

---

Location Council

## **UKLC Communications Group**

### **Terms of Reference**

**By: Robin McLaren / Andy Bray**

Version 1.0

27<sup>th</sup> November 2009

Any queries regarding the content or application of this document are to be addressed to:

Stefan Carlyle  
Programme Director  
UK SDI Programme Team  
Chief Information Officer Directorate  
Defra  
1D Ergon House  
Horseferry Road  
London SW1P 2AL

email: [stefan.carlyle@defra.gsi.gov.uk](mailto:stefan.carlyle@defra.gsi.gov.uk)

---

## Table of Contents

1.	Background .....	3
2.	Purpose & Scope .....	3
3.	Key Objectives .....	3
4.	Modus Operandi.....	3
5.	Membership.....	3
6.	Meeting Frequency .....	4

### Document Control

<b>Document Name:</b>	UKLC Communications Group Terms of Reference
<b>Version No:</b>	V1.0
<b>Version Date:</b>	27th November 2009
<b>Authors:</b>	Andy Bray, Robin McLaren
<b>Reviewed</b>	
<b>Approved By:</b>	
<b>Distribution List</b>	Location Council

### Version Control

Date Issued	Version	Author	Reason for Change
11 Nov 2009	0.1D	R. McLaren	Initial draft for review
27 Nov 2009	1.0	R. McLaren	Input from UKLC Comms Sub-group

### Related Documents

Document Name	Ver. No.	Ver. Date
Minutes UKLC Comms Group Meeting 21 <sup>st</sup> October 2009	V11	26 Oct 2008

## 1. BACKGROUND

At the UK Location Council meeting on the 18<sup>th</sup> September 2009 a Communications sub-group of the council was formed to provide advice to the UK Location Programme on communication issues and to accelerate the strategic decision making process. The UKLC Communications Group held their inaugural meeting on the 21<sup>st</sup> October 2009 when their charter was discussed. These terms of reference were derived from these discussions.

## 2. PURPOSE & SCOPE

This advisory group will monitor the communication programme element of the UK Location Programme and provide strategic direction. The group will report directly to the UKLC.

## 3. KEY OBJECTIVES

- To provide strategic direction to the UKLP Communications Programme (this will be informed by the Engagement Strategy component of the UKLII Roadmap document);
- To provide a bi-directional conduit between the wider UKLP and the UKLC on matters relating to communications. This will include monitoring, informing and reviewing; and
- To provide tactical feedback to the UKLP Communications Plan and/or to make suggestions for other tactical deliverables. This will still focus on the need rather than the means of execution.

## 4. MODUS OPERANDI

The representatives from the UKLC on the Communications Group would have some decision making authority on behalf of the UKLC and would escalate to the UKLC for any matters which exceeds their authority. As it is difficult for this authority level to be clearly defined, this may need to be an iterative learning process for all.

The group would provide advice and guidance on stakeholder identification and engagement and to help direct the communications needed for these various stakeholders.

The charter would not extend to the group taking on the delivery and execution of the communications programme; this rests with the UKLP.

## 5. MEMBERSHIP

Membership will be limited to three representatives from the UKLP and three representatives from the UKLC. The present membership is:

Member	Substitute	Organisation
Miranda Kavanagh	Rachel Gilmour	Environment Agency
Gesche Schmidt	-	LGA
Chris Holcroft	-	AGI
Stefan Carlyle	-	UKLP Programme Director
Andy Bray	-	UKLP Communications Manager
Robin McLaren	-	UKLP QA

## **6. MEETING FREQUENCY**

The group will aim to meet monthly initially with a review on frequency to be made once a quarter. In order to avoid the problems of short term calendar scheduling, a monthly schedule will be set up in advance around a consistent predictable time slot

Participation in the meeting in person is preferred. However, dial in can be used as an option.