

## Burnham on Crouch Town Council Website

# TERMS OF REFERENCE

[burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info))

### ROLES AND RESPONSIBILITIES

#### **Burnham on Crouch Town Council**

1. has overall control and responsibility for the content on [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)).
2. is responsible for ensuring [burnham.info](http://burnham.info) is accurate, impartial and up-to-date.

#### **The Website Editor**

1. has day-to-day editorial control of [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)), in consultation with the Town Clerk.
2. is responsible for the day-to-day updating and amendment of [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)),
3. is responsible for creating new pages, archiving old pages and for generally managing the site,
4. will help train town councillors and town council officers as needed.
5. Significant editorial decisions made by the Website Editor can be challenged by any town councillor.
6. If a councillor's challenge to the Website Editor cannot be resolved quickly, it will be resolved at the next council meeting by majority vote.

**The Deputy Website Editor** stands in when the Website Editor is absent.

#### **The Town Council Office**

1. is responsible, in cooperation with the Website Editor, for posting all minutes and agendas in the agreed website 'house style',
2. is responsible, in cooperation with the Website Editor, for posting all Official Notices and Announcements in the agreed website 'house style',
3. is responsible, in cooperation with the Website Editor, for updating the Town Calendar.

### PUBLIC INVOLVEMENT

The Burnham on Crouch Town Council Website welcomes input from the local public.

#### **Shops, Businesses, Volunteer Groups and other Organisations**

1. The Website Editor will endeavour to include local shops, businesses, volunteer groups and other organisations on [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)).
2. The Website Editor has created pages that link to such organisations, but they are not comprehensive.
3. It is up to those that own or manage local shops, businesses, volunteer groups or other organisations to apply to the Website Editor to be included.
4. Publicity on the website and elsewhere will guide them on how to do this.
5. Listing and information will be impartial. [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk), ([burnham.info](http://burnham.info)) CANNOT promote any business over another, or talk about the quality, or otherwise, offered by any shop, business, volunteer group or organisation.
6. [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)) can link to relevant external websites, but only if the Website Editor considers the content of that website suitable.

### **Submitting Information to [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) (burnham.info)**

Any shop, business, volunteer group or organisation wanting to be included on the website should apply for inclusion by emailing the Website Editor with:

1. Up to two or three explanatory paragraphs describing the shop, business, volunteer group or organisation.
2. Note that submitted copy will be edited down as the Website Editor deems necessary.
3. Note that entries for shops and businesses are likely to be very brief, and will rely on a website link to direct readers to more detailed information.
4. Submissions should therefore include website link for publication, and a telephone number, **not** for publication, to facilitate contact by the Website Editor.
5. Applicants can ask for their phone number to be published.
6. If the shop, business, volunteer group or organisation *does not have a website*, it can submit for publication an email address, a postal address and/or telephone number. Applicants should be aware that the Town Council Website is accessible globally and private numbers and addresses may be open to the risk of abuse.
7. [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) (burnham.info) *does not link to Facebook promotional pages*, partly because not everyone online has access to Facebook.
8. Applicants should submit two photographs or more of the relevant property or activity, together with the name of the person who took the photograph(s) and the date taken. Copyright of the picture will remain with the person who took the picture.
9. The person submitting the photograph must also include in the submission written permission from the person who took the picture, and permission from any people included in the picture, for [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) (burnham.info) to use the picture on its website, unless the people included are passers-by photographed in a public place, e.g, outside the premises.
10. By sending pictures to the Website Editor, it will be deemed that the Website Editor is free to edit and crop them as the Website Editor deems fit.
11. The Website Editor is free to decide not to use the picture.
12. Such emails to the Website Editor should have, in the subject line, WEBSITE REQUEST – and then the name of the shop, business, volunteer group or organisation.
13. All such emails to the Website Editor should be cc'd (copied) to the Town Council Office.

### **Permissions and Data Protection**

1. If a shop, business, volunteer group or organisation sends data to the Website Editor as part of a submission for inclusion, it will be deemed that it has granted permission for publication on [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) (burnham.info).
2. The removal of the information can be requested at any time by email to the Website Editor copied to the Town Council Office.

### **Editing submissions**

1. The Website Editor reserves the right to edit submissions as the Website Editor deems fit.
2. If the shop, business, volunteer group or organisation does not like the edit, it can ask for changes from the Website Editor.
3. If no agreement can be reached, the information will be deleted from the website.
4. The final decision on which shops, businesses, volunteer groups or organisations are published on [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) (burnham.info) remains with the Website Editor.
5. The Town Council may decide to review decisions made by the Website Editor.

## PHOTO GALLERY AND PHOTOS

If local residents want to submit a photograph for inclusion on the website, they should email those pictures to the Website Editor in accordance with the following rules:

1. Each picture must be accompanied by a brief caption including description, the month and year the picture was taken and the name of the person who took it, based on this example: *Winter sunset on the Crouch, September 2015. © 2015 Joe Bloggs.*
2. The subject line of the email should include a website path to indicate where the pictures might be most appropriate. E.g., the subject title might look like this: *WEBSITE PIX – for About Burnham / Rivers / the River Crouch.*
3. No more than five pictures per email.
4. The sender must include their full name, address and postcode, and/or the full name and postcode of the person who took the picture – the post code will be used to identify the donor as local *but will not be published.*
5. The copyright will remain with the person who took the photograph.
6. The person submitting the photograph must also include in the email written permission from the person who took the picture, and permission from any people included in the picture, for [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)) to use the picture on its website, unless the people included are passers-by photographed in a public place, e.g., outside the premises.
7. By sending pictures to the Website Editor, it will be deemed that the Website Editor has permission to edit and crop them as the Website Editor deems fit.
8. The final decision about which pictures are included remains with the Website Editor.

## 'BURNHAM PEOPLE' - SUBMITTING BIOGRAPHY DETAILS

1. If a local resident wants to nominate another local resident to be included in the Burnham People page, they should email a high-quality photograph of the subject to the Website Editor.
2. That email should include a brief caption including a description, the month and year the picture was taken and the name of the person who took the picture based on this example: *Bill Bloggs, September 1985. © 1985 Joe Bloggs.*
3. The person submitting the photograph must also include in the email written permission from the person who took the picture, and permission from any people included in the picture, for [burnhamoncrouchtowncouncil.gov.uk](http://burnhamoncrouchtowncouncil.gov.uk) ([burnham.info](http://burnham.info)) to use the picture on its website, unless the people included are passers-by photographed in a public place.
4. Such emails should include a **four or five-paragraph summary** explaining what the subject has done to be recognised as a Burnham character.
5. The summary should give a brief life history, with highlights, birthdates, relevant website links and other relevant information.
6. The briefer the submission is, within reason, the more likely it is to be considered.
7. Emails should include full contact details AND the subject's contact details. If the subject is deceased, emails should include contact details of a living relative. These details are NOT for publication but for purposes of verification.
8. Emails should include, in their subject line: 'BTC WEBSITE – Burnham Character'.
9. The Website Editor reserves the right to rewrite the material to fit the website's house style and as the Website Editor deems necessary.
10. If the person or people submitting the information does not like the edit, they can ask for changes from the Website Editor.
11. If no agreement can be reached, the information will be deleted from the website, unless another source of the information can be found.
12. The final decision on who is included remains with the Website Editor.

### **THE TOWN CALENDAR**

1. It has long been an issue that planning a community event in Burnham can be compromised by the lack of a central calendar which lets people know what other local events are coming up.
2. The Town Calendar is all about addressing that problem, while also letting people know what town councillors are doing.
3. Voluntary groups and other organisations planning to put on a community-minded, not-for profit public event can email the Website Editor if they want their event to be included in the Town Calendar.
4. Emails should include CALENDAR EVENT in the subject line, plus the day (or days), date and opening and closing times.
5. The email should also include a short description of the event and, if possible, a link to a relevant website where more information on the event can be obtained.
6. Applicants should include their name, address and phone number - they won't be published but will be used to a) establish that the applicant is local and b) facilitate contact.
7. Emails to the Website Editor should be copied to the Town Council Office.

**Website Editor email Address:** [editor@burnhamoncrouchtowncouncil.gov.uk](mailto:editor@burnhamoncrouchtowncouncil.gov.uk)

**Town Council Office Email Address:** [office@burnhamtowncouncil.com](mailto:office@burnhamtowncouncil.com)