



Alwoodley Parish Council

Approved by Full Council on 1st September 2025

Temporary Communications & Engagement Policy Working Party – Terms of Reference

Date approved by Council: To be approved at the meeting on 1 September 2025, following resolution on 7 July 2025 (minute item 2526/30(1)).

1. Purpose

The Temporary Communications & Engagement Policy Working Party is established to develop a comprehensive Parish Council Communications Policy covering both online and print communications. The goal is to maintain high levels of community engagement while protecting councillors, staff, and the public from bullying, abuse, and misinformation.

2. Objectives

- A. The Working Party will develop a full Communications Policy for adoption at the 6 October 2025 Parish Council Meeting. To do this, the Working Party will:
 1. Hold at least one meeting in September 2025 to:
 - a. Review existing Parish Council policies, best practices promoted by NALC, YLCA and examples from other Councils.
 - b. Draft and finalise the policy.
 - c. Submit the final draft to the Clerk no later than 30 September 2025, for circulation with the October agenda.
- B. The Communications Policy will include:
 1. An online communications policy to include:
 - a. Social Media Policy – standards for engagement and safeguarding against bullying and abuse.
 - b. WhatsApp Policy – rules for use by councillors, privacy, and decision-making restrictions.
 - c. Email Policy (Internal) – use of official accounts for internal communications.
 - d. Email Policy (Public-facing) – standards for tone, response, confidentiality, and redirection.
 - e. E-newsletter Policy – managing an opt-in email list using GDPR-compliant tools (e.g., Mailchimp, MailerLite).
 2. Print Newsletter and Leaflet Policy – decision on whether to resume, frequency, proposed budget, roles, QA, approval, printing, and distribution method.
 3. Above policy and all sub-policies must:

- a. Require that substantive decisions are made only in meetings (online or in person).
- b. Promote collaboration via official channels.
- c. Comply with GDPR and best practices from NALC and YLCA.
- d. Define roles of Councillors and the Clerk in content creation, QA, and publication, considering time and budget implications.
Assess and mitigate risk.

3. Membership

- A. The Working Party shall consist of the following councillors as resolved at the 7 July 2025 meeting: Cllr Richard Hainsworth, Cllr Ian Dickinson, Cllr Steven Wright, and Cllr Kate Pritchard.
- B. The quorum shall be 3 members.
- C. Non-councillor advisors may attend in a non-voting capacity where relevant.

4. Meetings

- A. The Working Party will meet once in September 2025.
 - a. Meetings may be held virtually or in person.
 - b. The Working Party has no decision-making powers but will make recommendations to the full Council.

5. Reporting and Output

- A. A draft Communications Policy will be submitted to the Clerk by 30 September 2025.
- B. The policy will be included with the 6 October 2025 Council meeting papers for formal review and approval.

6. Dissolution

The Working Party will be dissolved following the October 2025 meeting, unless the Council resolves to extend its remit.