

## CPNEC Communications Subcommittee

### Terms of Reference

#### Responsibilities

The main responsibility of the Communications subcommittee shall be to improve communications with contractors, commissioners and the public using multiple methods of communication: written, verbal, website, electronic and social media.

#### Membership

1.1 At least three members of the main committee shall be appointed by the committee to the Communications subcommittee. Membership should be drawn from each of the different representative groups.

1.2 In the event that a Communications subcommittee member ceases to be a member of the LPC, the committee shall appoint a new Communications subcommittee member for the remaining term of office.

1.3 The members of the subcommittee shall appoint a Chair from amongst its members.

#### Accountability

2.1 The Communications subcommittee shall be accountable to the main committee.

2.2 The Communications subcommittee shall meet quarterly but can further determine the frequency of its meetings to discharge its duties. The subcommittee may need to meet more frequently should a specific issue arise which needs further discussion and agreement.

2.3 The Communications subcommittee shall report its discussions and outcomes to the main committee.

2.4 A Communications subcommittee member with a conflict of interest should step down temporarily, in which case the subcommittee shall co-opt an additional member from the main committee.

2.5 The subcommittee, may invite the LPC Chief Officer or other officer or member to part or all of one or more of its meetings if their input is required to deal with a specific issue.

✉ [greg.burke@nhs.net](mailto:greg.burke@nhs.net)

☎ 07795 805956

📍 43 Brancepeth View, Brandon, Durham DH7 8TT

🌐 [Sunderland.communitypharmacy.org.uk](http://Sunderland.communitypharmacy.org.uk); [communitypharmacycountydurham.co.uk](http://communitypharmacycountydurham.co.uk)

2.6 There is no quorum for the subcommittee, but the maximum attendance will be sought when arranging a meeting.

### 3. **Delegated Authority**

The Communications subcommittee has been granted authority by Community Pharmacy North East Central (CPNEC) to make decisions in line with the responsibilities shown below.

### 4. **Actions**

The Communications subcommittee will:

- 4.1 Refer directly to the full committee any matter involving possible LPC expenditure.
- 4.2 Oversee an LPC rebrand: Community Pharmacy North East Central
- 4.3 Oversee the introduction of a new LPC website, including the rebrand to the Community Pharmacy Local (CPL) theme.
- 4.4 Oversee the Engagement section of the 23-24 Strategic Plan.
- 4.5 Oversee the LPC communications objections setting.
- 4.6 Monitor the effectiveness of LPC communications.
- 4.7 Provide insight to the committee to help build awareness and support of community pharmacy among a defined group or audience.
- 4.8 Encourage engagement from community pharmacy contractors.
- 4.9 Promote the LPC and its work to community pharmacy contractors.
- 4.10 Be re-elected every year. This election should coincide with the election of the new Officers.

**Agreed by CPNEC on XXXXX**

**Review: XXXXXXX**