



WETHERBY TOWN COUNCIL

COMMUNICATIONS COMMITTEE Terms of Reference

1. Introduction

- 1.1 The purpose of this Committee is to provide and review a strategy for the delivery of effective, informative internal and external communications including elected council members, those living, working and visiting the Town, businesses and appropriate outside agencies.
- 1.2 The Communications Committee has delegated powers to act on behalf of the Full Council in relation to the defined terms of reference. Any recommendations outside these terms of reference shall be made to the Full Council.
- 1.3 The Communications Committee is a standing committee subject to these terms of reference, the Council's Standing Orders, regulations, policies and legal requirements, these terms of reference and reports to the Full Council.

2. Membership

- 2.1 The Communications Committee shall consist of five Town Councillors, to be elected annually at the Annual Meeting of the Town Council.
- 2.2 Three members of the Committee shall constitute a quorum.
- 2.3 An additional 2 people, who are not members of the Town Council, may be co-opted to the committee by the council to provide expertise and guidance on specific issues for a limited time. Co-opted members will not have voting rights.
- 2.4 In the event of the resignation, death or disqualification of a Councillor during the year any vacancy on the Communications Committee will be filled at the next meeting of the Full Council.
- 2.5 The Chairman of the committee will be decided by the Full Council and re-appointed each year at the Annual Town Council meeting.

3. Meetings

- 3.1 The Town Clerk will call Communications Committee meetings as necessary, but at least 4 times per year.
- 3.2 Members will be summoned to attend meetings which will usually be held in Wetherby Town Hall.
- 3.3 Public notice of meetings shall be given in accordance with Schedule 12, Paragraph 10(2) of the Local Government Act 1972.
- 3.4 Members of the public shall have the opportunity to speak at meetings in accordance with the Town Council's Standing Orders and Complaints Procedure.
- 3.5 All minutes and reports will be circulated to all Councillors for information and approval at the next Town Council meeting.

4. Documentation

- 4.1 Minutes of all meetings will be recorded and prepared by the Town Clerk and circulated for approval at Full Council meetings.
- 4.2 The minutes of Communications Committee meetings will be published on the Town website.
- 4.3 All correspondence shall be conducted through the Town Clerk.

5. Delegated Duties

- 5.1 Internal and external communication from Wetherby Town Council.
- 5.2 The Communications Committee shall have the delegated power to incur expenditure within limits previously approved by the Council for the activities assigned to it.
- 5.3 The Communications Committee may delegate operational decision making to smaller sub-committees or working groups as necessary and appropriate.

6. Responsibilities

To ensure Wetherby Town Council communicates effectively, efficiently and clearly internally and externally, using all proven communication methods by:

- 6.1 Producing and regularly reviewing a Communications Strategy.
- 6.2 Establishing and promoting an appropriate and consistent corporate identity for Wetherby Town Council using branding such as logos, signage, social media and printed materials.
- 6.3 Building and regularly reviewing an easily navigated website which meets statutory accessibility, transparency, and privacy requirements.
- 6.4 Delivering information to all council members on:
 - the business and actions of the Council including those delegated to Officers of the council and its committees.
 - making policies, reports of both WTC and other agencies readily available.
- 6.5 Communicating with the public:
 - the decisions, policies and other information of interest
 - providing and keeping up to date notice boards at specific locations
 - working with Officers to provide newsletters and other information for distribution by hard copy or online.
- 6.6 Keeping in touch with local interest and business groups.
- 6.7 Any other communications issues as requested by the Full Council or committees.
- 6.8 Regularly reviewing:
 - internal and external communications to ensure they are clear, concise and use plain English.
 - minutes to avoid ambiguity.
 - the wording of formal resolutions to make sure they are clear and concise and convey the intention of the resolution on which they will vote.



7. Review

7.1 The Communications Committee's Terms of Reference are to be reviewed annually at the Annual Meeting of Wetherby Town Council.

These Terms of Reference were prepared by Iona Taylor, Clerk and RFO to the Town Council in conjunction with Councillor Barbara Harpham.

Signed:

Dated:

These Terms of Reference were adopted by the Town Council at its meeting held on 11th July 2023.

Signed:

Councillor Dawn Payne, Mayor of Wetherby

Dated:

Signed copy available on request.



These Terms of Reference were subsequently reviewed, and approved without amendment by the Town Council on:

Date:	Signed by Chairman:

Signed copy available on request.

