

WEBSITE, SOCIAL MEDIA & NEWSLETTER PANEL

TERMS OF REFERENCE

1 Sustainability

- 1.1 All sub-groups should consider the environmental impact on any recommendation decision made by the Council

2 Equality

- 2.1 The Town Council is committed to equal opportunities in employment and service delivery. The policies and practices of the Council aim to promote an environment that is free from all forms of unlawful or unfair discrimination and values the diversity of all people. The Council seeks to treat people fairly, with dignity and respect and every Committee will be mindful of these values in its decision-making process

3 Advisory Powers

- 3.1 To interview and recommend to the Civic Heritage & Events, the appointment of the Town Council's website provider in accordance with the terms of the lifespan of the contract, or if the contract is terminated prematurely, by either party, for whatever reason
- 3.2 The Panel shall, at an appropriate meeting no later than October annually, agree its recommended budget and advise the Civic Heritage & Events Committee accordingly
- 3.3 The Panel shall, at an appropriate meeting no later than October annually, agree its recommended nominated designated reserve requirement and advise the Civic Heritage & Events Committee accordingly

4 Delegated Powers within budget

To receive and consider all the following matters using executive powers once general policy and expenditure has been agreed by the Civic Heritage & Events Committee and approved by Town Council

- 4.1 To monitor the layout, design and content of the website and advise the website provider of amendments accordingly
- 4.2 To undertake off-line testing of the website in association with the website provider, when necessary
- 4.3 Any in-house guidance or policies considered necessary for adoption to control unguarded social media posts
- 4.4 To ensure the community receive newsletters, ideally electronically or by hardcopy such as blogs or an online newsletter from the Town Council not less than three times per annum
- 4.5 To be responsible for the content, print and delivery of the Council's newsletter (either hardcopy or electronic) or any special supplements it distributes from time to time
- 4.6 To be responsible for the Town Council's Facebook content and tweets
- 4.7 Any arrangements for securing value for money
- 4.8 To undertake a specific Risk Assessment Management Review of the Town Council's website and social media activity
- 4.9 Any such matters that, from time to time, the Civic Heritage & Events Committee may remit
- 4.10 The review of its Terms of Reference at least annually

5 Powers Delegated to the Town Clerk after consultation with the Chair or, in the Chair's absence, the Deputy Chair of the Finance & Audit Committee

- 5.1 In association with the Chair of the Finance & Audit Committee, the approval of expenditure between £3,501 and £5,000 relating to any matter within the Website & Social Media Panel's responsibilities, providing it does not exceed any budget set down by the Civic Heritage & Events Committee
- 5.2 In the event that the budget is likely to be exceeded, the matter must be returned to Civic Heritage & Events Committee for consideration in order for the Committee to

determine, if necessary, a virement of funds from the Committee's nominated designated reserves

6 Powers Delegated to the Town Clerk and Officers

- 6.1 The approval by the Town Clerk of expenditure of £3,500 or less relating to any matter within the delegated responsibilities of the Website & Social Media Panel's responsibilities, providing it does not exceed the budget set down by the Civic Heritage & Events Committee
- 6.2 The approval by the Finance Officer of expenditure of £500.00 or less relating to any matter within the Website & Social Media Panel's delegated responsibilities, providing it does not exceed the budget set down by the Civic Heritage & Events Committee

7 Membership

- 7.1 Membership of the Website & Social Media Panel shall comprise no more than six members plus the discretionary, ex-officio attendance of the Mayor
- 7.2 Membership shall be determined at the Town Council Meeting preceding Mayor Making except in an election year
- 7.3 The Website & Social Media Panel may co-opt non-voting members with relevant skills, experience and knowledge consistent with these Terms of Reference

8 Quorum

- 8.1 The Website & Social Media Panel shall be quorate when no less than three voting members are present
- 8.2 If less than three voting members are present, the meeting shall stand adjourned unless, at the discretion of the Chair, it be considered that the meeting should continue for information purposes only. No business will be transacted or vote taken

9 Chair

- 9.1 The Website & Social Media Panel will elect a Chair from their number in accordance with the procedure as specified in Council's Standing Orders

- 9.2 If the Chair is not present, members will elect a Chair for the meeting from amongst their number, unless the Mayor is present when he/she would automatically take the Chair.

10 Clerking Arrangements

- 10.1 The Town Clerk will be responsible for the clerking arrangements but if there is no officer unavailable, the Panel will ensure that appropriate clerking arrangements are in hand from amongst their number;
- 10.2 The Panel shall keep notes of its transactions either electronically or in hard copy.

11 Frequency and Timing of Meetings

- 11.1 The purpose of working parties (panels, forums, groups) is that meetings may be called at relatively short notice at any time in order that urgent issues can be considered and business can be ongoing between Standing Committee Meetings
- 11.2 A meeting may be held on any day of the week and at any time of day
- 11.3 Virtual meetings using appropriate technology should be encouraged
- 11.4 A meeting will be held as soon as a quorum is confirmed and cancelled or postponed if it is apparent in advance that the meeting will not be quorate

12 Standing Orders

- 12.1 The Standing Orders of Council will generally apply but at the discretion of the Chair, greater latitude will be permitted in order to allow members to fully discuss issues in a less formal or prescriptive manner.

Town Clerk
May 2025
V2

Terms of Reference

Control Sheet

Document Ownership	Website, Social Media & Newsletter Panel
Full Review	Every year – September

Version	Description of Amendment (including paragraph)	Date
V2	Removal of clause 1.2. Throughout the document, the removal of Community Services Committee. Chairman replaced with Chair.	May 2025