



Steypning Parish Council

Community Engagement Group Terms of Reference

Main Function:

To ensure that SPC is undertaking a regular and proactive programme of publicity information dissemination and positive message reinforcement to the residents of Steypning using a variety of service platforms, local publications, in-person engagement and any other suitable means, whilst being mindful of conveying the majority viewpoint of the entire council.

Members on the SPC Community Engagement Group for the municipal year 2023/24 are as follows: *{It is proposed that seven Cllrs are asked to become members of this new sub-committee – And this is to be taken to Full Council for agreement and subsequent recruitment}*

Terms of Reference:

1. Delegated authority, quorum and frequency of meetings - Delegated authority via agreed terms of reference will be approved periodically at Full Council, and any recommendations from this group will be taken in the first instance to the F&GP Committee, or if needs be the Full Council, for agreement. The group will meet monthly, and online unless agreed otherwise, and have a quorum of 3 members.

2. Policy Guidance – The group needs to observe the existing rules and guidance in regard to parish council publicity and communication, by complying with relevant SPC documents, these being: - the SPC Standing Orders, the SPC Scheme of Delegation, the SPC Social Media Policy, the SPC Community Engagement Policy and the SPC Communications Protocol.

3. Task Completion - The group will determine what the most important community engagement goals should be, unless specifically delegated a task or tasks via Council or any of the SPC Standing Committees, and address these in the allotted timeframe of one hour max. per meeting. And then make recommendations accordingly.

4. Scope of communicative responsibilities - To ensure the following aspects are being considered:

- *A social media presence – consider starting a Facebook page or similar platform for non-responsive posts {News bulletins} on behalf of the SPC.*
- *Place regular parish newsletters, or reports, or publicity for events or projects in 'Your Steypning' or similar publications or by any other suitable means.*
- *Ensure some suitable local events including the Steypning Framers Market, have an in-person councillor representation, and that at these times there is suitable publicity prepared and available such as promotional display boards and or leaflets, and feedback forms.*
- *Create informative reports or information pieces for inclusion on the SPC Web Site and oversee further web site development or presentations or appropriate links to other sites.*
- *Create opportunities for public consultations using the appropriate means and publicity tools. Draft the narrative and once agreed, oversee the processes involved.*
- *Invite input from, and work together with, relevant local groups and key stakeholders when necessary to ensure work duplication is avoided, that appropriate information is gathered and that the best means of publicity is exploited.*
- *Use new technology to create opportunities to reach out to new people such as phone Apps or similar.*
- *Craft the SPC message which will define this council's term of office*

Agreed by SPC Full Council at their meeting of 15.01.24