<u>Appendix 1</u>

Chigwell Parish Council

Communications strategy and implementation policy

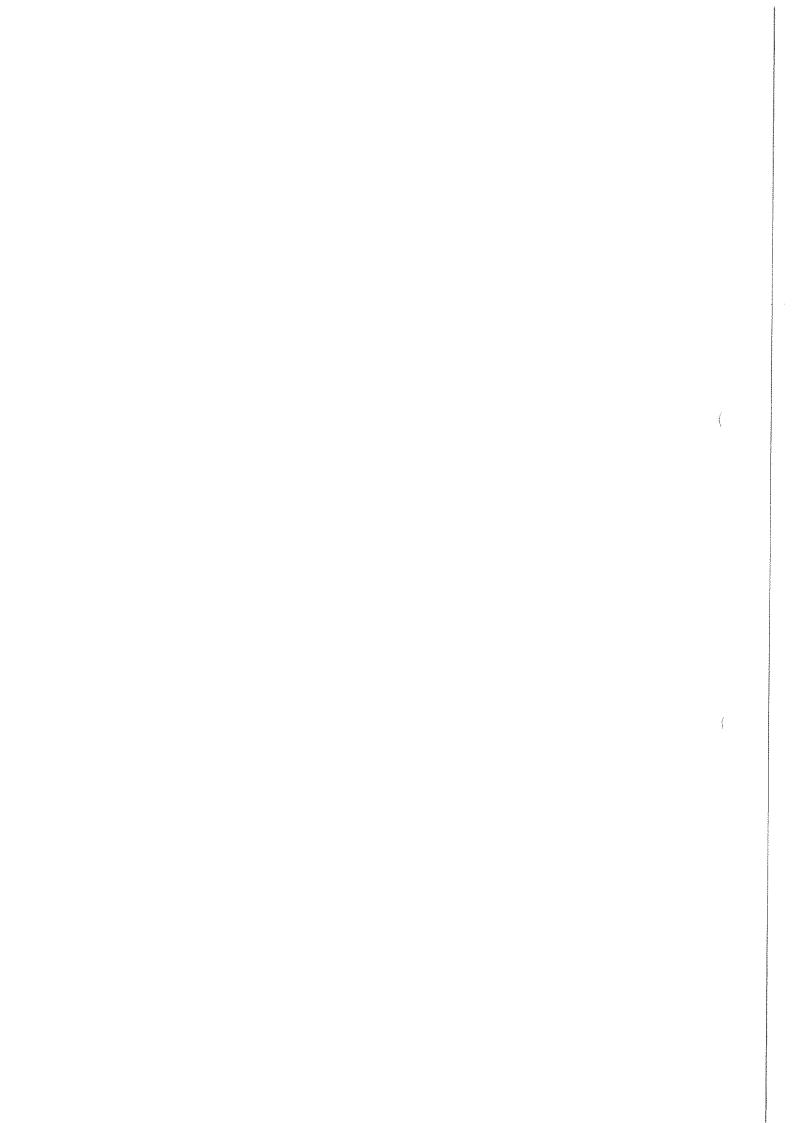
- 1. Introduction: This strategy will guide the Council's communications with everyone who comes into contact with it. It is based on the guiding principles that communication must be effective and that protocols should be followed to ensure clarity and professionalism. It should enable the Council to 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
- Wethods 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.
- 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.

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 22nd March 2018

9.





Social Media Management Chigwell Parish Council

Objective

- Generate a buzz around the Parish Council and the community showcasing in a clear and concise way the work that is carried out in the parish.
- We believe Social Media is not all about following the key objective is to increase
 engagement however we would still aim to build a relevant and strong engagement and
 continue to develop and grow the following consistently.
- Setup Facebook, Instagram, Twitter, YouTube and Google+ pages for the Parish ensure setup correctly and verified with relevant links and contact information,
- Promote the website through the power of social media posts linking back to relevant pages of the website.
- Reinforce the Parish Council across all platforms with agreed templates and a theme.

The Process

We will consult with you in the first instance to establish the best and most effective platforms for the council including Facebook, Instagram, Twitter, Youtube and Google+.

A strategy would be created for the first 3 months of management detailing the themes for posts and key areas to highlight.

We aim to bridge any disconnect between the parish and potential clients by using a language that they understand and showcasing the benefits and good work carried out in the area. For example highlighting case studies.

Agree a set of up to 20 hashtags that would be researched for maximum effectiveness and used subsequently on all postings.

Social Media Offer

Create 1 engaging post everyday and post up on the following platforms: Facebook,
Instagram and Twitter. Posts to be made up of photos passed to us and graphics
created that reinforce the value offered by the Parish, along with relevant news articles,
testimonials and features.

- Focus on Facebook in particular with a drive to build up page following,
- Establish a social whatsApp group for the sharing of ideas, projects and posts for approval with the Parish council members.
- Create an engaging video graphic for the Facebook banner.
- A ONE OFF PROFESSIONAL VIDEO AND PHOTO SHOOT AT AN EVENT OR PROJECT IN THE FIRST 6 WEEKS in order to obtain some quality material for sharing and use on the website.

480 pounds per month EXC vat for a minimum term of 3 months payable monthly in advance. Thereafter agreement could be terminated at any time with one months' notice.

What our clients say about us!

Sarah Hopkins- Health Kinesiologist

-lan-and his team-have transformed my Instagram account, raised my followers, created a new-website and advised me on how to get my message across. I love working with them and they are a great team.

Daniel Small- SS Removals

Project Maverick has been a great addition to our marketing strategy. They are extremely creative and have concepts and ideas that have improved our social profile and reach for our customers.

Zayn saleem

An amazing company to work with! They are full of creativity and really push the boundaries in social media. I Co own a Transportation company and just the leads off of Facebook that I have been receiving are phonmaninal. Would really recommend using Project Maverick!

Robert Whipple- London Barrelhouse

What a wonderful job lan and his team have done and will continue to do. Feedback from our clients and people in our industry (Fine Wine & Rare Whisky) have all commented that our website and in particular our socials are way ahead of our competitors. We cannot thank the Team at Projeckt Maverick enough for the professionalism, dedication and excellent workmanship.

Furthermore, they have delivered a fantastic range of lead generation across all platforms, Facebook & Instagram on a low CPL but quality leads.

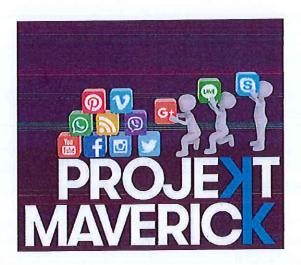
| We have happily agreed to another year contract and I would thoroughly recommend using their services. | | | | | | | |
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Social Media Management Plan Chigwell District Council

Action

- Set up new Facebook page
- · Set up new Instagram page
- Utilise existing Twitter page
- Create YouTube channel for loading up of recorded meetings

Proposed start date 04.01.21

Objective

Build following and encourage engagement

The first month to be centered more around education, how to pass feedback, services, dates etc.

Once the new website is up and running we will fit in some posts to promote the website, with links on as many posts as possible.

In order to get the residents involved in the schedule I have also included the scheduling monthly of a post giving the public to contribute with feedback and content. I believe that residents should be given this opportunity as posts using their content will drive engagement easier.

Weekly Plan

The posts will follow a weekly schedule along a fixed theme as below;

- Monday- News
- Tuesday- Did You Know & Feedback
- Wednesday- Councilor Bios and Meeting Announcements

- Thursday- Historical Chigwell & Local Schemes
- Friday- Various
- Saturday- Sports & Leisure

Attached is the detail for the first 4 weeks of each day, after which posts will follow the same theme and cycle and dates as above.

The Images used in the schedule are to just give a feel and do not necessarily represent the exact image that will be used. Exact text, hashtags and the image will be posted on the group WhatsApp or sent on email at the end of the week for the following week.

I would suggest a review meeting in week three to confirm that all are still happy to drive forward with the schedule and potentially make amendments. As we progress it will become apparent that certain types of posts work better than others and this should therefore be taken into consideration in the weeks and months ahead.

Kind Regards

lan Larke



Welcome to Chigwell Parish Council

Chigwell Parish Council

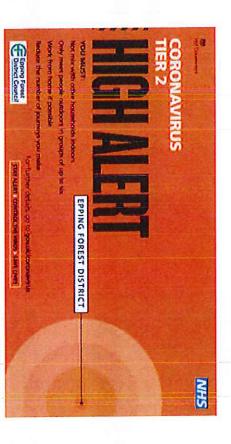
Social Media Schedule

MONDAYS

NEWS

Covid Update WEEK 1

procedures Update re current covid level situation, links to safe and recommended



News-Salt Bag Scheme WEEK 2

Details of the Salt Bag scheme and a link to the website with detailed instructions

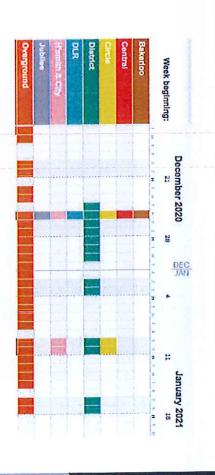


Chigwell Parish Council has over one tonne of 25 kgs 'Salt Bags' which may be collected from the cemetery from EOR.F.URTHER

DE JAILS
SOME SOI 4275
And Soi 4275
And Soi 4275
And Soi 4275
Chigwell Cemetery
Froghalt Lane
off Manor road
Chigwett, 167 5PS



News WEEK 3



Transport News

Central Line and any forthcoming works and closures with link to TFL site

https://tfl.gov.uk/status-updates/planned-works-calendar

News WEEK 4

Your Library

Update with opening times and link to library website and services offered



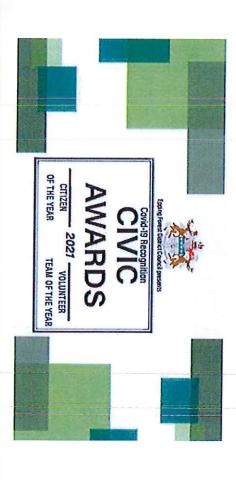
TUESDAYS

DID YOU KNOW & FEEDBACK

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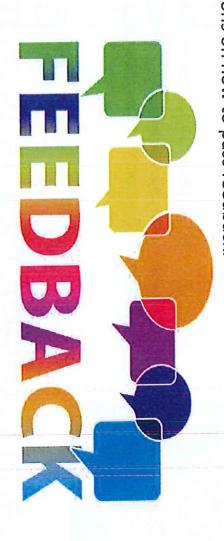
Did You Know WEEK 1

above and beyond, making positive changes in the Epping Forest district. Citizen of the year awards recognise people in the community who go Update and coverage.



Feedback WEEK 2

instructions on how to pass feedback. We need your help and value your feedback Link to suggestion box of the website, or



WEEK 3 Local Grants - Youth/Senior Citizen Groups

If you wish to consider applying for a grant from Chigwell Parish Council, go to the following link for criteria and application form.



WEEK 4 Local Grants - Charitable Organisations

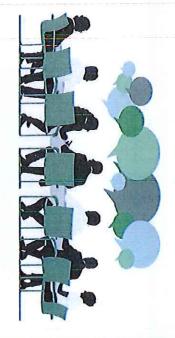
If you wish to consider applying for a grant from Chigwell Parish Council, go to the following link for criteria and application form.



WEDNESDAYS

COUNCILOR BIOS MEETINGS & FORTHCOMING REVIEWS

Forthcoming Meeting Dates WEEK 1



Link to the website and information on forthcoming meetings.

14th of January Full Council Meeting

14th & 28th January Planning Meeting

functions conferred on such meetings by any enactment. The Parish Meetings are for the purpose of discussing Parish affairs and exercising any

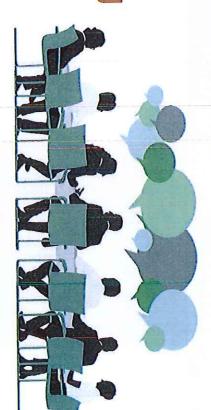
Councilor Bio WEEK 2

Get to know your councilor

Jamie Braha- Locally he is a Trustee of the Grange Farm Trust, Chairman of the RSPCA local Branch committee and has served three times as President in his Rotary Clubs.



Parish Council Meeting Review WEEK 3

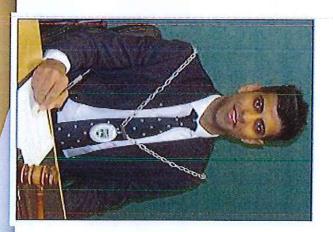


Link to the website and information on minutes and feedback from the Parish meeting that took place on the 14th of January

Councilor Bio WEEK 4

Get to know your councilor

Pranav Bhanot- Chairman of the Council



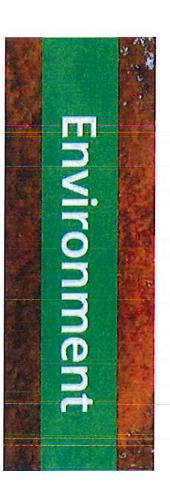
THURSDAYS

HISTORICAL CHIGWELL & LOCAL SCHEMES

Local Schemes WEEK 1

though our tree donation scheme. The cost per tree is £75. Planting a tree for a loved one or commemorating a special occasion can be done

https://www.eppingforestdc.gov.uk/environment/trees-donation-scheme/



Days Gone By (Historical Chigwell) WEEK 2

Chigwell St Marys church 1925. This beautiful landmark in Chigwell hasn't changed much over the years



Local Schemes Allotments WEEK 3

The Parish has two sites one in Gravel Lane and one in Limes Avenue both offer the chance of a rewarding hobby and fresh vegetables to those who are restricted with the size of their garden or do not have a garden.

If nterested in renting one of our allotments and would like to know more please call Mark Hembury at the Parish Office on 020 8501 4275 and he will be happy to help.

Link to website



Days Gone By (Historical Chigwell) WEEK 4

Chigwell Village 1925.



FRIDAYS

RANDOM

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Local Charities WEEK 1

Chigwell Riding Trust For Special Needs

differance in the Parish? Looking to put something back and make a

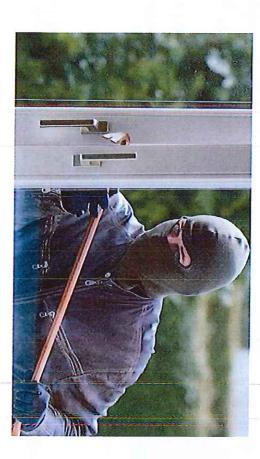
been established in Chigwell for over fifty centre for people with special needs and has Chigwell Riding Trust was the first ever riding





Stay Safe WEEK 2

5 Tips to keep your home safe in winter



Local Good News Story WEEK 3



the local environment. Submit your story to xxx@ that you are happy for us to publicise on our social media platforms and spread the good news! that has gone out of their way to make a difference to the wellbeing or the Parish residents or This is your opportunity to contribute and to pass on the news of someone within the Parish

Polls WEEK 4

kept to a high standard, satisfactory or low standard? Poll on the maintenance of local publicly used spaces. Do you think that areas are



SATURDAYS

SPORTS AND LEISURE

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Sports and Leisure WEEK 1

Focus on local sports facilities, Loughton Leisure Centre

Services offered, Classes available and times of opening.



Cycling WEEK 2

Focus on cycling routes in the parish

Fairlop Waters loop from Chigwell



Fairlop Waters Gravel Path – Fairlop Waters Loop from Chigwell

Sports and Leisure WEEK 3

Focus on local sports facilities, Loughton Leisure Centre

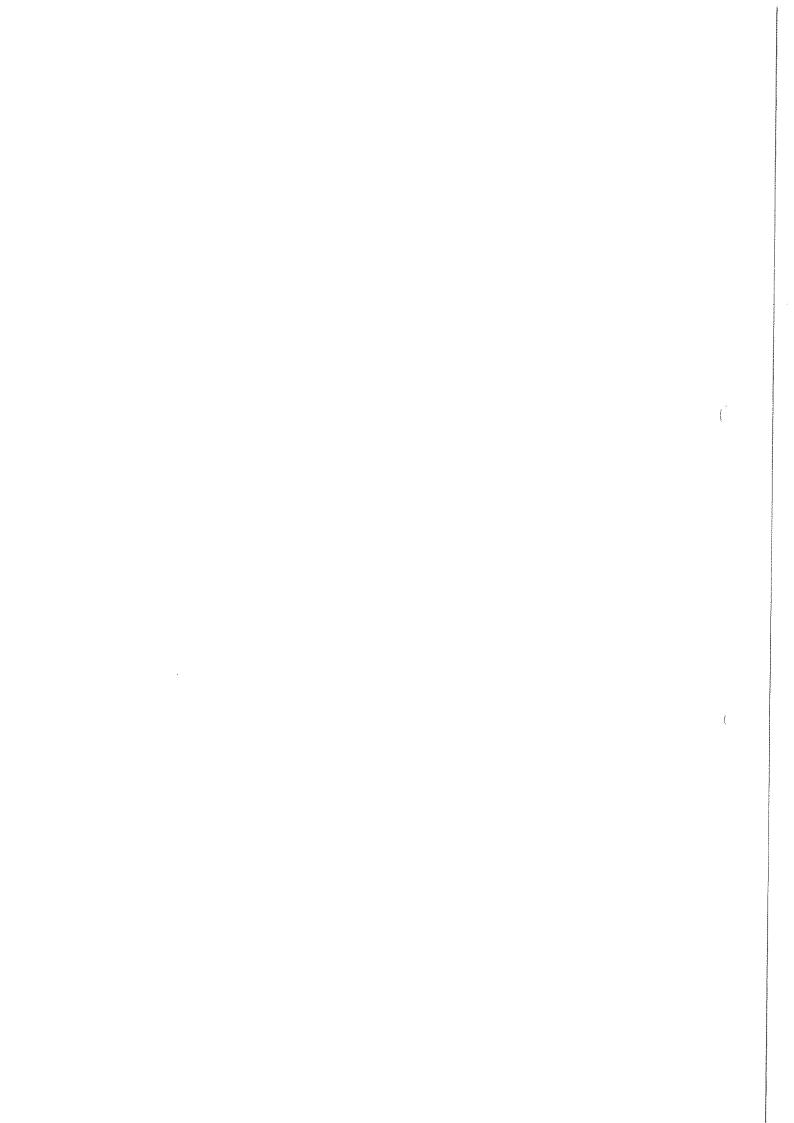
Services offered, Classes available and times of opening.



Activities WEEK 4

Stay fit during Covid. Stay at home activity ideas https://www.eppingforestdc.gov.uk/leisure/stay-at-home-activities/





Appendix 2d



PROJEKT MAVERICK - WORK FOR HIRE AGREEMENT

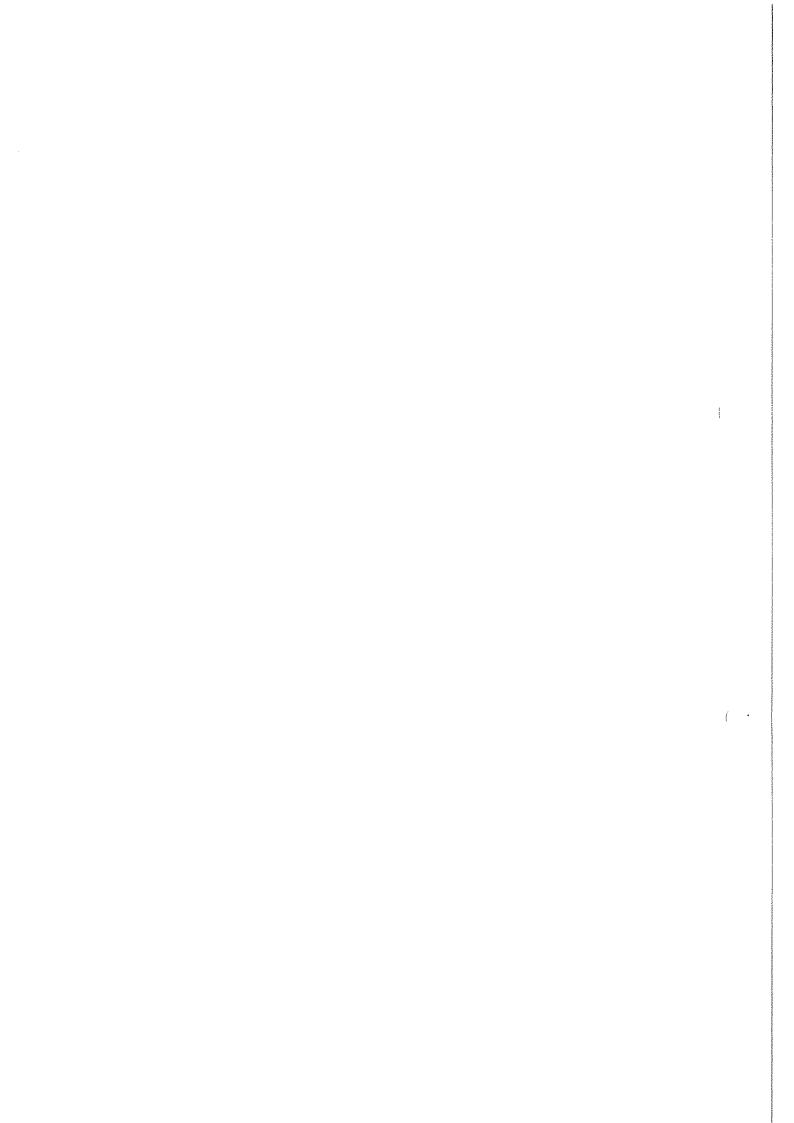
This work for Hire Agreement ("Agreement") is made this Tuesday 26th Febuary 2021, between Projekt Maverick Ltd and Chigwell Parish Council. In this Agreement, the party who is contracting to receive the services shall be referred to as the "Client" and the party who will be providing the services shall be referred to as Projekt Maverick Ltd.

- 1. <u>DESCRIPTION OF SERVICES</u>. Beginning on 8th March 2021 Projekt Maverick Ltd will provide the following services:
 - Create 1 engaging post everyday Monday to Saturday and post up on the following platforms: Facebook, Instagram and Twitter. Posts to be made up of photos passed to us and graphics created that reinforce the value offered by the Parish, along with relevant news articles, testimonials and features.
 - · Focus on Facebook in particular with a drive to build up page following,
 - Establish a social whatsApp group for the sharing of ideas, projects and posts for approval with the Parish council members.
 - Create an engaging video graphic for the Facebook banner.
- 2. <u>SERVICE LOCATION</u>. The Service is to be provided by Projekt Maverick Ltd under this Agreement shall be performed at Projekt Maverick Ltd place of business.
- 3. <u>SCHEDULE AND DAYS OFF</u>. Projekt Maverick Ltd is generally available to provide Services during normal business hours. Monday Friday 9am 5pm, excluding national holidays, close down period for Christmas/New Year and annual leave. Advance notice will be given to the client for any periods of annual leave.
- **4.** <u>PAYMENT FOR SERVICES</u>. Chigwell Parish Council will pay compensation to Projekt Maverick Ltd for the Services based on a monthly retainer rate of £480 exc VAT invoices become due by return once this agreement is signed and upon receipt of an invoice. This will be for a minimum term of 3 months.

- 5. <u>TERM/TERMINATION</u>. Either party upon 1 calendar months written notice to the other party may terminate this agreement following the initial 3 month period. Provided, however, that each party may terminate the Agreement immediately without prior in the event of a breach of this Agreement by the other party. Upon termination, Projekt Maverick Ltd shall invoice Chigwell Parish Council and payment will be expected in full immediately upon receipt.
- 6. NON-DISCLOSURE AND NON-SOLICITATION. Projekt Maverick Ltd shall not directly or indirectly disclose to any person other than a representative of Chigwell Parish Council at any time either during the term of this Agreement or following the termination or expiration thereof, any confidential or proprietary information pertaining to Chigwell Parish Council, including but not limited to customer lists, contacts, financial data, sales data, supply sources, business opportunities for new or developing business, plans and models, or trade secrets. Furthermore, Projekt Maverick Ltd agrees that during the term of this Agreement, and for 6 months following the termination of this Agreement Projekt Maverick Ltd shall not directly or indirectly solicit or attempt to solicit any customers or suppliers of Chigwell Parish Council other than on behalf of client himself.
- 7. <u>RELATIONSHIP OF PARTIES</u>. It is understood by the parties that Projekt Maverick Ltd is an independent contractor with respect to Chigwell Parish Council and not an employee. Chigwell Parish Council will not provide fringe benefits, including health insurance benefits, paid annual leave, or any other employee benefit, for the benefit of Projekt Maverick Ltd.
- 8. <u>WORK PRODUCT OWNERSHIP</u>. Any works copyrighted, ideas, discoveries, inventions, patents, products, or other information (collectively, the "Work Product") developed in whole or in part in Projekt Maverick Ltd in connection with the Services shall be the exclusive property of Chigwell Parish Council. Upon request, Projekt Maverick Ltd shall sign all documents necessary to confirm or perfect the exclusive ownership of Chigwell Parish Council to the Work Product.
- 9. <u>LIABILITY</u>. Projekt Maverick Ltd will not be liable for loss, damage or delay of Client's project due to circumstances beyond Contractor's control. Such circumstances may include (but are not limited to) acts of God, public unrest, power outages, and inability to contact Client. In the event of such loss, damage or delay, Projekt Maverick Ltd will make every effort to notify the Client immediately.

- 10. <u>CONFIDENTIALITY</u>. Projekt Maverick Ltd will not at any time or in any manner, either directly or indirectly, use for the personal benefit of Projekt Maverick Ltd, or divulge, disclose or communicate in any manner any information that is proprietary to Chigwell Parish Council. Projekt Maverick Ltd will protect such information and treat it as strictly confidential. This provision shall continue to be effective after the termination of this Agreement. Upon termination of this Agreement, Projekt Maverick Ltd will return to Chigwell Parish Council all records, notes documentation and other items that were used, created, or controlled by Projekt Maverick Ltd during the term of this Agreement with the exception of items purchased by Projekt Maverick Ltd and not reimbursed by Chigwell Parish Council.
- 11. <u>SEVERABILITY</u>. If any provision of this Agreement shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

| Party contracting Service: |
|--|
| Ву: |
| Date: |
| Authorised Representative, Chigwell Parish Council |
| Service Provider: |
| Ву: |
| Date: |
| Ian Larke Director, Projekt Maverick Ltd |



CHIGWELL PARISH COUNCIL SOCIAL MEDIA POLICY

Chigwell Parish Council utilizes a variety of Social Media platforms to communicate with the Chigwell community. This allows residents to be aware of events, meetings, news and other activities that may be of interest to them.

Chigwell Parish Council will only utilise content and imagery from reputable sources, that has been confirmed as both reliable and accurate. The appropriate and relevant permissions will be sort and recorded by the Parish Council prior to publicising this content on any Social Media platform, to ensure recognized copyright regulations have been complied with. The Parish Council has a statutory obligation abide by General Data Protection Regulation (GDPR) legislation.

All Social Media activities on behalf of Chigwell Parish Council, irrespective of the platform will be dealt with by the Clerk to the Council, or under the direct instruction of the Clerk, originating from Parish Council Desktops, Laptops, Tablets and Smart-phones, exclusively.

Any content non-compliant with these stated guidelines does not represent Chigwell Parish Council and is strictly prohibited.

The Parish Council reserves the right to remove or refute any content concerning the Parish Council and individuals within this organisations as it may see befitting without prior notification being given.

Social media is not continuously monitored. For any further enquiries, please contact Chigwell Parish Council.

Date 22nd March 2018



Chigwell Parish Council's International Women's Day Celebrations 2021 Recognising our COVID-19 Heroes of Chigwell

Initiative 1

<u>Aim</u>

On Monday 8 March 2021, the world celebrates International Women's Day (IWD).

IWD is an international celebration which seeks to forge a gender equal world and celebrate women's achievement. Given the pandemic this this year and last year a proposal is that the council host a celebration to recognize the hardworking women object well who have helped during the pandemic. The theme set by the IWD organisation is #choosetochallenge.

Proposal

- 1. To organise a virtual Zoom call to recognise the Women of Chigwell who have worked so hard on the front line, NHS and Key Workers.
- 2. Anyone can be nominated, and every nominee will be recognised. This is not a selection process.
- 3. We would also accompany the call with a social media drive to recognise these incredibly hardworking individuals.

Pros

- 1. Demonstrates a commitment by the council to recognise an important cause.
- 2. Helps raise the profile of unsung heroes.
- 3. Helps to raise the profile of the council.

Cons

- 1. Not everyone may find this engaging.
- 2. Perhaps there are more pressing issues to be dealing with.

Cost

1. I would suggest a modest budget of approx. £150.00 to cover costs of putting together the social media posts and some fliers.

Implementation

- 1. Arrange a google link to allow people to nominate hardworking women who deserve recognition. This will ensure it complies with Data Protection.
- 2. Covert the nominations into certificates/social media posts.
- 3. Invite the women nominated to a zoom call.
- 4. Set up zoom call

Business case

- 1. This should be part of the council's focus on promoting gender equality. I think this is important given our male dominated the council currently is.
- 2. This is not an income generating activity but could raise the profile of the Parish.

Risks

- 1. No one takes part.
- 2. Some people get offended if they get left out.

Mitigation

1. Ensure an effective promotional strategy as early as possible to ensure we reach maximum people.

Initiative 2 – IWD Legacy project in Chigwell

We use IWD to launch a working group in association with the council, to help ensure Chigwell continues to focus on women and their needs. The working group can feed into the council about the needs, prioritises and requirements of the women of Chigwell. This could be done in conjunction with the CRA and NHW and other such orgs.

From Pranav Bhanot 05 Feb 2021