

Terms of Reference for Communications Group

Composition

Peter Travis	Chair
Wendy Thorne	Membership Director
Bruce Williamson	Media spokesman
Ray King	Railwatch/Rail Action editor
Roger Smith	Rail User Express editor
Chris Page	Webmaster
Chris Hyomes	Social Media facilitator
Graham Ellis	Branch Liaison

Reports to:	Railfuture Board
Quorum:	Four members
Meeting frequency:	Four times per year

Objective

To communicate effectively with the public (potential members), stakeholders and members consistently across all channels: press releases, social media, websites, Railwatch, Rail User Express, Rail Action, branch newsletters, speaking engagements and campaign materials, thus speaking with a single voice and encouraging openness internally and externally.

Key areas of business

- Identify forthcoming news events to which Railfuture should respond and, in conjunction with directors and groups, define and communicate a consistent message from Railfuture
- Define Editorial Guidelines for Railwatch, Rail Action and Rail User Express
- Help and encourage branches and groups to use social media effectively and responsibly
- Ensure that national and branch press releases and social media posts are issued promptly, only by approved media representatives, and comply with the Media Guidelines
- Encourage members to write material, eg campaign updates and policy briefings, and take photos for the website and Railwatch
- Spread best practice of branch skills and internal communications

Responsibilities

- To further Railfuture's vision, mission and strategic aims (given below)
- To set and review Group priorities on an annual basis for approval by the Board
- To make recommendations to the Board in respect of annual budget proposals
- To ensure effective and efficient use of the resources allocated by the Board
- To identify, monitor and review the risks associated with achieving Group objectives
- To ensure that communications by Group members both within Railfuture and externally are in accordance with Railfuture policy

- To identify, be aware of and respond as appropriate to relevant external developments that may affect the work of Railfuture
- To be proactive in identifying and evaluating new opportunities for the advancement and development of Railfuture
- To consider the promotional opportunities for Railfuture's policies
- To consider the international implications of Group policies
- To consider the impact actions taken in conducting its main responsibilities have on members
- To provide support for active members who are under pressure to aid business continuity
- To review annually the terms of reference of the Group and make recommendations to the Board for changes as required
- To review annually the Media Guidelines and make recommendations to the Board for changes as required
- To review annually the Editorial Guidelines for Railwatch, Rail Action and Rail User Express and make changes as required
- To produce an update report for consideration at each Board meeting

Railfuture's guiding principles

Our Vision:

An independent organisation whose views are respected by the rail industry, to which decision-makers come for advice and which rail users are proud to join

Our Mission:

To be the number one advocate for rail users and the rail industry

Our Vision for the railways:

- Deliver a better service to rail users
- Deliver a bigger rail system
- Transfer more freight from road to rail

Our Strategic Aims:

- Earn respect for Railfuture and its members by defining a realistic position on key issues
- Build our influence by identifying, engaging and supporting key stakeholders
- Deliver a bigger better railway by identifying and actively pursuing key campaigns
- Raise our profile by promoting our position on key issues and our campaigns consistently to stakeholders, members, potential members and the public via all channels
- Attract and retain a wider range of members and encourage them to be active.