

**Communications Working Group Meeting
To be held on Tuesday 29th June 2021 at 3:00pm
at The Council Offices, Great Kingshill.**

To All Communications Working Group Members,
You are hereby invited to attend the above-mentioned meeting, when it is proposed that the business to be transacted shall be as follows:-

Helen Hogan
Deputy Clerk to the Council
23rd June 2021

Notice is hereby given that the meeting of Hughenden Parish Council Communications Working Group will be held at 3:00pm at The Council Offices, The Common, Great Kingshill, HP15 6EN

Meeting agenda & supporting documents may be viewed on the parish council website (see link below)

<https://www.hughenden-pc.gov.uk/council-info/minutes-and-agendas/working-parties/>

Should you require further information or assistance in joining this meeting, please call 01494 715296 or email the Deputy Clerk at Deputy@hughenden-pc.gov.uk

Agenda

- 1 To Elect a Chair**
- 2 To Receive Apologies for Absence**
- 3 To receive Declarations of Interest**

3.1. In accordance with Sections 30 (3) and 235 (2) of the Localism Act 2011 and Hughenden Parish Council Code of Conduct, Councillors are requested to disclose personal and prejudicial interests on matters to be considered at the meeting.

4 To resolve the Minutes of the Meeting held on Tuesday 16th February 2021 – Appendix 1

4.1. Proposed Resolution – To confirm that the minutes of the Communications Working Group held on 16th February 2021 are a true and accurate record.

5 Review the Terms of Reference for the Communications Working Group – Appendix 2

5.1. To review and agree the Terms of Reference for the Communications Working Group.

6 To receive and note the Communications Working Party Chairman's report – Appendix 3

6.1. Previously circulated and taken as read, dated 25th March 2021.

7 To receive and note Clerk's Report regarding migration of website and email - Appendix 4

7.1 Clerk's report to update on status of migration.

8 Review Projects and requirements – Appendix 5

Review current projects status and agree next steps

8.1 Allotment competition.

8.2 Parish Council Survey – agree content and timetable.

8.3 Promotion of the Garden of Rest.

9 To review the Social Media Policy and identify potential areas for improvement – Appendix 6

10 To receive suggestions from Councillors for future agenda items

11 Agree Date for next meeting

Date and time to be agreed.

12 Meeting to Close

Hughenden Parish Council

Draft Minutes

Remote Communications Working Group Meeting Held on Tuesday 16th February 2021 at 7.30pm via Zoom Video Communications

Present:

Mel Woof,
Cllr James Air
Cllr Paul Nicholls
Cllr Simon Kearey
Cllr Andrew Capey (Chair)

Parish Survey

The draft question list from Breakthrough has been reviewed & feedback provided. In general questions should be more specific, e.g. actually listing facilities to be assessed, use of wider scoring schemes to give capacity for more nuanced replies, & removal of questions where HPC has no leverage.

Note that Election Purdah is likely to start on 29th March.

Items requiring work:

- Breakthrough Communications to review the comments made & modify the questions appropriately or discuss disagreements. The Clerk will get in touch with them. Also to request a sample of a printed questionnaire that they have done previously so that we have an idea of the style & standard available to us. ACTION: MW
- Continue developing the questions to capture items that would interest our residents in the future. ACTION: JA, MW, AC
- Continue developing the wrapper text for the printed & on-line versions. ACTION: AC, MW, PN
- Production of a video clip for use on-line to support the survey. An introduction by a Councillor, & ideally a young adult to explain the importance for all generations to contribute. To discuss with Breakthrough. ACTION: MW, AC

Web site

Policies are being revised so that up-to-date material is posted on the new web site. The Clerk will be meeting with Aubergine shortly in order to set a launch date. Ideally the new site should be live before the launch of the Survey.

The Clerk will circulate the URL of the draft pages so that Councillors are aware of the new design. ACTION: MW

Emergency list

As part of the web development project the Clerk will be seeking to refresh all contacts.

Annual Parish Meeting 20th April

This is highly likely to be virtual. Notes that it will start at 1800hr.

2 names for a guest speaker have been suggested, & will be approached. Topics suggested for both had an environmental theme. ACTION: MW, AC

Note that the Annual meeting of the Council is a separate event, held shortly after the elections, in order to select a Chair for the Council.

Elections May 2021

The intention of the government is that these will go ahead. Once we have further guidance from the Election Authorities information will be posted on our web pages.

Items for future discussions

Garden of Rest. There is concern that residents are not aware of the GoR, both as a service for residents & its excellent position. We could promote the GoR to local undertakers, this may also improve income. ACTION: include on next agenda. AC

Date of next meeting Tuesday 3rd Mar 2021 at 1930hr



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Appendix 2

DRAFT



Hughenden

Parish Council

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Hughenden Parish Council

Terms of Reference – Communications Committee

1. Name

Communications Committee

2. Type

Standing Committee governed by Council's Standing Orders, regulations, policies and legislative requirements.

3. Purpose

1. To provide and review the infrastructure and guidelines for the delivery of effective communications both with the elected members of the council, to the parish and with external agencies.

4. Scope

Matters internal and external communication strands of HPC

5. Authority

- The committee may expend up to £1,000 per meeting.
- The committee may make recommendations to Full Council.
- The committee may establish subcommittees and working groups which report to the committee.

6. Membership

- The committee shall consist of a maximum of six members.
- The quorum shall be three elected members.
- The election of a Chairman will be the first business transacted to preside over future meetings – to be re-elected each year following the Annual Parish Council meeting.
- An additional 3 persons, who are not members of the Parish Council, may be co-opted to the committee to provide expertise and guidance on specific issue for a limited time. Co-opted members will not have voting rights.
- The Chairman & Vice Chairman of the Parish Council will have automatic membership and full voting rights.



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- The Chairman and Vice Chairman of the Parish Council will indicate their attendance or extend their apologies prior to the meeting by notifying the Clerk or Chairman of the Committee.

7. Meeting Arrangements

- The Committee shall meet a minimum of 4 times per year.
- Written minutes will be taken to record the Committee's decisions and will be circulated to all Councillors for information and adoption at the next Parish Council meeting.
- The Parish Clerk will be responsible for arranging the distribution of the Agenda & Minutes.
- Minutes will be recorded by the Clerk or designated person.
- The minutes will be published on the Parish website.

8. Reporting

To report to Full Council.

9. Responsibilities & Deliverables

- To ensure a cohesive and consistent corporate identity for HPC through logos, signage and printed media
- To establish and review at regular intervals a website which meets statutory Accessibility and Transparency requirements and delivers an effective source of information to members of the public
- The provision and updating of notice boards at specific locations to promote Parish Council meetings and initiatives.
- To establish and review at regular intervals how HPC communicates with local interest groups
- Any other communications issues as requested by the main Council or committee currently serving upon the council. Clear and concise formal resolutions are required at all times to avoid ambiguity in the minutes and to ensure that the intention of the resolution is conveyed to the members for them to vote on.

10. Review

To review annually in February the policies and Terms of Reference of the committee its subcommittees and working groups.

Reviewed by the Comms Committee on 7 October 2020

To Be Resolved by Full Council – 13 October 2020

M Woof

7/10/2020

HPC Communications working group
Meeting notes – 2021-03-25, 1930hr, zoom meeting

1. Present: Cllrs Nicholls, Capey, Air, Kearey, Clerk to the Council.
2. Minutes of last meeting – 16th Feb 2021.
 - a. Approved without comment
3. Parish Survey
 - a. Specific concerns are that there are too many open questions which may not yield usable information, & topics about HPC can make no impact are still present.
 - b. On devolution, we do not have any clear indication when BC might seek to devolve. This depends on choices of new Councillors at BC after the Elections. **ACTION – Clerk to discuss informally via the Community Board.**
 - c. On specific questions
 - i. Increasing the Precept. It was felt that the invited responses should include an increase of 5 – 10 – 20%. The contextual information should state how much devolved services cost us & how much we receive from BC.
 - d. Feedback has also received from the Chair of the Services sub-committee. **ACTION – Cllr Capey to revise the question set.**
4. Website status
 - a. The Clerk advised that the updated Policies are being posted on the draft web page, & is seeking to ‘go-live’ even if not all items are perfect. Getting the site working & available will be the best test of the design & content.
 - b. Please inform the Clerk if you can help with proofing documents.
ACTION - All
5. Garden of Rest (GoR)
 - a. To improve the level of use of the GoR, it was suggested that a flyer be developed for distribution to local undertakers. Any text prepared for a flyer should also be placed on the web site so that the 2 possible sources of information are synchronised.
 - b. Due to workload, there were concerns about the effort required to address this in the short term. **ACTION - Cllr Air offered to look at design options.**

- c. The cost of producing the flyer should be funded from GoR income, though that may not be immediately possible.

6. Annual Parish Meeting

- a. Some Parishes have held their meetings, there does not seem to be any guidance on when & how to manage these events. **ACTION – Cllr Nicholls to investigate.**

7. Public communications regarding the allotments.

- a. Pending the Elections & reports from External Audit it was felt that any immediate public communication might muddy the waters. Better to be prepared for when we have complete information.
- b. The Clerk has requested a definitive statement from Wellers Hedleys.

8. Elections

- a. The Clerk informed the group that she would be extracting Electoral Roll numbers for completion of Nomination forms the Register next week.
- b. The instructions for completing the forms could be better. For example whether a witness could also nominate a candidate. Subsequent to the meeting it became clear that the Proposer & Secunder should come from the same Ward, not just the same Parish. As boundaries cut across streets it was not clear to some Candidates that their proposer or secunder came from a neighbouring Ward. **ACTION – Cllr Capey to write to the Returning Officer.**

9. Future items

- a. The Clerk has drafted a newsletter for tenants of the allotments, including announcement of the re-instatement of the annual competition. **ACTION - Clerk to report on progress.**

10. Date of next meeting

- a. 22nd April



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Appendix 4

Clerk's report to follow.



Allotment 2021 - Competition Update

Judging: week commencing 12th July 2021

Competition categories:

Parish-wide

- Best Allotment – Brian Swain Memorial Trophy
- Best New Allotment (1 year of tenancy or less)
- Most Creative Allotment
(Creative use of space/sustainable/innovative growing techniques)
- Best Vegetable Grower

Per Allotment Garden

- Best Allotment

Children (please mark plot with child's name & age)

Age up to 10 years

- Tallest Sunflower
- Largest Courgette
- Best Scarecrow

Age 11+ years

- Best 1m x 1m plot

Rules: Head Judge's decision is final. Senior Judge to be announced.

Decision: Results will be posted on Hughenden Parish Council website and allotment notice boards within seven days of judging. Presentation of cups and 1st place certificates will take place at the Full Council Meeting on Tuesday 7th September 2021.

Certificates for 2nd & 3rd places will be posted.

To take part in the competition: please email the Clerk stating allotment site and plot(s) that you wish to enter by Friday 9th July 2021. Please note that tenants must enter their plot for judging. Any plot not entered, will not be judged.

Mel Woof
Clerk@hughendenpc.org.uk





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Appendix 5.2

Copies of the survey are available upon request and circulated to Communications Working Group separately from the bundle.

Hughenden Parish Council

Social Media Policy

POLICY STATEMENT

The use of digital and social media now has a clear and compelling impact on all areas of local government, enabling better and more direct contact between the Parish Council and the people and organizations that it serves and works with.

This Social Media Policy aims to describe how the Parish Council will use social media to improve and expand the ways in which it communicates with its local residents, local businesses and the various government (local and central) agencies that it deals with. It sets out what is and is not acceptable usage of social media and complements the general rules in the Code of Conduct for Councillors.

SCOPE

Social media describes a range of websites and online tools which allow people to interact. This includes blogs and postings on a wide range of platforms including, but not limited to, Facebook, Twitter, Linked-In, Instagram and Snapchat.

Social media is all about sharing information and people use social media platforms to give opinions, create interest groups and to build online communities and network which encourage participation and engagement.

This policy relates to any social media communication published by or on behalf of the council or any individual in their capacity as a councillor.

KEY PRINCIPLES

Any communication is capable of being misinterpreted. The immediacy of social media and the lack of face to face contact can magnify any problem^[SEP]

Information and comments made can be broadcast to a large number of people more quickly than other media.

The same rules apply to social media that govern other behaviour as a councillor – but extra care needs to be taken given the immediacy and ease of dissemination

Although social media is conversational in tone, it is recorded, and it is permanent, so content and comment must be accurate, informative and thought through.

RESPONSIBILITIES AND ACCOUNTABILITIES

The Parish Clerk is responsible for all formal communication between the council and members of the public and will be responsible for maintaining the Council website, Facebook pages and any other Council social media.

However, it is understood that there will be times when individual councillors may be communicating on social media.

PROCEDURE

Social media Use

Social media communications from the Parish Council will meet the following criteria:

- be civil, tasteful and relevant
- not contain content that is unlawful, libelous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- not contain content copied from elsewhere, for which we do not own the copyright
- not contain any personal information, other than required basic contact details

It is not a requirement for councillors to have a personal Facebook or Twitter account or to use other forms of social media to engage with parishioners or otherwise fulfill their role, but this will often be the case.

Councillors should always spell out clearly whether they are communicating on social media in their capacity as a councillor or as a private individual.

Councillors should ensure that they comply with the Code of Conduct for Councillors whenever they act or appear to act in an official capacity on social media in the same way as with any other form of communication.

Whilst independent communications with parishioners are important in order to engage and be approachable, the overarching rules are that councillors should not make commitments on behalf of the Council, not bring the Council into disrepute and always respect confidentiality.

Social media guidelines

Treat others with respect – do not use social media to make personal attacks or indulge in rude, disrespectful or offensive comments.

Comply with equality laws – do not publish anything that might be seen as racist, sexist, ageist, homophobic or anti-faith.

Never bully or harass anyone – do not say anything, that might be construed as bullying or intimidation.

Do not bring the council into disrepute – do not publish anything that could reasonably be perceived as reflecting badly upon or lowering the reputation of you or the Council.

Do not disclose confidential information – do not disclose information given to you in confidence by anyone, or information acquired by you which you believe, or ought reasonably to be aware, is of a confidential nature.

Consider keeping your personal and councillor profile on social networking sites

separate.

Check you have the appropriate privacy settings for any private blog or networking site

Be aware that you will be seen as acting in your official capacity if you publish information that you could only have accessed by being a councillor.

Potential legal issues

Libel – If an untrue statement about a person which is damaging to their reputation is published, they may consider it as defamatory and consider legal action.

Copyright – Using images or text on social media from a copyrighted source (for example extracts from publications or photos), without obtaining permission, is likely to breach copyright laws.

Data Protection – Personal data of individuals must not be published unless you have their express permission. Personal information in an email or personal exchange should not be presumed to imply any consent to pass it on to others.

Bias and Predetermination – Councillors should not say anything on social media (or indeed anywhere) that suggests they have made up their mind on an issue that is due to be formally decided. While your likely view on a particular application may be well known, you need to be able to show that you attended the committee or hearing prepared to take on board and weigh all the evidence, and were genuinely persuadable to a different view, or the decision may be later challenged as invalid.

HPC Facebook pages

It is our intention that the Hughenden Parish Council Facebook pages will provide timely information and updates regarding activities and opportunities within our Parish and a vehicle for constructive comments & suggestions from residents and local organisations.

In order to ensure that all discussions on the Hughenden Parish Council page are productive, respectful and consistent with the Councils mission and goals, contributors must follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats or abuse of language will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including Parish Council members or staff, will not be permitted.
- Share freely and be generous but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the HPC Facebook page for commercial purposes or to market products.

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and the Council is not obliged to monitor or respond to requests for information through the Facebook channel.

Hughenden Parish Council will remove any comment or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material; any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam

Related Policies and Procedures

These include, but are not limited to:

Councillor Code of Conduct

Communications Policy

Data Protection