TERMS OF REFERENCE

1. Purpose

1.1. At its meeting on 18th September the Crewe Town Board discussed the formation of a set of sub-groups as part of the proposed governance structure which would initially support the development of the Town Investment Plan but could also help to drive future longer-term regeneration in Crewe.

1.2. The Board agreed that one of these proposed sub-groups will be focussed on communications and stakeholder engagement. It is intended to be an operational group bringing together key messaging for Crewe across the partner organisations and working with consultants and partners to support the consultation process.

1.3. The Crewe Town Board Communications and Engagement Sub-group will provide expertise, guidance and support to the Crewe Town Board in developing and implementing a Communications and Engagement Strategy and a Communications Plan to coordinate communications and engagement activity which will support the long term physical, social and economic development of Crewe.

1.4. It is intended that the Crewe Town Board Communications and Engagement Sub-group will include representatives from Crewe Town Council Place Brand and Marketing Sub-group, Cheshire East Council Communications Service and the Crewe Town Board.

2. Terms of Reference

2.1. Terms of Reference were first developed in November 2020. This Terms of Reference includes amendments made and agreed by the Crewe Town Board Communications and Engagement Sub-group and ratified by the Crewe Town Board.

2.2. This Terms of Reference is effective from 4th June 2021 and will be ongoing until terminated by agreement between the Crewe Town Board Communications and Engagement Sub-group and and/or the Chair of Crewe Town Board.

2.3. The Crewe Town Board Communications and Engagement Sub-group Members will review the relevance and value of its work and the terms of reference every 12 months.

3. Membership

   3.1. The Crewe Town Board Communications and Engagement Sub-group will be chaired by a member of the Crewe Town Board.

   3.2. Meetings will always have at least one member of the Crewe Town Board in attendance.

   3.3. Its membership will reflect the different types of stakeholders required to support effective working whilst representing the different interests of the town.

   3.4. Members of the Board will have an appointed deputy to represent their stakeholder group or interest if they are unable to attend. (See Appendix I for list of Members and their deputies)

   3.5. Substitutes will be subject to the approval of the Chair prior to the meeting.

   3.6. Members will declare pecuniary, personal or any other interest in a proposal or agenda item and will absent themselves for the duration of that discussion to avoid actual or any appearance of undue influence.

4. Key Principles

   4.1. The group will:

      4.1.1. Work as an advisory body for the Crewe Town Board.

      4.1.2. Focus on communications and engagement issues.

      4.1.3. Have no formal delegated decision making authority from the Board.

   4.2. Group members will:

      4.2.1. Attend on a voluntary basis and receive no remuneration.

      4.2.2. Be expected to maintain the confidentiality and integrity of any confidential information that they may receive that is not publically available.

   4.3. Meetings

      4.3.1. Meetings will be called to facilitate discussion of key issues as required at a frequency agreed by the members of the Crewe Town Board Communications and Engagement Sub-group.

      4.3.2. The Secretariat for the Board will be provided by Cheshire East Council Officers, preparing agendas and supporting papers.

4.3.3. Meetings will not be open to non members but the Board may invite guests in to meetings as appropriate to inform discussions by prior arrangement with the Chair.

4.3.4. Under special circumstances meetings may be cancelled or re-scheduled.

5. Assets and Collatoral

5.1. The Crewe Town Board Communications and Engagement Sub-group will manage a number of assets on behalf of the Crewe Town Board and will adhere to the appropriate policy around transparency/data management:

5.1.1. Communications and Engagement Plan (see Appendix II)

5.1.2. Website

5.1.3. Social Media (see Appendix III for policy)

5.1.4. Surveys