RINGMER Parish Council

Communication & Engagement Working Group

1. Purpose

The Communication & Engagement Working Group ("the Working Group") is established by the Parish Council as an advisory working group to investigate opportunities for improving communication and engagement with parish residents, so they are more likely to:

- participate in parish activities, surveys and consultations, and so on and;
- contribute their ideas of how the parish can improve their enjoyment of living in the parish;
- have a better understanding of what the parish council can, and cannot, do on their behalf and bring issues to our attention; and
- value the work of the parish council members, maybe with a view to encouraging residents to become parish councillors.

The Working Group will develop proposals for improvements that may include, but are not limited to:

- use of our social media and other forms of written communication;
- setting up of face-to-face “surgeries” and other personal interaction events, including reaching out to the various clubs and societies in the parish;
- exploring engaging younger residents, including children in interactions, perhaps establishing a mechanism for young people in the schools to channel their ideas into Council discussions;
- establish metrics for measuring the success of our communication efforts.

The Working Group will present recommendations to the Parish Council to support informed decision-making before embarking on a programme of engagement and communication.

2. Membership

Membership shall comprise any number of councillors appointed by the Parish Council and may include co-opted members of the public with relevant knowledge or experience.

The leader of the working group will be appointed by the group at the first meeting.

3. Status

The Working Group is an advisory body only and has **no delegated powers**.

It may make recommendations to the Parish Council but cannot:

- Make decisions on behalf of the Council;
- Commit the Council to any expenditure;
- Enter into contracts or agreements;
- Submit planning applications;
- Make representations on behalf of the Council without prior approval.

All decisions remain the responsibility of the Parish Council.

4. Objectives and Scope of Work

The Working Group will:

- brainstorm ideas and rank them;
- consult with residents and other parish councils to gain better insights into what works and how communication and engagement channels are perceived;
- determine a plan to be rolled out IF it is deemed likely to improve communication and engagement;
- prepare recommendations for consideration by the Parish Council,
- assess the resulting impact of the campaign and amend as necessary.

The Working Group shall not commission professional services or incur expenditure without prior approval of the Parish Council.

5. Meetings

The Working Group will meet as required.

Meetings are informal and do not constitute meetings of the Parish Council.

Notes of meetings and any recommendations shall be reported to the next available Parish Council meeting.

The Working Group shall report regularly to the Parish Council.

6. Financial Arrangements

There is no financial aspect delegated to the Working Group.

Any expenditure required to support the Working Group's activities must be authorised by the Parish Council in accordance with its Financial Regulations.

7. Review

These Terms of Reference shall be approved by the Parish Council as required and reviewed at least annually.

8. Dissolution

The Working Group shall continue until:

- Its objectives have been completed;
- It is dissolved by resolution of the Parish Council; or
- The Parish Council determines that an alternative governance arrangement is appropriate.

Next review	**May 27**
Adopted	**10 November 2026**