

BRAMSHOTT & LIPHOOK PARISH COUNCIL

Terms of Reference for the COMMUNICATIONS STRATEGY WORKING PARTY

Working Party Aim

To review and make recommendations for change and improvement to Bramshott and Liphook Parish Council; communications channels; web page design and content; roles and responsibilities; support and training requirements; and measurable communications effectiveness.

Scope to include all BLPC communications with public and stakeholders including LMC and NDP

Terms of Reference

- To review current BLPC image and parish communications – news/press releases; website; Facebook page; presence and use of other local social and print media
- To perform desk research of “what good looks like” by reviewing neighbouring town and parish websites and website designers who target LGA
- To ensure the requirements of Public Sector Bodies (Websites and Mobile Applications) (No. 2) **Accessibility Regulations 2018** are fully met.
- To develop a Functional Specification that delivers more effective BLPC communications
- To scope a Requirements Specification for services, technology and procedures to deliver the communications required to engage, inform, involve, and interact with BLPC all stakeholders.
- To identify third party service providers and obtain a breakdown of estimated costs to assist BLPC achieve the agreed objectives
- To establish appropriate and measurable communications metrics

At least one member of the Executive team, with knowledge of and/or expertise in marketing communications and Digital Channels, to be a member of the working party and a representative from LMC and NDP.

Approved by Full Council on 25th October 2021