



MINUTES

Meeting: COMMUNICATIONS COMMITTEE **Date:** 13th December 2018 **Time:** 6.00pm

Venue: PARISH COUNCIL OFFICES, HAINAULT ROAD, CHIGWELL

PRESENT: Councillors (4)

Councillors; Deborah Barlow (Chairman), Richard Alvin, Rochelle Hodds and Darshan Singh Sunger.

Officers (1)

Anthony-Louis Belgrave – Clerk to the Council.

Also in Attendance (1)

There was one member of the public in attendance.

18.22 APOLOGIES FOR ABSENCE (1)

Councillor Alan Lion.

18.23 OTHER ABSENCES (1)

Councillor Naveed Akhtar.

18.24 MINUTES

The Minutes of the committee which took place on 20th September 2018 were **CONFIRMED**.

18.25 DECLARATIONS OF INTEREST

It was **NOTED** that there were no declarations of interest.

18.26 FORMULATION OF A COMMUNICATIONS WORKING GROUP

Members were reminded by the Chairman that at the last meeting of this committee it was agreed the formulation of a Communications Working Group would be considered to raise the profile of the Parish Council and to inform residents of the council's activities. The Chairman advised that having discussed this project with other members of the committee, it was the consensus that a group could be established to improve community engagement and further enhance the ability of the council to communicate with the public. Councillor Alvin stated that senior members of the various resident associations could be invited to become members of this group.



After further discussions took place, it was moved by the Chairman and **RESOLVED** that:

- This information be **NOTED**.
- The Clerk would draft a letter inviting the Chairmen of the Chigwell Resident's Association, Lime Farm Resident's Association, Chigwell Row Resident's Association and the Lead Co-ordinator for Chigwell Neighbourhood Watch, to be members of the Communications Working Group.

18.27 RE-INTRODUCTION OF THE PARISH COUNCIL NEWSLETTER

The Chairman advised members that at the council meeting held on 28th June 2018, it was resolved that this committee would further investigate a proposal to re-introduce the newsletter on a possible bi-annual basis. The Clerk further advised members that the Finance & Performance committee held a meeting on 18th September 2018, at this meeting the budgetary implications of a newsletter were considered. After a vote it was resolved that this project could be progressed. Members examined previous editions of the Parish newsletter and related documents, which were tabled at the meeting, namely: orders, correspondences and previous quotes.

After discussions, it was moved by the Chairman and **RESOLVED** that:

- A Parish Newsletter will be produced bi-annually. The first edition will be published in May and the second edition will be published in December.
- The Parish Newsletter will be A4 x 12pp, 150gsm.
- The cost to deliver door-to-door 5,000 newsletters in a solo delivery, would be investigated and considered at a subsequent meeting.
- The cost of printing A4 x 12pp, 150gsm, colour newsletter would be investigated and considered at a subsequent meeting.
- The Chairman of each committee will draft a committee annual report before the end of April, to be included in the May edition of the Parish Newsletter.
- A Newsletter advertising policy will be drafted by the Clerk and considered at the next meeting.
- A 'Launch' event of the Parish Newsletter will be organised and scheduled at a date to be determined.

18.28 MASCOT TO PROMOTE THE COMMUNITY BUS SERVICE

Councillor Alvin advised members that the Community Bus Service commenced at the beginning of October 2018 and whilst many bus passes have already been distributed to residents, this endeavour could significantly benefit from further promotion. He suggested that a Mascot of some description could be purchased to advertise the Community Bus Service to residents.



After further discussion took place, it was moved by the Chairman and **RESOLVED** that:

- Councillor Alvin would further investigate this proposal, which would be considered at a subsequent meeting.

18.29 IMPROVEMENT OF THE PARISH COUNCIL WEBSITE

Members were reminded that the council maintains a website to raise the profile of the Parish Council and to inform residents of the council's activities. Members were further reminded that it was previously agreed this committee would re-consider the content and layout of the website. The Chairman suggested that the website requires significant improvement and is dated in appearance. Councillor Alvin advised that if this committee determined that structural alterations to the website should be implemented then the service provider would have to be engaged, further there could be a substantial expenditure involved in pursuing such an action. However, some minor changes could be done at a minimal cost. The Chairman also suggested that a regular news update could be included on the website, a community virtual noticeboard, and local calendar of events section.

After further discussions took place, it was moved by the Chairman and **RESOLVED** that:

- This information be **NOTED**.
- The attendance record of individual Councillors would be published on the Parish Council website, commencing in May 2019.
- A letter would be drafted by the Clerk, addressed to Councillor Akhtar, requesting that he submits a bio, which will be published on the website.
- Councillor Alvin will liaise with staff to include more photographs and news features on the website.

18.30 POLICING & SECURITY IN CHIGWELL

Members were reminded that the meeting held on 20th September 2018, it was requested by the Chairman that this matter would be discussed and considered further by this committee. Councillor Alvin questioned the rationale for the inclusion of: Policing and security in Chigwell, on an agenda for the Communications Committee. He further advised that such matters should rightfully be considered by the Parish Council and not the Communications Committee. The Clerk advised members that the Deputy Police, Fire and Crime Commissioner for Essex has been invited to attend a council meeting on either 6th February 2019 or 6th March 2019. Further, the Engagement and Communications Officer for Essex Police has acknowledged this invitation, stating that an appropriate response is forthcoming.

After further discussions took place, it was moved by the Chairman and **RESOLVED** that:

- This information be **NOTED**.
- The idea to include 'Hyperlinks' to the statistics detailing crime in Chigwell, on the Essex Police website should be further researched.



18.31 MEDIA POLICY

Members were reminded that at a previous meeting of this committee it was agreed this matter would be considered at a subsequent meeting. The Chairman suggested that an appropriate Media policy should be drafted and duly considered by this committee, because situations have previously occurred whereby individual members have mis-represented the Parish Council or expressed an opinion or position that was not properly agreed by the council as a corporate body. By the implementation of a Media policy the roles and responsibilities of individuals within the council could be clearly defined and such a document may be utilised for future reference. In response to enquiries from the Chairman, the Clerk reminded members that a Social Media policy has previously been approved by this committee, at the meeting held on 22nd March 2018.

After further discussion took place, it was moved by the Chairman and **RESOLVED** that:

- This information be **NOTED**.
- An appropriate Media Policy would be drafted by the Clerk and considered at the next meeting.

18.32 MATTERS TO BE BROUGHT FORWARD TO THE NEXT COMMUNICATIONS COMMITTEE MEETING

- Councillor Alvin asked that the appointment and purchase of a ‘Mascot’ to promote the Community Bus Service be considered at the next meeting.
- The Chairman asked that the establishment of a Communications Working Group be further discussed at the next meeting.
- A Media Policy be considered at the next meeting.

18.33 DATE OF NEXT MEETING

It was **AGREED** that the next meeting of this Committee would take place on Thursday 24th January 2018.

Signed

Chairman

Date