

PUBLIC AFFAIRS AND COMMUNICATIONS BOARD

TERMS OF REFERENCE

1. Background

This document sets out the Public Affairs and Communications Board's (PAC) terms of reference by defining its purpose, its membership, its conduct and its relationships with other bodies. The PAC will also provide guidance and advice to enable the Association to achieve its Vision - *"To achieve excellence in parking for all."*

2. Purpose

2.1 The purpose of the PAC Board is:

- i. To develop and deliver the BPA's communications, marketing and public affairs strategy, including stakeholder engagement, informing and influencing government and the promotion of BPA brands, products and services
- ii. The BPA's public affairs and lobbying policy aims to influence all UK governments and EU policy (through membership of the European Parking Association (EPA)) and to receive reports from EPA representatives on public affairs issues.
- iii. To oversee consensus building with all stakeholders including but not limited to:
 - The Parking Forum
 - Government Departments, Agencies and non-departmental Government Bodies across all four nations (England, Scotland, Wales and Northern Ireland)
 - Stakeholders Representative Bodies and other like Organisations
 - Working Groups set up to manage special projects
- iv. Work with the Technology, Innovation and Research service board to inform social and policy research to support and evidence the Public Affairs work.
- v. To oversee the design, development and delivery of a marketing programme for all of the BPA's products and services.
- vi. To oversee the creation of an editorial policy to ensure compliance with the overall BPA Communications Strategy for all publications including;
 - a. Parking News
 - b. Association websites

3. Membership

3.1 Composition

Voting Members:

		<i>Term of Office</i>
Chair of Public Affairs and Communications Board	<i>Elected by and from representatives of BPA Corporate membership</i>	<i>Two Years</i>

	<i>organisations on the Council of Representatives and sits on the BPA Board.</i>	
6 x Council of Representative Members	<i>Elected by and from the Council of Representatives. No more than one representative from any Membership group</i> <i>For consistency of reporting, 1 of the places to be held by:</i> <ul style="list-style-type: none"> • <i>BPA representation on EPA Board or EPA Policy & Strategy Committee</i> 	<i>Three years</i>
5 x Members	Elected from and by the BPA membership	<i>Three Years</i>
2 x Members from marketing/communications departments	Elected from and by the BPA membership	<i>Three Years</i>
1 x Member representing the Technology, Innovation and Resarch Board	<i>Chair/Vice Chair of the Technology, Innovation and Research Board</i>	<i>Three Years</i>

Non-Voting/Invited Members:

Chair of BPA Board	<i>Attend as required</i>
Chief Executive of the BPA	<i>Ex-officio</i>
Company Secretary?Director of Corporate & Public Affairs and/or Head of Public Affairs & Research	<i>Or other BPA Executive staff as required.</i>

3.2 Invitees and Co-Opted Members

The PAC Board may invite others with relevant experience and expertise, including members of the Parking Forum, professional advisers, external consultants and non-BPA members to attend PAC Board meetings from time to time in an advisory non-voting capacity. For example, the PAC Board may wish to invite from time to time Council members who represent the European Parking Association on behalf of the BPA.

3.3 Term of membership and other issues

The term of office for the Chair shall be two years and elected members and appointed members shall be three years. The Chair and members may be reappointed at the end of their term of membership. A Vice-Chair will be appointed from within the PAC Board and will deputise for the Chair in his/her absence. That appointment will last for a maximum of 3 years.

3.4 Secretariat

The work generated by the PAC Board will be supported by BPA staff who will take responsibility for preparation and distribution of papers. There will be occasions when a number of members of the secretariat will attend the PAC Board.

3.5 Quorum

A quorum necessary for the transaction of business shall be **SIX** voting members which includes the Chair/Vice Chair (and ONE other Council of Representatives member).

4 Conduct of Meetings

4.1 Voting Table 3.1 above sets out voting rights. Any resolution of the PAC Board shall be passed by a simple majority of the votes of members of the PAC Board present at the meeting. In the case of an equality of votes, the Chair of the PAC Board shall have a second (or casting) vote.

4.2 Decisions of the PAC Board may be taken at several levels:

- By the full Board either at meetings or by correspondence between meetings.
- By a single Board member authorised by the full Board.
- By a BPA staff member authorised by the PAC Board (with delegated authority).

4.3 Attendance at PAC Board Meetings

A minimum attendance is required of PAC Board Members to ensure that best practice in Board governance is reached and maintained. *Those members that fail to attend at least three meetings in any consecutive four meetings of the PAC Board, without showing good cause (e.g. a long-term illness, etc), may be automatically removed from the Board and will not be eligible to stand for re-election for one year.*

4.4 Sub-Committees and Working Groups

The PAC Board may appoint such sub-committees / working groups as it considers necessary from time to time and shall specify the terms of reference of such groups.

4.5 Frequency of meetings

The PAC Board shall meet as and when the business dictates but normally at least every three months in a published schedule. The Chair will be responsible with the Secretariat for calling additional meetings as required.

4.6 Agendas for meetings and supporting papers

The agenda of items to be discussed and supporting papers will be published electronically at the earliest opportunity and normally at least seven days before the meeting.

4.7 Notes of meetings

The secretariat shall take notes of the proceedings of all meetings of the PAC Board, including recording the names of those present and resolutions/decisions made. Notes shall be made available, within 10 working days, for scrutiny by BPA members on request. *It should be noted that the BPA is not subject to FOI requests unlike public sector organisations and therefore the notes should not be circulated to external bodies or persons without seeking the permission of the Chief Executive.*

4.8 Website

It will be good practice for the work of the PAC Board to be publicised on the BPA's website.

4.9 Risks

A risk register will be maintained as part of the planning process.

5. Relationships

It is important to ensure sound relationships with stakeholders and partners. In particular, the following are of special interest.

5.1 BPA Board

To ensure appropriate corporate governance, the PAC Board is answerable to the BPA Board. The Chair shall formally submit brief progress reports to meetings of the BPA Board and Council of Representatives as required. The Chair will also submit a review of the PA Board's activities over the year for inclusion in the BPA Annual Report, covering its workstreams and outputs since the previous edition of the same.

5.2 The Parking Profession

Whilst the PAC Board is part of the BPA's work, it will nevertheless always endeavour to ascertain and keep informed of the knowledge, skills and professional development needs of the whole sector.

5.3 Partner Organisations

The BPA forms partnerships and contracts with external bodies from time to time and separate memorandum of understanding or other contractual arrangement will be maintained with external bodies as appropriate

6. Public Relations

6.1 The PAC Board shall have no direct contact with the press or media or release press statements. All press enquiries should be directed through the BPA's public affairs and media officer.

6.2 The PAC Board shall aim to enhance the reputation and standing of the BPA and its members and do nothing to bring the name of the body into disrepute.

6.3 The use of BPA logos and references to BPA recognition shall, at all times, be in strict accordance with the appropriate guidelines.

6.4 As referred to in 4.7 above, it should be noted that the BPA is not subject to FOI requests.