



# **Croydon District Scout Council**

## **Terms of Reference District Public Relations Committee**

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## **PURPOSE**

This document sets out the terms of reference for the District Public Relations Committee (hereafter referred to as the Committee). In addition, it details their specific responsibilities and (where appropriate) their operational and managerial responsibilities.

## **INTRODUCTION**

The Committee is appointed to support the District Executive Committee in the effective oversight and management of matters relating to public relations and recruitment.

The Committee is appointed by and is the responsibility of and accountable to the District Executive Committee.

The District Executive Committee will annually review the membership and terms of reference of the Committee. Any changes that are considered necessary will be made at the conclusion of the review.

## **THE COMMITTEE**

The minimum quorum for a meeting of the Committee is 5.

All members of the Committee must be registered on Compass and complete a criminal records disclosure (DBS) check.

Subject to prior approval it is permissible for uniformed individuals to hold the positions of Chair and Secretary. However, these roles should not be combined with each other or any other roles on the Committee.

The District Commissioner and District Chair (or their nominated deputies) are ex-officio members of the Committee and have right of attendance at all meetings.

The Committee is expected to function in accordance with the rules of the Scout Association (POR) and the requirements of this document.

There is no limit to the number of individuals who can serve on or be associated with the Committee. However, as a minimum recommendation the Committee should ideally comprise of:

- A Chair; \*
- A Secretary; \*
- A uniformed representative from the District Team;
- At least one uniformed representative from a Group and or Explorer Scout Unit in Croydon;
- A young person between the age of 18 and 25 years; \*

\* It should be noted that these are considered to be essential members of the Committee.

## **Responsibilities**

The Committee is responsible for the following:

- Maintaining the awareness and raising the profile of Scouting in Croydon.
- Making recommendations to the District Executive Committee in respect of expenditure relating to public relations and recruitment.
- Overseeing the management of the District website and endeavouring to ensure that the content is up to date, appropriate, relevant and compliant with data protection regulations.
- Ensuring that any other digital platforms which are used by the District for public relations, recruitment or general information or communication purposes project a positive image of Croydon Scouting.
- Maintaining and managing the District recruitment "hotline".
- To work with the Bears Wood Scout Campsite and Pinewood Scout Centre Management Committees to ensure that the centres are appropriately and suitably marketed.
- Overseeing the purchasing and production of public relations and recruitment materials.
- The storage, management, maintenance and repair of all the District public relations and recruitment materials, resources and equipment.
- Ensuring that any resources or equipment are appropriately and adequately insured with a reputable insurer and to make any claims in respect of the same.

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- Oversight of the editing, production and circulation of the District Bulletin (Bourne Again).
- Overseeing the production of the reports and accounts for the Annual General Meeting of Croydon District Scout Council.
- Overseeing the compilation, production and circulation of a District directory in a manner which is compliant with data protection regulations.
- Overseeing the management of the District Mobile Climbing Wall.
- The co-ordination of all public relations and recruitment opportunities.
- To endeavour to ensure that all public relations and recruitment opportunities are conducted in a safe, efficient and professional manner which projects a positive image of Croydon Scouting.
- Advising the District Executive Committee and individual Groups with regards to matters relating to branding or general image etc.
- Forming effective links (on behalf of the District) with the local press and other local agencies.
- Liaising with the District Chair and District Commissioner with regards to the organisation of the Annual General Meeting of Croydon District Scout Council.
- The organisation of “one off” high profile District events and activities which promote Scouting in Croydon.
- Maintaining an up to date asset register of all equipment and resources used for public relations and recruitment purposes.

### **Specific responsibilities for the Chair**

- Ensure that the Committee operates in accordance with the requirements detailed above and in a professional manner and in the best interests of Scouting in Croydon at all times.
- To ensure that the Committee meets on an as and when required basis. Subject to prior agreement these meetings can be held using telephone or video conferencing facilities.
- To regularly communicate with and update the District Commissioner and District Chair with regards to developments.
- Provide updates/reports (either verbally or in writing) to the meeting of the District Executive Committee.
- Point of contact for other youth organisations and external agencies.

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- Identifying funding opportunities from external sources to support and develop Scouting in Croydon.

It should be noted that the Chair of the Committee will be co-opted onto the District Executive Committee and will automatically assume all the responsibilities of a Charity Trustee of Croydon District Scout Council.

### **Specific responsibilities of the Secretary**

- To accurately record and keep minutes of all meetings of the Committee.
- Ensure that all members of the committee, the District Commissioner, District Chair and District Secretary receive adequate and advance notice of any meeting.
- Provide copies of minutes of the meetings of the Committee to the members of the committee, the District Commissioner, District Chair and District Secretary within 14 days of any meeting.
- To ensure that any general correspondence relating to the Committee is kept on file.
- Keep an up to date record of all members of the Committee and ensure they are registered on Compass.

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