



GLASTONBURY TOWN COUNCIL

## **Contract for Marketing and Communications Services**

This Agreement is made on [Date]

Between:

Glastonbury Town Council (“the Council”), of Town Hall, Glastonbury, BA6 9EL

and

[Name of Contractor] (“the Contractor”), of [Contractor address]

### **Why the Town Council requires communications support**

Glastonbury Town Council plays a visible and increasingly influential role in the life of the town. Effective, proactive and transparent communication is essential to ensure residents understand the Council’s responsibilities, decisions, services and opportunities for involvement.

The Council requires dedicated communications support to improve engagement with residents, businesses and community groups, ensuring information is timely, accessible and consistent across all channels and platforms. Clear communication strengthens local democracy by helping people understand how decisions are made and how they can participate.

Professional communications support will also help promote the town’s facilities, events and initiatives, supporting community pride, local economic activity and the effective use of Council assets. It will enable the Council to respond quickly and confidently to media enquiries, misinformation, crisis communications, and emerging issues – protecting the Council’s reputation and maintaining public trust.

As communication channels and public expectations evolve, particularly online, the Council must ensure it reaches diverse audiences, including younger residents and those who do not traditionally engage with local government. Dedicated support will allow the Council to modernise its approach while maintaining inclusivity and accessibility.



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## **Growth of Glastonbury Town Council and its expanding role**

Glastonbury Town Council has experienced significant growth in responsibilities and public expectations in recent years. The reorganisation of local government in Somerset and the creation of a single unitary authority has changed how services are delivered and how communities interact with local governance and administration.

As upper tier structures have consolidated, town and parish councils have taken on a more prominent role in representing local interests, shaping place-based services, and ensuring that community voices are heard. Glastonbury Town Council has increasingly become the most immediate and accessible tier of government for residents.

The Council has also taken on additional assets and services through devolution and local management arrangements. This includes the stewardship of community spaces, events, environmental initiatives, and local facilities that contribute directly to the quality of life in the town. Managing and promoting these assets requires clear communication to maximise community benefit and encourage responsible use.

As the Council continues to grow in scope and influence, a structured and professional approach to communications will help ensure it can meet rising expectations – while strengthening trust, transparency, and community participation.

## **Contract Terms**

### **1. Engagement**

1.1 The Council engages the Contractor to provide marketing and communications services on a self-employed basis, as set out in Clause 2, for 40 hours per month with a mix of remote and site-based work by mutual agreement.

1.2 This Agreement shall commence on [**Start Date to be confirmed**] and will continue on a rolling basis, unless terminated in accordance with Clause 8.



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### **2. Scope of Services**

The Contractor shall provide marketing and communications services to the Council for, including but not limited to:

- Working in collaboration with the Town Council's team of staff at the Town Hall to advise, inform, and contribute toward the Council's aims, objectives, and operations.
- Writing, scheduling, and posting positive, constructive, and pro-active content for the Council's social media channels, website, newsletters, and other channels/platforms as appropriate.
- Improving the quality of content across all of the Town Council's communications platforms.
- Promoting the Council's hireable spaces and community facilities.
- Drafting and issuing pro-active press/media releases and assisting with reactive press/media statements and crisis communications.
- Supporting the promotion of the Council's committees, initiatives, community projects, and the work of Glastonbury's councillors.
- Providing photography and videography services as required.
- Advising on communication strategies to enhance public engagement, transparency, and the reputation of the Town Council.
- To attend various meetings of the Council and its events in person, promote them positively, as required. This includes but is not limited to: The Annual Town Meeting (first Thursday in April each year), Beltane (1st May), The Annual Council Meeting each May, Frost Fayre (last Saturday of November each year), Glastonbury in Bloom judging days and awards ceremony (in the Summer and Autumn respectively).

### **3. Status of Contractor**

3.1 The Contractor is engaged as a self-employed independent contractor and nothing in this Agreement shall render the Contractor an employee, worker, or agent of the Council.

3.2 The Contractor is responsible for all tax, National Insurance, and other statutory liabilities arising from this engagement.



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3.3 The Contractor shall indemnify the Council against any claim by HMRC or any other body for payment of such liabilities.

### **4. Fees and Payment**

4.1 The Council shall pay the Contractor a retainer fee of £1,600 per calendar month for the services described in Clause 2.

4.2 The Contractor shall submit a monthly invoice to the Council for payment within 14 days of receipt.

4.3 The retainer is linked to the annual national pay award granted to local government employees. Any percentage increase agreed for Local Government Employees shall be applied to the Contractor's monthly fee, effective from the date the pay award takes effect.

4.4 Additional work outside the agreed scope may be undertaken only with prior written agreement and shall be charged at [agreed hourly/day rate to be negotiated].

### **5. Working Hours**

5.1 The Contractor will determine their own working hours within the 40 hours per month contract, but shall ensure that all reasonable Council communications requirements are met.

5.2 The Contractor acknowledges that evening and weekend work may occasionally be required in connection with Council meetings, events, or urgent communications.

### **6. Performance Standards**

The Contractor shall:

- Maintain consistent, high-quality, timely, and accurate communications output.
- Ensure that all communications reflect the Council's tone, values, and policies.
- Comply with applicable legislation and data protection requirements.



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## **8. Termination**

8.1 This Agreement may be terminated by either party giving one month's written notice.

8.2 The Council may terminate immediately in the event of:

- Serious or persistent breach of contract.
- Misconduct or behaviour damaging to the Council's reputation.
- Breach of confidentiality or data protection.

## **9. Confidentiality and Data Protection**

9.1 The Contractor shall treat as confidential all information obtained in the course of providing services to the Council.

9.2 The Contractor shall comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 in handling personal data.

## **10. Intellectual Property**

10.1 All materials, photographs, videos, written content, and other works produced by the Contractor under this Agreement shall be the property of Glastonbury Town Council.

10.2 The Contractor retains the right to use non-confidential work for their professional portfolio with prior written consent from the Council.

## **11. Conflict of Interest**

11.1 The Contractor must declare to the Town Clerk any actual or potential conflict of interest that arises in the course of providing services to the Council.



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11.2 The Contractor must not engage in any activity that could reasonably be perceived as conflicting with the interests of the Council without prior written consent from the Town Clerk.

## 12. Entire Agreement

12.1 The terms of this agreement can be revised by mutual agreement during the contract.

12.2 This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or arrangements.

**Signed**

[Name of Contractor] of [Contractor address]

Glastonbury Town Council of Town Hall, Glastonbury, BA6 9EL



## Indicative Person Specification

### Essential

- Ability to develop and deliver a communications strategy aligned with Council priorities
- Experience of managing multiple communication channels and media platforms, including websites, newsletters, and media relations
- Ability to translate complex local government information into clear, accessible language
- Understanding of public accountability, transparency and the importance of impartiality in local government communications
- Strong organisational skills and ability to manage competing priorities and deadlines
- Ability to handle sensitive issues and crisis communications with professionalism and discretion
- Knowledge of accessibility standards and inclusive communication practices

### Desirable

- Experience working with town or parish councils or other public sector bodies
- Knowledge of the Somerset local government landscape and community networks
- Experience promoting community facilities, events, or place based initiatives
- Skills in photography, videography, and basic graphic design
- Experience using analytics to evaluate engagement and improve communications
- Understanding of consultation and community engagement methods
- Experience supporting civic events and formal meetings
- Familiarity with branding and reputation management in a public sector context