



COMMUNICATION GROUP

TERMS OF REFERENCE

1. Authority

1.1 The Communications Group (CG) is authorised by the Board of Directors of BowlsWales to conduct its business in accordance with the Terms of Reference set out below.

2. Purpose of the CG

2.1 To lead and inspire the growth and development of bowls in Wales.

3. Aims

To raise the profile of Bowls in Wales in order to:

- 3.1 Unite the sport through positive and professional two-way communication amongst the member associations and BowlsWales
- 3.2 Make audiences aware of the role of BowlsWales and its activities
- 3.3 Ensure a good understanding of the work of the organisation to achieve a confidence in BowlsWales among its members and stakeholders
- 3.4 Communicate effectively encouraging dissemination of information using regular and appropriate methods
- 3.5 Ensure members are well informed and able to be involved in the governance and management of BowlsWales
- 3.6 Increase participation and develop more coaches, umpires and volunteers
- 3.7 Implement a public and media relations programme to maximise opportunities to build the image of Bowls and increase visibility
- 3.8 Source future sponsorship and other relevant funding
- 3.9 Plan and deliver programmed promotional campaigns to raise awareness, increase the coach, umpire and volunteer base and maximise new member potential
- 3.10 Keep the Bowls community up to date about activities, competitions and news, thus creating a desire to be more involved
- 3.11 Advocacy to Sport Wales and other key stakeholders
- 3.12 To promote Equality in all of its procedures and at every level
- 3.13 Ensure that Bowls Wales complies with the Welsh language standards.

4. Objectives

- 4.1 Set the vision, mission and objectives for the development of bowls in Wales
- 4.2 Set Key Performance Indicators (KPI's) to monitor the Communications Plan
- 4.3 Set the values and behaviours in line with BowlsWales Board of Directors that are to be associated with the BWCG and its activities
- 4.4 Oversee and monitor the delivery of the BowlsWales Communications Plan(BWCP) by the accountable person
- 4.5 Consider and approve where appropriate variations to the BWCP
- 4.6 Measure progress of the BWCP against agreed KPI's
- 4.7 Ensure the timely and accurate submission of reports and returns to the BowlsWales Board of Directors by the accountable person
- 4.8 Review the BWCP annually and approve the operational plan contained therein for the forthcoming year.
- 4.9 Agree and monitor the Annual Budget with the General Manager and Finance Director
- 4.10 Prepare a Risk Register relating to performance within the BWCG and ensure that these risks are effectively managed
- 4.11 Ensure that principles of good governance and management are applied to the business of the BWCP
- 4.12 Provide quarterly progress reports to the BowlsWales Board of Directors

5. Membership

- 5.1 CG Membership is as follows:
 - Chair: Elected by the Group
 - 6 representatives with relevant experience agreed by the BowlsWales Board of Directors
 - Board of Directors representative(s)
 - Co-opt members to the CG as required based on experience and skill set.
- 5.2 Role of Chair.

The Chair is accountable for:

 - Leading the CG and liaising with the Director responsible for Communication
 - Demonstrating, through action and understanding, the values and behaviours of the BowlsWales Board of Directors
 - Building an effective CG with complementary skills and annually evaluate the CG performance
 - Managing the business of the CG to provide clear direction and focus
 - Setting the agenda and style of CG discussions to enable effective decision making and challenging debate in CG meetings

- Ensuring the CG receives accurate and timely information on which to base decisions, consider risk and provide direction and advice
- Leading the CG in monitoring the delivery of the BWCP

5.3 Observer Status.

In addition to the Sport Wales Senior Officers and Staff Member(s), there may be occasions when others with specific skills and knowledge, are invited to attend the CG in a similar capacity.

Observer status shall be defined as:

- Attend CG meetings but not vote
- Receive the same papers as CG members in advance of meetings
- Participate in the debate when invited to do so by the Chair, but not seek to influence the outcome
- Distribute papers with the permission of the Chair
- Comply with the rules of the meetings and the expected behaviours of the CG members, including in respect of confidentiality
- Be eligible for co-option to assist the work of the CG where appropriate

6. Frequency of Meetings

6.1 Meetings will normally be held monthly but may be called as required in the event of the need to conduct exceptional business. A majority of CG members shall be able to invite the Chair to call a meeting at reasonable notice at any time if they believe there is a valid reason for doing so.

7. Conduct of Meetings

7.1 The agenda shall be agreed between the Chair of the CG and Sport Wales Senior Officers, sent out with any supporting papers, a minimum of 7 days in advance of the meeting.

7.2 A minimum of 4 of the voting members must be present for a meeting to take place.

7.3 Only in exceptional circumstances will a meeting be held when the Chair is unavailable. In such circumstances, the meeting will be chaired by.....(remains silent)

7.4 The record of the meeting will be taken by the.....(remains silent) or (nominated person) and circulated through the Chair within 7 days of the meeting

7.5 Dates will be set for the calendar year in the first instance. A longer-term timetable may be put in place with key milestones identified. This calendar to sit in accord with the BowlsWales Board of Directors Calendar

7.6 To ensure that all meetings are effective all members shall agree to abide by the following principles:

- To work together in the spirit of collaboration to achieve the best outcome for the BWCP

- To be committed to the BWCG and the pursuit of increased participation and development of bowls in Wales
- That all partners' contributions will be of equal status
- To make it a priority to attend meetings
- To come to meetings prepared and having consulted as necessary
- To show respect for differing views
- Development decisions made at the meeting will be final and adhered to
- Development decisions made will be communicated through the agreed channels and in a timely manner

8. Decision making

8.1 Decisions will be sought by consensus. Each CG member has one vote with the Chair holding the casting vote in the event of the consensus not being reached.