



24th December 2020

COMMUNICATIONS COMMITTEE

TO: MEMBERS OF THE COMMUNICATION COMMITTEE

Councillors; Naveed Akhtar, Pranav Bhanot, Jamie Braha, Rochelle Hodds and Mona Sehmi.

You are hereby summoned to attend a virtual meeting of the **COMMUNICATIONS COMMITTEE** which will be held on **11th January 2021** utilising the Zoom Communications Service, hosted from the **Parish Council Offices**, Hainault Road, Chigwell, at **7.00pm** to transact the business shown in the Agenda below.

Meeting ID: 895 8242 7247 Password: 344234

Anthony-Louis Belgrave
Clerk to the Council

AGENDA

1. RECORDING OF MEETINGS

Members of the Public and Councillors are asked to note that in accordance with Standing order 3 (l) photographing, recording, broadcasting or transmitting the proceedings of a meeting may take place.

2. ELECTION OF CHAIRMAN 

To **PROPOSE** and **SECOND** nominations for the Office of Chairman and, if there is more than one nominee, to vote thereon.

3. ELECTION OF VICE-CHAIRMAN 

To **PROPOSE** and **SECOND** nominations for the Office of Vice-Chairman and, if there is more than one nominee, to vote thereon.



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4. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

5. OTHER ABSENCES

To **NOTE** any absences for which no apology has been received.

6. CONFIRMATION OF MINUTES 




To **APPROVE**, as a correct record, the minutes of the meeting held on the 17th December 2020.

7. DECLARATIONS OF INTEREST 

To **RECEIVE** any Declarations of Interest by Members.

- A Member with a personal interest in a matter must consider whether it is a “prejudicial interest” (i.e. prejudicial to the public interest).
- A Member must consider him/herself as having a prejudicial interest if it is a personal interest which a member of the public with knowledge of the relevant facts would regard as so significant and particular that it could prejudice the Member’s judgement of the public interest.

Any Member who is unsure if a personal interest needs to be declared should consult the Clerk for clarification.

8. VISION STATEMENT – Current and future objectives 

Members are asked to **CONSIDER** and **APPROVE** the following draft vision statement;

“Improve the communications of Chigwell Parish council through an officially managed process ensuring consistent and reliable information. This will be disseminated through the Parish website, social media, press releases and on parish council noticeboards following a planned and agreed strategy. Over time, the public awareness and engagement will be built to develop a united and informed community who wish to share in the continued successes of their local community.”

9. TERMS OF REFERENCE 

Members are advised that the ‘Terms of reference’ define the purpose and structures of the committee. Further, they should also provide a documented basis for making future decisions and for developing an understanding of the scope of the committee. The creation of a comprehensive definition is critical, because they describe the following;

- Vision, objectives, scope and deliverables (i.e. what has to be achieved)
- Roles and responsibilities
- Resource, financial and preparations (i.e. how will objectives be achieved)
- Work breakdown, structures, timetable, Plan of actions (i.e. when will this be achieved)

Councillor Sehmi will now further advise Members on this matter.

In view of these advisories, Members are now asked to **CONSIDER** the draft document, as shown at **Appendix 1** and then **APPROVE** an appropriate course of action.



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10. COMMUNICATIONS COMMITTEE - Policies

Members are advised that at the Annual council meeting held on 11th May 2017 it was determined that a Communications committee would be established and that at the Annual council meeting held on 8th May 2019, it was determined that this committee would be annulled. During that period, the following associated policies were approved, by that committee;

- Communications Strategy and Implementation Policy; *Appendix 2a*
- Media Policy; *Appendix 2b*
- Newsletter Advertising Policy; *Appendix 2c*
- Social Media Policy; *Appendix 2d*

Members are now asked to **CONSIDER** and **COMMENT** on the aforementioned documents.

11. COMMUNICATION PLATFORMS

Members are asked to **CONSIDER** the existing and former methods the Parish Council utilised to communicate with residents, the effectiveness of these means and how they may be improved upon in the pursuance of the committee's agreed objectives. These facilities are listed as follows;

- Website
- Noticeboard
- Leaflet distribution
- Parish Council Newsletter
- Saturday Surgeries
- Public Drop-in Sessions (Neighbourhood Plan)
- Allotment & Christmas Window Competitions

12. COMMITTEE BUDGET

Members are asked to **CONSIDER** the budgetary requirements of this committee, in view of the previously utilised communication platforms and the following;

- Social Media Management
- Community awareness projects
- Printing expenses



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13. OTHER COMMUNICATIONS MATTERS

Parish Council Website Project – Content, updates and maintenance

Members are advised that at the council meeting held on 9th July 2020, the selected service provider was approved for this project and following consultation, the process of drafting the framework, layout and content for the website is being advanced.

Members will now **RECEIVE** an update from Councillor Sehmi on the progress of this project and the outcome of the consultation.

Members are now asked to **CONSIDER** the following aspects of this project; promotional events calendar, content, updates and maintenance, then **APPROVE** an appropriate course of action.

Chigwell Parish Council Social Media Proposal, Management Plan and Schedule



Members are advised that at the Management committee meeting held on 27th August 2020, it was resolved that the council would utilise social media platforms and an external agency would be engaged to manage and administer this project. At the meeting held on 24th September 2020, a proposal from a selected service provider was approved, for the minimum term of three months, as shown at **Appendix 3a**, for Member's information.

Members are now asked to **CONSIDER** and **APPROVE** the following documentation:

- Social Media Management Plan; **Appendix 3b**.
- Social Media Schedule; **Appendix 3c**.

External Copyrighting and Digital Marketing Agency Option

Members are advised that copyrighting is the creation of written content that aims to increase awareness of an organisation, connect with a target audience. Digital marketing agencies employ 'copy-writers' that focus specifically on digital communication. Content marketing is the creation, publication and distribution of content, with the intent to; generate interest, expand customer base, increase awareness and/or credibility, engagement with a specific group.

Members will now **RECEIVE** a brief presentation from Councillor Sehmi and Bhanot on this matter.

Members are now asked to **CONSIDER** this proposal, then **APPROVE** an appropriate course of action.



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14. MATTERS TO BE BROUGHT FORWARD TO THE NEXT COMMUNICATIONS COMMITTEE MEETING

To **NOTE** any matters which Members may wish to draw to the attention of the Committee and/or request to be included in the Agenda for the next meeting of the Committee.

15. DATE OF NEXT MEETING 

Members are now asked to **CONSIDER** and **CONFIRM** the date of the next meeting.

16. EXCLUSION OF THE PUBLIC AND THE PRESS

In the event that the Agenda contains Exempt (blue) pages, to **CONSIDER** the following motion to be proposed by the Vice Chairman:

“That the public and the press be excluded from the meeting, the Council believing that publicity would be prejudicial to the public interest by reason of the confidential nature of the business about to be discussed.”

There are no confidential items to be considered.

Anthony Belgrave
Clerk to the Council