



11<sup>th</sup> December 2020

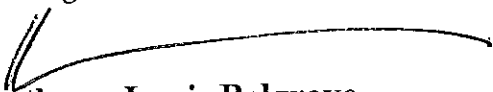
## COMMUNICATIONS COMMITTEE

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 **17<sup>th</sup> December 2020** 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: 881 2952 0622 Password: 623636

  
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 (i) 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.

**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. 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.

**7. 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."*

**8. 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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## 9. COMMUNICATIONS COMMITTEE - Policies

Members are advised that at the Annual council meeting held on 11<sup>th</sup> May 2017 it was determined that a Communications committee would be established and that at the Annual council meeting held on 8<sup>th</sup> 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.

## 10. 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

## 11. 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



## 12. OTHER COMMUNICATIONS MATTERS

### *Parish Council Website Project – Content, updates and maintenance*

Members are advised that at the council meeting held on 9<sup>th</sup> 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*



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

Members are now asked to **CONSIDER** the proposal from a selected service provider, then **APPROVE** an appropriate course of action.

## 13. 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.

## 14. DATE OF NEXT MEETING

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

## 15. 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:



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*"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



## Appendix 1

**Name of the Group;** Communications Committee

**Title;** Terms of reference: Thursday 17<sup>th</sup> December 2020

**Purpose/Role of this Committee:**

The purpose of the Communications Committee shall be to act on behalf of the Parish Council to progress individual projects, as specifically delegated by the council. The Management committee was established at the Annual Council meeting held on 8<sup>th</sup> May 2019, by the attending members.

**Membership:**

AKHTAR Naveed
BHANOT Pranav
BRAHA Jamie (Chairman)
HODDS Rochelle
SEHMI Mona

- Vision (what you want to accomplish) – Overall local community awareness and engagement through feedback, increased visits to website, social media followers and shares of information.
- Objectives (specific actions and timelines for achieving the goal) – Official online media sites such as Twitter, Instagram, Facebook in the first instance, marketing plan, co-ordination with other committees for full transparency. Comms committee will convene once a month.
- Scope and deliverables (ways of using the mission to achieve the vision, what needs to be accomplished to implement the strategy) – Social media management will be required, consistent use of language and messaging from the council, agreed plan of events and associated communications to support.
- Roles and responsibilities – Chairman and vice-chairman elected, agreed social media management, website maintenance.
- Resource, financial and preparations
- Work breakdown, structures, time-table, Plan of actions

### **Accountability**

Members of this committee will be required to report and advise the Parish Council on the progress of each project, as appropriate, this report will detail the intent, actions and achievements of the Communications Committee. Whilst it is the committee's responsibility for progressing and monitoring each allocated project, any significant resolutions arising from these discussions must be subject to ratification by the council.

<b>MEMBERSHIP</b>	<b>ASSIGNED RESPONSIBILITY</b>
AKHTAR Naveed	
BHANOT Pranav	
BRAHA Jamie	
HODDS Rochelle	
SEHMI Mona	

### **Review**

A review of the 'terms of reference', relevance and value of this committee will be undertaken on an annual basis, at a date to be determined by the Chairman.

### **Meetings**

The committee shall meet as and when required – with a minimum of once every quarter.

The meetings of this committee will be governed by the requirements of the Parish Council; Standing Orders 2019 (including quorum, meeting notification, agenda despatch and publication, code of conduct, voting procedures and minute taking)

### **Budget Expenditure**

The Communications committee will report to the council on planned and actual expenditure, required for the individual projects. All expenditure will be governed by the requirements of the Parish Council, Standing Orders and Financial Regulations.



## Appendix 2a

### Chigwell Parish Council

#### Communications strategy and implementation policy

- 1. Introduction:** This strategy will guide the Council's communications with everyone who comes into contact with it. It is based on the guiding principles that communication must be effective and that protocols should be followed to ensure clarity and professionalism. It should enable the Council to tell people about what it can and does do, as well as actively listen to what people think will enhance life in the parish, so that we can better respond to people's needs and priorities. The strategy covers both internal and external communications made by any means.
  
- 2. Aim:** The Council aims to be transparent in its dealings and to ensure that all who have dealings with it are able to communicate with the Councillors and the Clerk in a timely and effective manner.
  
- 3. Objectives:** To effectively inform residents and all those who have dealings in the parish and with the Council (Stakeholders) of its aims, objectives and activities • To build the capacity and motivation of residents and stakeholders to be involved with the Council and support the Council in its effort to improve the quality of life for those who live, work or have general involvement in the parish
  - To use a variety of communication methods to ensure that the way the Council communicates keeps everyone included and informed
  - To build trust by being open and transparent
  - To improve methods of communication in line with modern technology
  
- 4. Stakeholders:** We aim to reach everyone who has an interest in the parish, be it that they live, work or visit the village, Grange Hill or Chigwell Row, It is important that we are able to effectively communicate with anyone who is interested and may want to become involved in influencing the future of the parish. These people include:
  - Village residents
  - Community groups and organisations
  - Agencies and partners (including the local police)
  - Local schools
  - Sport clubs
  - County, District Councillors and local Member of Parliament
  - Local businesses and employers
  - Voluntary groups
  - Local media

- 5. General Rules of Communication:** It is important that all Council communications are effective and in so doing must be:
- Short and to the point
  - Courteous
  - In plain English
  - Based on facts and information
  - In a consistent format and style
  - Clear about the action required or taken
  - Informative
- 6. Methods of Communication:** The Council will use a variety of methods of communication based on what reaches its intended audience most effectively and efficiently. Over 80% of the population generally use electronic communication now (Office for National Statistics), so this is the Council's preferred and primary method of communication. However, we recognise that not all people are able to or wish to use electronic methods of communication, so we will continue to utilise different media and approaches in order to reach our audiences. The table below shows our main means of communication.
- 7. Council Website:** The Council website is our primary method for general communication with our stakeholders. It has recently been totally overhauled. Its existence needs to be more widely publicised. We wish to make it the main means for two-way communication between the Council and its stakeholders. The website must be kept up to date and we want to include information on activities and news on an ongoing basis, as well as provide details of the Council's policies and procedures. We also need more links to other websites offering information considered to be of interest to our stakeholders. There is means to sign up for emailed newsletters but there needs to be more take up of this. Councillors' and Clerk's contact details Contact details are published on noticeboards and on the website to encourage open access.
- 8. Council notice boards:** The noticeboards are located in a key place in each Ward and updated regularly with important information about the Council's activities and events. Council meetings All Council meetings are publicised and are open to the public to attend. There is a short period at the start of each Council meeting where the Council are able hear issues raised by members of the public. This is a very important part of our communication strategy. Members of the public are then welcome to stay and hear the rest of the meeting. Council Agendas and Minutes Agendas and minutes of Council meetings are available to all on the website and on the council notice boards. Annual Parish Meeting The annual parish meeting is held in April every year and provides an opportunity to communicate and discuss Council activities over the past year and objectives for the following year.

- 9. External Correspondence:** We will reply to external correspondence in a timely manner which is both courteous and compliant with the General Rules of Communication (see above). Internal Correspondence Internal communication is to be simple, courteous and kept to a minimum, in accordance with the General Rules of Communication (see above).
- 8. Responsibilities** (a) The Clerk has overall responsibility for all issues in this strategy unless specified otherwise. (b) In the event of any media enquiry, the Clerk in consultation with the Chair, is responsible for issuing a response from the Council. Individual members of the Council must make clear, if they are approached for comment directly, whether they are giving an individual or personal opinion or referring the matter to the Council for a formal response. In the former case, Councillors should be mindful of the policies and decisions of the Council and respect the integrity of fellow Councillors and the Clerk. It must be made clear that the response is from the individual concerned and NOT from the Council. In any event, the Clerk and the Chair must be notified of any contact with the media as soon as possible. (c) The Clerk, in consultation with the Chair, shall issue a press release on behalf of the Council where it is considered necessary to publicise an activity of the Council. (d) The content of the Council's website is managed by the Clerk. However, it is the responsibility of all Councillors to check it regularly for any issues of inaccuracy or omissions and inform the Clerk if issues arise. (e) The Clerk is responsible for receiving correspondence and documents on behalf of the Council and dealing with them, bringing such items to the attention of the Council. The Clerk issues correspondence on the Council's behalf as instructed by the Council or in accordance with known policy. A Councillor corresponding with a third party does so as an individual and the rules relevant to media contact (see above) apply.
- 9. Involvement of the Community** Wherever possible the Council and its Working Groups must actively seek to consult a wider audience and encourage and support the involvement of residents and other interested parties in its work. Where this involvement is not possible, the reasons for this should be communicated as soon as possible, in an open and transparent manner.

**Date 22<sup>nd</sup> March 2018**

