

## Communications Committee: Terms of Reference Review

### 1. Background

- 1.1. The Communications Committee's Terms of Reference (see accompanying paper) were passed by the Board of Trustees in January 2016 when the Committee was first created.
- 1.2. The ToR are expected to be reviewed regularly to ensure they are an accurate guide to the work and expectations of the Committee.
- 1.3. At the Communications Committee of 7 March 2017, it was agreed that a redrafted Terms of Reference would be brought to the Board of Trustees for discussion and approval.

### 2. Proposals

- 2.1. The following proposals were discussed:
  - 2.1.1. The Terms of Reference be amended to include regular discussion of communications tasks relating to the delivery and evaluation of Our Strategy and associated documents.
  - 2.1.2. The number of tasks be reduced to lower the amount of potentially operational discussion, such as detailed analysis of survey results or our printed output.
  - 2.1.3. The remit be extended to monitor communication-related risks to our brand, as well as stakeholder engagement and perceptions.
  - 2.1.4. Renewed focus be given to the Work Plan in order to ensure all key topics are captured and discussed when appropriate.

### 3. Discussion points

- 3.1. Are the existing Terms of Reference fit for purpose?
  - 3.1.1. Are they strategic enough to support long-term planning and development in this area?
  - 3.1.2. Can we amend them to better support *Our Strategy*?
  - 3.1.3. Is an annual work plan useful?

### 4. Proposals

- 4.1. The Terms of Reference be amended to include regular discussion of communications tasks underpinning the delivery of Our Strategy
- 4.2. Tasks in the Remit be reviewed to reduce the amount of potentially operational discussion being held, such as around our printed output and detailed survey analysis.
- 4.3. The remit be extended to monitoring communication-related risks to our brand, perception and engagement.

4.4. The Work Plan be reviewed at at least every other meeting