

Communications Advisory Group

Terms of Reference

1. Duties

The Communications Advisory Group is a sub-group of the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) Board. The Group does not have any delegated decision making authority unless specifically granted by the Board.

The Advisory Group has three specific functions:

- Provide leadership and advice on LEP communications approach and activities.
- Receive regular reports on implementation of the LEP communications strategy and work plan, oversee activity and ensure appropriate proactive and responsive approaches, reflecting the breadth of the LEP's work; receive regular reporting on performance against the communication KPIs.
- Recommend actions and revised approaches, based upon performance reporting and utilizing collective Group background and communications experience.

The Group shall:

- Have access to sufficient resources to carry out its duties, drawing on the LEP core budget and other funding opportunities as they become available.
- Regularly draw from or undertake analysis of LEP communications reach and impact on key target audiences.
- Contribute to the development of the Local Industrial Strategy for Cornwall and the Isles of Scilly, link to the 10 Opportunities – and other LEP programmes such as Local Growth Fund, Enterprise Zones and the Employment and Skills Board.
- At least once a year review its own performance and terms of reference to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to the LEP Board for approval.
- Liaise closely with aligned communications approaches – Cornwall Council, LEP Network, Growth Programme, CDC and private sector partners.

2. Reporting Responsibilities

- The Advisory Group Chair shall report to the LEP Board on its proceedings after each meeting on all matters within its duties and responsibilities.
- The Group shall make recommendations to the Board as it deems appropriate on any area within its remit where action or improvement is needed.

3. Membership

- Members of the Group shall be appointed by the LEP Board, on the recommendation of the LEP Nominations Committee. The Advisory Group shall be made up of at least three Board members.
- All members of the Group shall be independent non-executive directors, at least one of whom shall have recent and relevant communications experience.
- Only members of the Group have the right to attend Advisory Group meetings. However, other individuals, such as the Chair of the LEP Board may be invited to attend all or part of any meeting as and when appropriate.
- In the absence of the Advisory Group Chair, the remaining members present shall elect one of themselves to chair the meeting.

4. Secretary

- A member of the Executive Team shall act as the secretary of the Advisory Group.

5. Quorum

- Quorum necessary to exercise all or any of the authorities, powers and discretions vested in the Group and transaction of business is two members. The required number of directors meeting in person or by telephone will constitute a quorum.

6. Frequency of Meetings

- The Advisory Group shall meet on at least four occasions a year at appropriate times in the reporting and audit cycle and otherwise as required.

7. Notice of Meetings

- Meetings of the Group shall be arranged by the secretary.
- Notice of each meeting, confirming venue, time and date, together with an agenda for the meeting, shall be forwarded to the Advisory Group, and other persons attending, no later than three working days before the date of the meeting.

8. Minutes of the Meetings

- The secretary shall minute the principal discussions and actions from all Group meetings, including recording the names of those present and in attendance.
- The Chair shall ascertain, at the beginning of each meeting, the existence of any conflicts of interest and minute them accordingly.
- Minutes of the Advisory Group shall be circulated to all members, within four working days of the meeting.