
 - 9.1. To discuss and agree articles for inclusion within the Town Council's newsletter.
 - 9.2. To compile and arrange for distribution of the Town Council's newsletter.

- 9.3. To agree procedures for the communication methods the Council uses.
- 9.4. To review and arrange for the management of any website under the Town Council's control.
- 9.5. The Strategy Group has authority to proceed with all items within the publicity budget and the website budget, or any budget from time to time which falls within communications. However, the Strategy Group must refer to the Resources Committee when non-budgeted expenditure is anticipated.
- 9.6. To monitor and improve the Council's communications impact in so far as they relate to this committee.