BUXTON TOWN TEAM CIC - TERMS OF REFERENCE
COMMUNICATIONS GROUP

1. OVERALL PURPOSE

The purpose of the group is:

(i)   to inform the wider community about Buxton Town Team activities and progress
(ii)   to maintain good communications within the Buxton Town Team membership
(iii)   to encourage involvement by members of the community with Buxton Town Team
(iv)   to ensure a consistent and appropriate identity for Buxton Town Team
(v)   to maintain good links with other organisations and key individuals

The group is responsible to the Board of Directors and will operate under their guidance and direction.

2. MEMBERSHIP

Any member of Buxton Town Team may be part of the Communications Group.

3. AREAS OF RESPONSIBILITY
3.1 INFORMING THE WIDER COMMUNITY

The Communications Group will:

(i)   keep itself informed about the various activities being carried out by other groups and project teams
(ii)   set up and maintain a Buxton Town Team website, and ensure that this reflects the full range of Buxton Town Team activities
(iii)   maintain a list of contacts for the press and other media organisations in the area, and developing good relations with the appropriate individuals
(iv)   prepare and send out press releases so at to inform the outside world about Buxton Town Team activities and ideas
(v)   make full use of social media to disseminate information about Buxton Town Team activities and ideas

3.2 INTERNAL COMMUNICATIONS

The Communications Group will:

(i)   maintain an up to date list of Buxton Town Team members and their contact details
(ii)   put in place systems that safeguard the confidentiality of all personal information and comply with the requirements of the data protection laws
(iii)   maintain a password protected members' area, within the Buxton Town Team website, with moderated discussion forum, facilities for posting of internal documents and email alerts as required
(iv)   disseminate specific items of information to the membership as required

3.3 ENCOURAGING INVOLVEMENT

The Communications Group will:

(i)   devise and implement a strategy for recruiting and maintaining members
(ii)   respond promptly to queries from members of the public, or pass queries on to the appropriate individual eg a Project Team Leader
(ii)   undertake market research as necessary, within both the membership and the wider public, to garner and collate ideas, to ascertain attitudes on specific topics, and to assess priorities

3.4 BUXTON TOWN TEAM IDENTITY

The Communications Group will:

(i)   develop and maintain the visual representation of Buxton Town Team with coherent branding that reflects the values and aspirations of the organisation
(ii)   ensure that Buxton Town Team branding is used consistently

(iii)   advise the Board of Directors regarding any misappropriation or inappropriate use of the Buxton Town Team logo or imagery

3.5   LINKS WITH OTHER ORGANISATIONS

The Communications Group will:

(i)   develop and maintain relationships with other voluntary groups in Buxton and the immediate area which share similar aims and objectives
(ii)   develop and maintain good relations with key organisations such as the Local Authorities, local tourism organisations, emergency services and major employers
(iii)   develop and maintain good relations with key influential individuals in the town
(iv)   ensure that all the above are kept fully informed of Buxton Town Team activities and progress, and encouraged to contribute to achieving our objectives and to participate in events as appropriate

Adopted 24April13