

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.

2. Discussion points

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

3. Proposals

- 3.1. The Terms of Reference be amended to include regular discussion of communications tasks underpinning the delivery of *Our Strategy*
- 3.2. 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.
- 3.3. The remit be extended to monitoring communication-related risks to our brand, perception and engagement.
- 3.4. The Work Plan be reviewed at at least every other meeting