



THE COVENTRY COMMUNICATIONS GROUP

TERMS OF REFERENCE (updated 29th Oct 2008)

What is the Communications Group?

The Communications Group acts on behalf of the Coventry Partnership to facilitate and encourage co-ordination of communications across the city and to share information and good practice.

Role:

- To have an overview and provide a strategic direction of the Coventry Partnership's communications
- To improve the co-ordination of communications across the city
- To provide the opportunity for communication professionals from a broad range of organisations to share expertise and good practice
- To foster a shared understanding of the key aims and messages of each partner organisation
- To support the effective dissemination of key messages between all member organisations and internally within organisations
- To work in partnership to improve the perception and image of the city
- To jointly commission communications activity
- To jointly develop a communications calendar with a view to identifying shared and coordinated activity across the group throughout the year according to an action plan
- The provision of communications support to the Sustainable Community Strategy and Local Area Agreement (LAA) through coordinated activity and delivery of shared communications priorities

Key outcomes:

These will include:

- A coordinated approach to communications across all organisations and the improved communication of key messages across the city with relation to specific campaigns

- Improved value for money through the pooling of resources and expertise and delivered through a performance management framework
- Strengthening of links between Partnership Board members and their respective Communications officers to ensure a flow of communications issues/information throughout all member organisations
- The image of the Coventry Partnership and of the city perceived to be more positive
- To promote the understanding within partner organisations that good communications is everyone's responsibility and priority and not just that of communications officers.

Working arrangements:

The Communications Group will be chaired by the Coventry Partnership's Communications Officer. The group will meet on a bi-monthly basis and will regularly evaluate and review its purpose.

Membership:

The membership will consist of representatives from the following organisations:

- Coventry City Council
- West Midlands Police
- West Midlands Fire Service
- CV One
- Coventry Primary Care Trust
- University Hospitals of Coventry and Warwickshire
- Coventry University
- University of Warwick
- City College, Coventry
- Henley College
- Whitefriars Housing Group
- Coventry and Warwickshire Chamber of Commerce
- Federation of Small Businesses
- Community Empowerment Network
- Coventry Voluntary Services Council
- Coventry Cathedral

Membership of the group will be subject to regular review.