



Old Woughton Parish Council Communications Working Group Terms of Reference

Reviewed and adopted May 2026

1) Purpose and Status

- a) The Communications Working Group (CWG) is established by and accountable to the Full Council and operates in accordance with the Council's Working Group Terms of Reference.
- b) The CWG is an advisory and task-focused working group with no delegated powers.
- c) It has no delegated authority to bind the Council, take decisions on behalf of the Council, commit expenditure, enter into contracts, or issue formal statements without prior approval of the Full Council (or the Clerk where delegated).
- d) The Full Council may amend the remit, membership, or duration of the CWG at any time.
- e) The Full Council may dissolve the CWG at any time.
- f) The CWG shall report to Full Council and submit recommendations for formal decision.

2) Membership

- a) Membership of the CWG shall be agreed by the Full Council at the Annual Meeting of the Council and shall comprise a minimum of three elected Councillors unless otherwise agreed by Council.
- b) The Full Council may approve the co-option of non-councillor members in an advisory capacity where specialist communications, digital, or design expertise would benefit the Group. Co-opted members have no voting rights and may not commit the Council to any financial or contractual arrangements.
- c) The Clerk may attend meetings as required to provide advice, continuity, and administrative support but is not a member of the CWG.
- d) Membership shall be recorded in the Council's Roles and Responsibilities matrix and reviewed annually.

3) Chair / Lead Councillor

- a) The CWG shall appoint a Lead Councillor (and may appoint a Deputy) from among its elected members.
- b) The Lead Councillor shall act as the main point of contact between the CWG, the Clerk, the Full Council, and any external contractors or partners (where approved).
- c) Where the Lead Councillor is unavailable, another CWG member shall deputise.

4) Meetings

- a) The CWG shall meet on an ad-hoc basis as required to fulfil its remit.
- b) Meetings may be convened by the Lead Councillor, the Clerk, or at the request of the Full Council.
- c) The quorum for a CWG meeting shall be two elected Councillors.
- d) CWG meetings are not public meetings and do not require formal agendas or minutes; however, brief written notes of actions and recommendations shall be maintained to support reporting to Full Council.
- e) The Council's Code of Conduct applies to all Councillors participating in the CWG.

5) Public and Press

- a) As a Working Group, the CWG does not meet in public and is not subject to public access rules.
- b) Any confidential, sensitive, or personal data discussed shall be handled in accordance with the Council's policies on confidentiality, data protection, and information governance.

6) Reporting

- a) The CWG shall provide written progress updates and recommendations to Full Council as required (normally when substantive work has taken place).
- b) Reports shall include clear options and, where appropriate, financial or resource implications for consideration by Full Consideration.

7) Scope of Work and Responsibilities

The CWG supports the Council in managing and improving communications with residents and stakeholders. This includes:

- a) Overseeing the production of the Parish Council newsletter in line with the Council's powers under the Local Government Act 1972, s.142, including content planning, editorial standards, and distribution methods (delivery may be undertaken by volunteers or contractors as approved).
- b) Working with the Clerk to oversee the Parish Council website as the Council's official information source, ensuring content is accurate, up to date, legally compliant, and fit for purpose as well as providing appropriate community information and signposting.
- c) Monitoring and supporting compliance with The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, including recommending improvements, audits, or training where needed.
- d) Coordinating communications relating to community events arranged with volunteers or partner organisations, ensuring consistency with Council branding and messaging.
- e) Developing and managing one-off communications projects on behalf of the Council (e.g. posters, flyers, seasonal publications, consultation materials), subject to Full Council approval of scope and budget.
- f) Keeping under review the Council's Communications Policy and recommending updates to Full Council as required.
- g) Supporting the Clerk and Full Council in maintaining consistent tone, branding, and key messages across all channels (print, website, email, noticeboards, and any Council-approved social media).
- h) Identifying reputational risks, misinformation, or emerging issues affecting the Council's communications and bringing these to the attention of the Clerk and Full Council promptly.
- i) Ensuring that no public statements, campaigns, or significant publications are issued on behalf of the Council without appropriate approval in line with the Council's Scheme of Delegation and Communications Policy.

8) Review History

May 2026

New Terms of Reference adopted