

Terms of reference: Communications Working Group

Adopted on: 19th May 2026

Adopted at: Annual Meeting of the Council 2026

Last reviewed: 19th May 2026

Communications Working Group

Purpose:

To stimulate interest and engagement in community activities and to promote the profile of the Parish Council, including disseminating information on Parish Council priorities, actions and issues.

Scope:

- a) Manage and produce *South Marston Community News* for distribution to residents, as per Editorial Policy.
- b) Review and manage the Village Website, via the Parish Clerk or other Parish officer, ensuring it is fit for purpose as the official information source on Parish Council business as well as providing generic information about South Marston and a platform for community groups.
- c) Review and manage the Council “brand” and its use to ensure it is fit for purpose for different means of communication, making any recommendations for change to the Council.

Authority:

Appointment of Committees: Section 102(4) of LGA 1972

Production of newsletter: Local Government Act 1972, s142

Provide a website: Local Government Act 1972, s142

Membership:

Mixed membership. Councillors appointed via nomination from the Parish Council with a minimum of 3 members, maximum of 8.

Chair appointed at the first meeting of the Working Group.

- Sylvia Brown (Chair) – Councillor
- Tony Leathart - Resident
- Sharon Robinson – Officer, editor
- Pam Jackson – Resident
- Diane Whitford – Resident
- Hillary Brooks - Resident

Meeting arrangements

Meetings to be held throughout the year but generally held after production of each bi-monthly edition of Community News. Ad-hoc at all other times. Meetings should not be held in public.

Reporting

The Working Group will report progress to the Parish Council and present recommendations for approval.

Resources and budget

Communications budget

Advertising and sponsorship income

Project income as agreed.

Deliverables

- South Marston Community News
- Monthly progress report and recommendations to the Full Council as needed

Asset register

To check any equipment or items used by the group and held on the asset register yearly (usually February) and review value in coordination with the Clerk. To inform the Clerk of any changes to such equipment or insurance requirements during the year.

Safeguarding

Photographs or images relating to under 18s where they could be identifiable should not be published either in hard copy or online without parental consent.

Review

Annual Meeting of the Council (May)