

**WEBSITE & SOCIAL MEDIA PANEL**  
(Reporting to General Purposes Committee)

**Terms of Reference v2**

1 Sustainability

- 1.1 All sub-groups should consider the environmental impact on any recommendation decision made by the Council.

2 Delegated Powers within budget

When necessary, to receive, keep under review or advise the General Purposes Committee on matters relating:

- 2.1 To interview and appoint the Town Council's website provider in accordance with the terms of the lifespan of the contract, or if the contract is terminated prematurely, by either party, for whatever reason;
- 2.2 To work with and advise the website provider on the complete overhaul of the Town Council's website and monitor thereafter;
- 2.3 To determine the layout, design and content of the website and monitor thereafter;
- 2.4 To undertake off-line testing of the website in association with the website provider, when necessary;

3 Advisory Powers

Keep under review, respond or advise General Purposes Committee as necessary on:

- 3.1. Positive or negative social media activity;
- 3.3 To undertake a specific Risk Assessment Management Review of the Town Council's website;
- 3.4 The review of its Terms of Reference at least annually.

4 Powers Delegated to the Town Clerk after consultation with the Chairman or, in the Chairman's absence, the Deputy Chairman of the General Purposes Committee

- 4.1 In association with the Chairman of the General Purposes Committee, the approval of expenditure between £3,501 and £5,000 relating to any matter within the Website & Social Media Panel's responsibilities, providing it does not exceed any budget set down by the General Purposes Committee;
- 4.2 In the event that the budget is likely to be exceeded, the matter must be returned to General Purposes Committee for consideration in order for the Committee to determine, if necessary, a virement of funds.

## 5 Powers Delegated to the Town Clerk and Officers

- 5.1 The approval by the Town Clerk of expenditure of £3,500 or less relating to any matter within the delegated responsibilities of the Website & Social Media Panel's responsibilities, providing it does not exceed the budget set down by the General Purposes Committee;
- 5.2 The approval by the Finance Officer of expenditure of £500.00 or less relating to any matter within the Website & Social Media Panel's delegated responsibilities, providing it does not exceed the budget set down by the General Purposes Committee;
- 5.3 In the event that the budget is likely to be exceeded, the matter must be returned to Finance & Scrutiny Committee for consideration in order for the Committee to determine, if necessary, a virement of funds.

## 6 Membership

- 6.1 Membership of the Website & Social Media Panel shall comprise no more than six members plus the discretionary, ex-officio attendance of the Mayor;
- 6.2 Membership shall be determined at the Town Council Meeting preceding Mayor Making except in an election year;
- 6.3 The Website & Social Media Panel may co-opt non-voting members with relevant skills, experience and knowledge consistent with these Terms of Reference.

## 7 Quorum

- 7.1 The Website & Social Media Panel shall be quorate when no less than three voting members are present;
- 7.2 If less than three voting members are present, the meeting shall stand adjourned unless, at the discretion of the Chairman, it be considered that the meeting should continue for information purposes only. No business will be transacted or vote taken.

## 8 Chairman

- 8.1 The Website & Social Media Panel will elect a Chairman and Deputy Chairman from their number in accordance with the procedure as specified in Council's Standing Orders;
- 8.2 If the Chairman is not present, the Deputy Chairman will take the meeting. If neither is present, members will elect a Chairman for the meeting from amongst their number, unless the Mayor is present when he/she would automatically take the Chair.

## 9 Clerking Arrangements

- 9.1 If available, the Officer responsible for the General Purposes Committee will usually clerk the meeting but if unavailable, the Panel will ensure that appropriate clerking arrangements are in hand from amongst their number;
- 9.2 The Panel shall keep notes of its transactions either electronically or in hard copy.

## 10 Frequency and Timing of Meetings

- 10.1 The purpose of working parties (panels, forums, groups) is that meetings may be called at relatively short notice at any time in order that urgent issues can be considered and business can be ongoing between Standing Committee Meetings;
- 10.2 A meeting may be held on any day of the week and at any time of day;
- 10.3 A meeting will be held as soon as a quorum is confirmed and cancelled or postponed if it is apparent in advance that the meeting will not be quorate.

11 Standing Orders

11.1 The Standing Orders of Council will generally apply but at the discretion of the Chairman, greater latitude will be permitted in order to allow members to fully discuss issues in a less formal or prescriptive manner.

**Town Clerk**  
April, 2020

1.1 Approved and Adopted TC 28.4.20