

HATFIELD PEVEREL
PARISH COUNCIL

Clerk to the Council
Sarah Gaeta

Parish Council Office
Community Association Village Hall
Maldon Road
Hatfield Peverel
Essex CM3 2HP
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27th July 2026

To: Members of Hatfield Peverel Parish Council

You are hereby summoned to attend

**THE PARISH COUNCIL MEETING
TO BE HELD AT THE VILLAGE HALL
ON MONDAY 3RD AUGUST 2026 AT 7.30 PM**

for the purpose of transacting the following business.

SL Gaeta

Clerk to the Council

A G E N D A

26/64 Apologies for Absence

26/65 Minutes of the Parish Council Meeting held on 6th July 2026 to be taken as read and signed as a correct record by the Chairman.

26/66 Declarations of Interest (existence and nature) with regards to items on the Agenda. Councillors are reminded that the code of conduct that took effect from 3rd June 2024 provides that should they have a disclosable pecuniary interest in any matter under discussion, they should speak only in the public session, then withdraw from the room and not seek to influence a decision about the matter.

26/67 Essex County Councillor Update *5 minutes*

26/68 Braintree District Councillor Update *5 minutes*

26/69 Public Participation session with respect to items on the Agenda and other matters that are of mutual interest. *3 minutes per person; 15 minutes max*

26/70 Clerk's Report *5 minutes*
To receive and note the update on action points from the last meeting.

26/71 Finance and General Purposes *15 minutes*
(a) To receive a budget update.
(b) To note the completion of the Quarter 1 bank reconciliations.

- (c) To consider a request to place seven picnic tables in the area between the infant playground and the adjoining residential properties on Maldon Road to serve The Coffee Lounge, to decide whether to grant permission, and to agree any charges or conditions if approved.
- (d) To approve the additional expenditure of £874.13 + VAT required to complete the previously approved purchase of stage curtains for the Village Hall (minute reference 26/53(c)), together with associated electrician costs of approximately £200 + VAT for the demounting and remounting of the stage lighting.

26/72 Traffic 5 minutes
To receive an update on traffic matters.

26/73 Environment 5 minutes
To receive an update from the Environment Advisory Group.

26/74 Stone Path Meadow 5 minutes
To receive an update on Stone Path Meadow.

26/75 Section 106 15 minutes
(a) To receive an update on S106 projects and note decisions made under delegated authority in relation to minute references 26/57 (b) and (c).
(b) To approve the Hatfield Peverel Public Rights of Way Map with QR Code prepared by Braintree District Council, and to approve the quotation from Fitzpatrick Woolmer for a single leg lectern for an A3 printed map.

26/76 Communications 15 minutes
To discuss the draft Communications Strategy, Policy and Research Paper, including any potential refinements or amendments, to inform the development of an Action Plan for subsequent consideration and adoption by the Council.

26/77 Keith Bigden Memorial Ground 5 minutes
To receive an update on the KBMG.

26/78 Youth Services 5 minutes
To receive an update on youth services.

26/79 Accounts for Payment 2 minutes
To agree the accounts for payment for July 2026.

26/80 Announcements 5 minutes

*Please direct any questions relating to items on the agenda to the Clerk by 9am on Friday 31st July.
The timings given above are for the Chairman's guidance.*

Date of next Parish Council Meeting – Monday 7th September

Clerk to the Council
Sarah Gaeta

REQUEST FOR ITEMS ON THE AGENDA

**Sections shaded Blue to be completed by
the requesting member**

**Sections unshaded to be completed by
the Proper Officer or their delegate**

Item topic	Public Rights of Way Provision of information board within Sorrells Field site Bury Lane to promote circular routes in Hatfield Peverel
Advisory Group/Committee recommendation?	S106 Working Party
Proposed by	Diane Wallace
Seconded by (if known)	
Proposed outcome – i.e. discussion, decision *	Decision following verbal recommendation of the S106 Working Party
If motion, please indicate required wording *	To approve the Hatfield Peverel Public Rights of Way Map with QR Code prepared by BDC and to approve the quotation of Fitzpatrick Woolmer for single leg lectern for A3 printed map
Background (provided by the proposer)	The Section 106 Agreement for this development provides for this information board. BDC prepared the map using the original Green Open Spaces map from the Neighbourhood Development plan and adapted the same to highlight the all the footpaths within the Parish including their numbers and a QR code which takes you to ECC's interactive map. BDC also obtained a very competitive quote for printing an A3 map and providing a lectern to accommodate the same at a cost of £528.00 excluding VAT. Permission is being obtained or has been obtained from the Management Company for the Parish Council to install the same at the entrance to the site There is a balance of £830 PRow contribution considering the cost of the upgrade of FP's 20 and 22. The information board is therefore within the budget available. Installation costs also to be paid. Quote to be provided by the Parish Council's maintenance contractor

Background (provided by the Proper Officer)	As above.
Financial implication (anticipated by the proposer)	None
Financial implication (anticipated by the Proper Officer)	None – S106.
Legal implications	Waiting on permission from management company.
Proposer's signature	<i>D Wallace</i>

Explanatory Notes:

- * 1. If discussion is required before a decision and the proposer is not clear on what the outcome of discussions may be, please indicate 'to discuss and decide' - a motion will then be formulated at the meeting;
- * 2. If discussion or consideration is required *without* a decision, please indicate 'to discuss', 'to consider' etc;
- * 3. If a decision is sought and a motion required (for example, a recommendation by an Advisory Group), please indicate this.

Standing Orders 9 and 10 apply to notices of motion:

9. Motions for a meeting that require written notice to be given to the Proper Officer

A motion shall relate to the responsibilities of the meeting which it is tabled for and in any event shall relate to the performance of the Council's statutory functions, powers and obligations or an issue which specifically affects the Council's area or its residents.

No motion may be moved at a meeting unless it is on the agenda and the mover has given written notice of its wording to the Proper Officer at least five clear days before the meeting. Clear days do not include the day of the notice or the day of the meeting.

The Proper Officer may, before including a motion on the agenda received in accordance with Standing Order 9(b) above, correct obvious grammatical or typographical errors in the wording of the motion.

If the Proper Officer considers the wording of a motion received in accordance with Standing Order 9(b) above is not clear in meaning, the motion shall be rejected until the mover of the motion resubmits it in writing to the Proper Officer so that it can be understood at least three clear days before the meeting.

If the wording or subject of a proposed motion is considered improper, the Proper Officer shall consult with the chairman of the forthcoming meeting or, as the case may be, the Councillors who have convened the meeting, to consider whether the motion shall be included in the agenda or rejected.

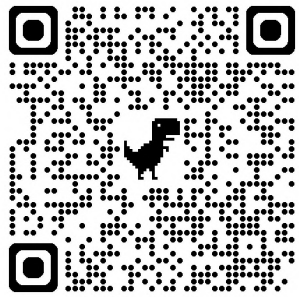
Subject to Standing Order 9(e) above, the decision of the Proper Officer as to whether or not to include the motion on the agenda shall be final.

Motions received shall be recorded in a book for that purpose and numbered in the order that they are received.

Motions rejected shall be recorded in a book for that purpose with an explanation by the Proper Officer for their rejection.

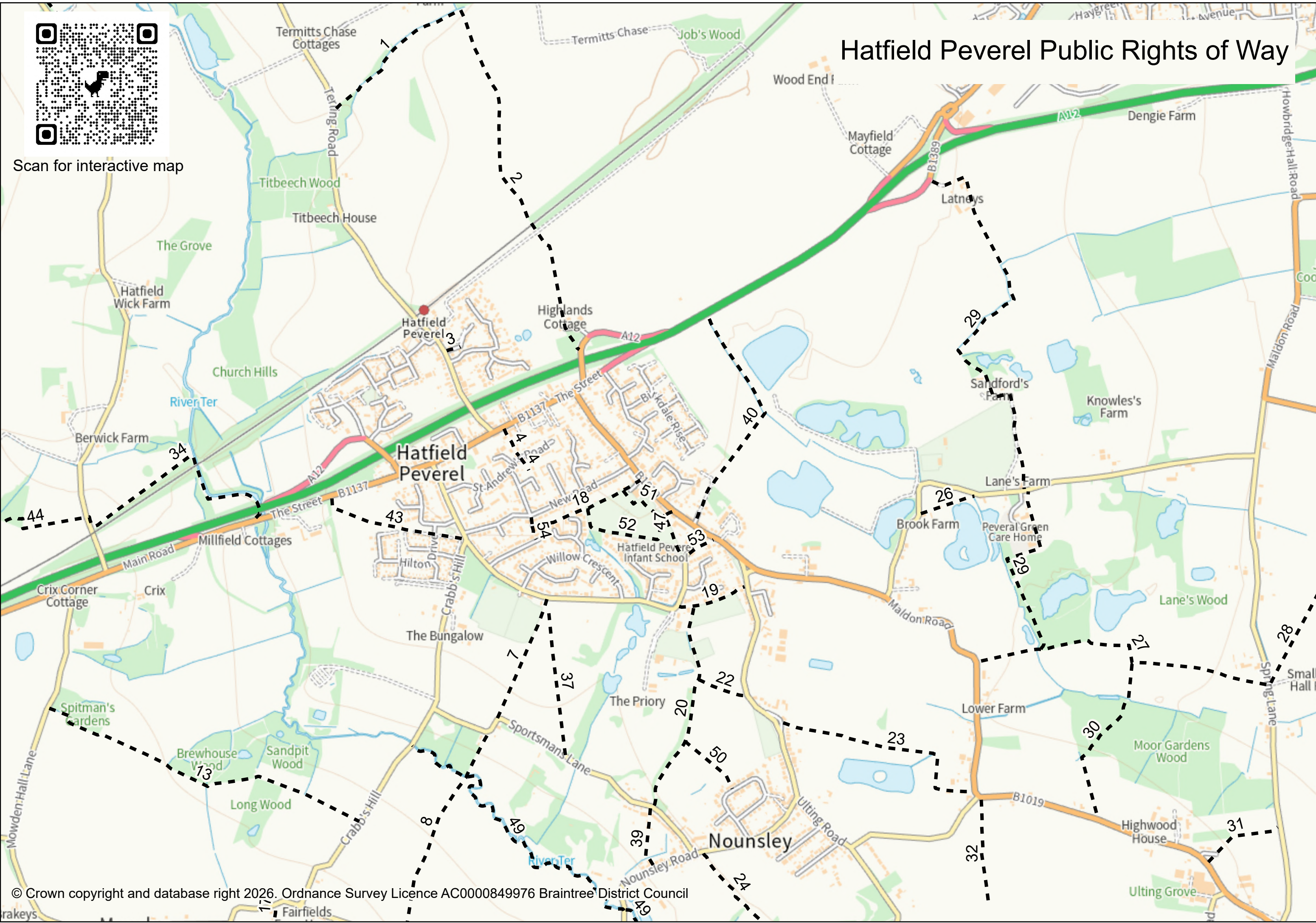
Motions at a meeting that do not require written notice

- a. The following motions may be moved at a meeting without written notice to the Proper Officer:
 - i. to correct an inaccuracy in the draft minutes of a meeting;
 - ii. to move to a vote;
 - iii. to defer consideration of a motion;
 - iv. to refer a motion to a particular Committee or sub-Committee;
 - v. to appoint a person to preside at a meeting;
 - vi. to change the order of business on the agenda;
 - vii. to proceed to the next business on the agenda;
 - viii. to require a written report;
 - ix. to appoint a Committee or sub-Committee and their members;
 - x. to extend the time limits for speaking;
 - xi. to exclude the press and public from a meeting in respect of confidential or sensitive information which is prejudicial to the public interest;
 - xii. to not hear further from a Councillor or a member of the public;
 - xiii. to exclude a Councillor or member of the public for disorderly conduct;
 - xiv. to temporarily suspend the meeting;
 - xv. to suspend a particular Standing Order (unless it reflects mandatory statutory requirements);
 - xvi. to adjourn the meeting; or
 - xvii. to close a meeting.



Scan for interactive map

Hatfield Peverel Public Rights of Way



Clerk to the Council
Sarah Gaeta

REQUEST FOR ITEMS ON THE AGENDA

**Sections shaded Blue to be completed by
the requesting member**

**Sections unshaded to be completed by
the Proper Officer or their delegate**

Item topic	HPPC Communications – draft strategy & policy. Also research paper with suggestions / recommendations for a potential action plan for 2027. All papers are shared for consultation, review & discussion at this stage.
Advisory Group/Committee recommendation?	No. Inputs are requested from HPPC & staff/stakeholders to enable further iterations of content.
Proposed by	Wendy Purser
Seconded by (if known)	
Proposed outcome – i.e. discussion, decision *	To discuss draft Communications Strategy, Policy, Research paper for potential adoption/refinement to generate inputs into an HPPC action plan which would then return to HPPC, later, for adoption decision.
If motion, please indicate required wording *	Discussion / consultation only at this stage
Background (provided by the proposer)	Communications have been discussed; standing agenda item at council meetings. HPPC do not currently have a strategy or policy. There is a strong desire to uplift activity and outcomes in this respect.
Background (provided by the Proper Officer)	As above.
Financial implication (anticipated by the proposer)	None currently. This will be identified when drafting the action plan for potential adoption late 2026/2027.
Financial implication (anticipated by the Proper Officer)	As above.
Legal implications	None.

HATFIELD PEVEREL
PARISH COUNCIL

Proposer's signature	Wendy Purser
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Explanatory Notes:

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DRAFT - Hatfield Peverel Parish Council Communications Strategy

Introduction

This strategy will guide the Parish Council's communications activity. It is based on the principle that communication is two-way and should enable the Parish Council to inform residents and partners about what we do and to promote active listening of what residents tell us about the services we provide.

The Council's plan is to implement a communications strategy and policy which relays information, announcements and news to residents / stakeholders through the most appropriate and effective channels.

Aim

To continue to develop effective communications with residents, partners and local businesses.

Our vision

Residents and stakeholders have a clear understanding of the Parish Council's scope, priorities, operations and challenges and that they recognise it as a delivering, forward-looking organisation.

Objectives

- To effectively inform residents of the aims, objectives, scope and activity of the Parish Council
- To enable residents to be involved with the Parish Council
- To use a variety of communication methods to ensure that the way we communicate keeps everyone included and updated
- To build trust by being open and transparent
- To successfully engage with partner organisations and the local business community for the benefit of the village

Methods

The Parish Council will aim to use a variety of methods based on what reaches people most effectively and has most credibility. This includes:

- Parish Councillors contact details published on the Parish Council website
- Comprehensive Parish Council website
- Parish Council notice boards
- Parish Council updates via the Village Voice magazine
- Parish Council meetings where agendas and minutes are published
- Parish Council finances and audits published on website
- All committee meetings being open to the general public, dates made available on our website
- Open invitation to e-mail our Parish Council Clerk
- Annual Parish Meetings to update & encourage residents' engagement
- Social Media channels

Principles

All communication will comply with the Code of Recommended Practice on Local Authorities which states that communication should be:

- Lawful
- Cost-effective
- Objective
- Even-handed
- Appropriate
- Have regard to equality and diversity

What we need to communicate

- Contact information for the Parish Clerk and Parish Councillors
- Parish Council documents
- Meeting times and dates
- Newly enacted Parish Council decisions
- Policy proposals
- How the Parish Council works
- How to give feedback
- Legally required notifications

Who Communicates

- The Clerk & Deputy Clerk, Communications Officer, Councillors are the main contacts to have regular interactions with the public, partners, Councils, local groups, businesses, etc. They forward through to full council any items that require further action/decisions.
- Councillors, when communicating with members of the public and other local groups uphold the code of Conduct/Communications principles and communicate in a clear, informative manner. They will also adhere to our social media, IT & electronic communications policy
- The Parish Council uses email as the main tool for communication between Councillors.
- Councillors will also share their email addresses on the Parish Council website for ease of communication by parishioners.

Evaluation

- Policy & strategy reviewed at regular intervals, annual basis by the PC.
- Evaluation of the Communications Strategy will include the requesting / receiving of feedback and subsequent discussion on driving improvement.
- Monitoring and assessment will take place using a Parish Council survey of residents on communications carried out by the Parish Council.

DRAFT HPPC COMMUNICATIONS POLICY

Introduction

Hatfield Peverel Parish Council articulates and represents the views and needs of the local community. The council provides information on important parish matters affecting the community and encourages comment from interested individuals, stakeholders and partners.

The overall aim is to make Council communications a two-way process: to give people the information needed to understand accurately what it does, whilst enabling us to make informed decisions using information received from residents and partners.

The principles of this Policy apply to Parish Councillors and Council, the Clerk and council employees. It is also intended for guidance for others communicating with or on behalf of the Parish Council.

1. The importance of good communication

Good communications will enable:

- better understand the needs of the community and develop appropriate strategies and priorities
- raise residents' satisfaction, trust and confidence by communicating about issues, services and opportunities in the parish, the borough and region
- be an effective voice of the community
- maintain and enhance the reputation of HPPC
- ensure that appropriate channels are used to reach target audiences / demographics
- proactively challenge inaccuracies and misrepresentations that might undermine the image or integrity of BPC the parish.

2. Who is communicating

The Parish Clerk & Communications Officer

The Parish Clerk has overall responsibility for overseeing all communication with members of the community and outside bodies. The role of Clerk is to ensure that the Council as a whole conducts its business properly and to provide independent, objective and professional advice and support. The role of the officer is to prepare communications content and to publish on behalf of HPPC and the Clerk.

All Local Council meetings are open to the press and public. They are led by the Council's Chairman and advised by a Clerk who is there to see that business is conducted within the law.

Councillors

When in doubt about how to respond to an enquiry relating to the business of the Council, the guidance of the Parish Clerk must be sought. At no time should Councillors make any

promises to the public about any matter raised with them other than to say they will investigate the matter. All manner of issues may be raised, many of which may not be relevant to HPPC. Depending on the issue, it may be appropriate to deal with the matter in the following ways:

- refer the matter to the Parish Clerk who will then deal with it as appropriate
- request an item on a relevant meeting agenda
- investigate the matter personally, having sought the guidance of the Parish Clerk.

Councillors must ensure that any / all communication with the public on council related matters reflects the decisions and policies regardless of the councillor's individual views on any subject.

Council meetings and Councillor interaction

HPPC meets on the first Monday of every month excepting bank holidays. Meetings start at 7:30pm. The floor is open to the public for representations and questions when this agenda item is reached in the each and every meeting.

An initial draft of the minutes shall be produced by the Clerk and issued to all Councillors by email for review for accuracy.

The agenda of the meetings are published on the council website followed by the minutes after approval at a council meeting.

Councillors who have taken on responsibility for some action which involves written or verbal communications with third parties shall lodge a copy of any such communications with the Clerk.

3. How we should be communicating

Different forms of communication will appeal to different ages, social groups and demographics so it is important to ensure that within reason, all options for increasing communication and participation are reviewed over time in order to communicate effectively with everyone. The advances made in information technology offer new ways of communicating. At the same time, for many people, traditional methods – Written communication, telephone, leaflets still play a fundamental role that must not be undervalued.

Currently Council communication is achieved mainly through Council meetings, Website and Councillor interaction, managed by the Parish Clerk. Currently posts are made to the council's social media pages too on an ad-hoc / as required basis. Responsibility is assigned to ensure continuity and accuracy.

4. Online Presence

Council Website

Online content should be objective, balanced, informative and accurate. What is written on the web is permanent. The website is to be regularly updated and kept up to date by the HPPC, Clerk and Communications Officer.

All communications should promote the council website and if appropriate its social media channels. It is important to ensure that links to the website are provided from other key partners.

Social media

Currently posts are made on an ad-hoc basis. Responsibility for managing the accounts lies with our Communications Officer to ensure continuity and accuracy. The Parish Clerk in collaboration with appointed Councillors and volunteers will continue to explore ways in which communication can be improved.

Email

Aside from the council meetings, the main means of communication between Councillors is via email. Secure email addresses for each councillor to use for council business are provided. Councillors may not use their own personal email addresses for council business. Councillors will share their telephone contact numbers as required where urgent communications arise.

The official email address and the individual Councillor's will be published on the Councils' website to allow Councillors to be contacted outside the council meeting.

5. Communication - Good Practice

It is imperative that:

- all communication is courteous, timely, professional, appropriate and reflects the decisions and policies of council
- all individuals communicating on behalf of HPPC are aware that every piece of communication reflects on the reputation of HPPC in the community; Staff and Councillors and appointed volunteers are ambassadors, and this is reflected in all communications. Any communications will need to meet the following criteria:
 - be civil, tasteful and relevant
 - not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
 - not contain content knowingly copied from elsewhere, for which HPPC does not own the copyright or does not have permission to use
 - not contain any personal information, other than necessary basic contact details
 - if official business, in any case of doubt, communications will be referred to the Chair or the Clerk prior to release
 - social media will not be used for the dissemination of any political advertising

Any information or comments posted on social media sites which are not in line with the above criteria will be removed as quickly as practically possible.

6. Communication with the Media

- All media enquiries should be directed to the Chairman or the Parish Clerk
- If appropriate, for a specific issue the Chairman may authorise another Councillor to make a statement on behalf of HPPC
- All media comment must accurately reflect HPPC position on the topic, as adopted in documents e.g., minutes and policies.
- All decisions of HPPC made in an open meeting can be quoted and made available to the media.
- The person responding to the media enquiry should have the necessary facts and understanding and be able to speak with some authority, using plain English
- Councillors should not make 'personal comments' which could damage the reputation or credibility of the Council or members of the community
- Comment on matters which are, or are likely to be, subject to legal proceedings, legal advice needs to be sought before any response is made. All such communications must be controlled by the Clerk or Chair.
- Councillors wishing to make a 'personal statement' to the media must clearly inform the media that their comments are made as an individual and are not the view of HPPC. Other councillors may hold a different view, or that the matter may still need to be discussed or resolved by the council.

7. Press - manage the media effectively – Only Clerk & Chair can undertake this:

Key points for effective management of media relations:

- Respond to journalists in full within a reasonable time
- Be helpful, polite and positive
- Never say 'no comment'
- Ensure all statements or responses to hostile enquiries are cleared by both the Parish Clerk or the Chairman
- Evaluate media coverage
- Issue timely and relevant press releases
- Pre-empt potential stories arising from council agendas/minutes by issuing proactive PR (if and where possible).

DRAFT – COMMUNICATIONS ACTION PLAN

(to be drafted / completed post HPPC review / consultation on the research paper, draft strategy and draft policy documents).

This plan is to be developed to meet the objectives outlined in the Parish Council's Communications strategy in line with the Communications Policy.

Five guiding principles underwrite the plan:

- Be accessible for all
- Be convenient to access
- Help manage expectations
- Be relevant, clear and factual
- Encourage open positive engagement

Target Audiences and information requirements:

The Parish Council is clear on the range of audiences it needs to communicate with, the reasons for doing so and their information requirements. In no particular order, our audiences' requirements include and not limited to:

Village News & Opportunities

Planning applications

Parish Council meetings

Parish Council meeting papers and correspondence

Parish Council Policies

Parish Councillor contacts

Topic specific information

Community events

Signposts to relevant other information

Tender opportunities & council vacancies

DRAFT

Communication Action Plan 2026-2027

(to be completed post discussion on Communications paper, strategy & policy drafted for review / consultation by HPPC July 2026).

- Review & update & improve HPPC website
- Appoint Cllrs to provide updates on specific council groups, committees & working groups activities
- Review / recommendations of parishioners needs those not using mobile technology
- Parish survey to gain feedback to guide our future actions and to demonstrate that the Council is 'listening.
- To promote HP Parish Council activities

The communications strategy will be supported by a Parish Council action plan. Both will be reviewed annually by the HPPC where progress will be discussed and decisions taken as required.

Communications Research - Hatfield Peverel Parish Council

I was asked by the Parish Council to look at our Communications activities. The objective being to:

1. Create a record of what we have/use - website, social media channels i.e., Facebook, Instagram, X (we have the latter, but it is not used. Do we have need for it? X is used primarily for instant communication), Village Voice, physical notice boards.
2. Gauge how well needs are fulfilled and met regarding HPPC and community needs
3. Identify if there are any opportunities / improvements we can explore / adopt
4. Think about social media platforms and future use. Do we want to further evolve our use at this time?
5. Consider streamlining our parish council meetings for stakeholders & parishioners
6. Identify if we need / draft Communications strategy & policy for HPPC.

Communications research identified the following including some areas for HPPC to think about:

What approach do our residents want / need?

- Time is a challenge so digital methods are the best way and preference to communicate. Face to face via meetings is often not possible and experience shows not well attended. It is suggested we need to focus efforts on website, social media, digital communications, e-noticeboard/s as a result.
- We have a substantive (appendices refer) aging population who are not well connected digitally, so paper-based communications remain key and important for these residents. Are we doing enough for these residents?
 - Suggestion - consider ad-hoc paper-based communication when needs arise.

What content do HPPC regularly need/want to make available?

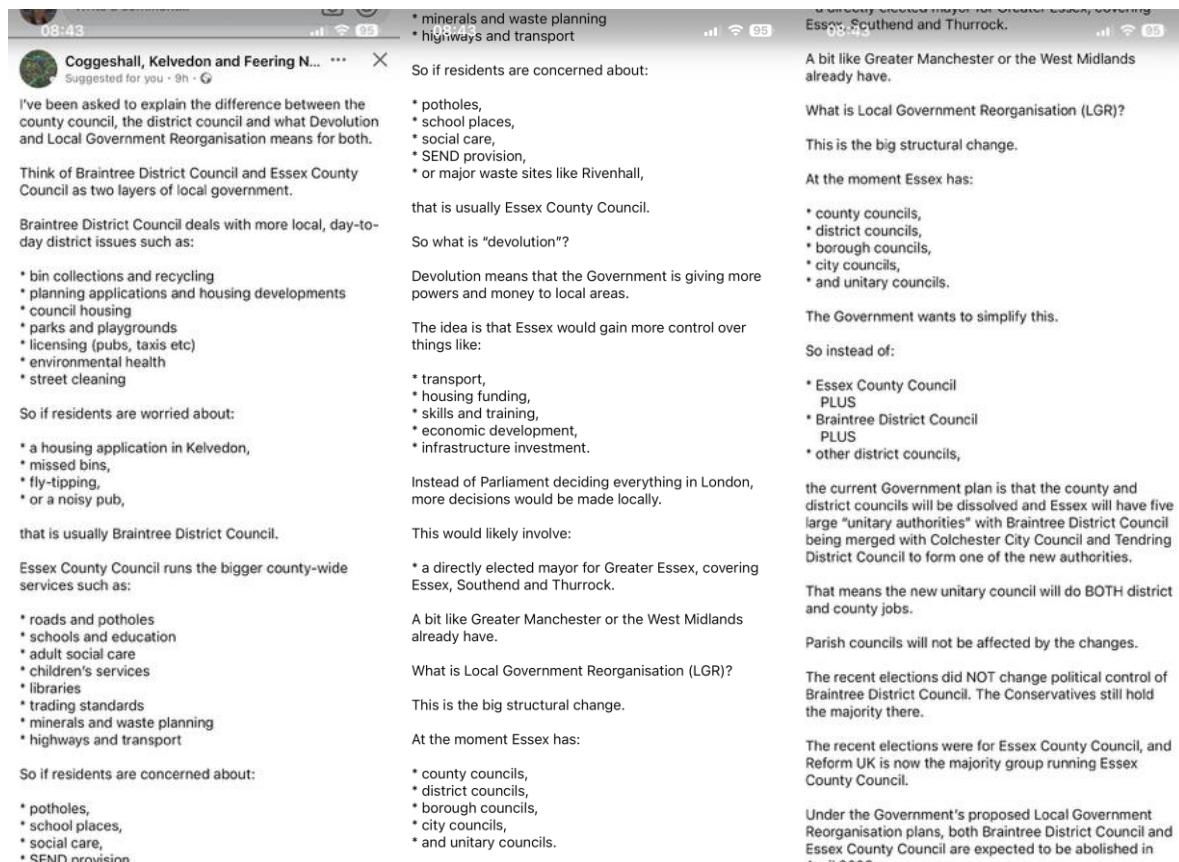
1. Governance requirements - HPPC e.g., Finances, Meeting Agenda's, Minutes, Policies, Annual General Information, Audits, Public Notices e.g., Tenders etc.
2. Wider local government communications (via pass throughs) e.g., Braintree & Essex County Council. Suggestion is for key ones to have visible hot links for use.
3. Local clubs, activities, services (overlap of content on with VH website so suggestion is non VH items on HPPC with links to them as required on VH website and visa versa to provide effective content access e.g., tennis, library, gym, post office etc. Expand to cover all too.
4. Parish / village useful information, review and agree what is needed. A lot of content currently, some of it is out of date. Address:
 - Overlaps HPPC & VH websites - welcome to our village and VH website - notices & information. Align & agree what content goes where.
 - Improved use of links between HPPC & VH websites to address duplication of content, key pass through's.
5. Projects e.g., Community Park

Digital communications need to be accessible on all types of devices. Phones are the most common, we need to factor the latter specifically for usability of our content.

Suggestions for HPPC Website:

- Neighbourhood Development Plan – have 2024 version. There is a lot of past docs / content dating back to 2016, archive.
- Village Voice Magazine (formerly Review), copies going back to 2012, archive.
 - Review / gather feedback on Village Voice annually to further evolve it.
- Have a page on popular asks/needs and rotate content as required (Clerk, HPPC, staff, councillors, residents provide inputs) e.g. how to report potholes, new bins policy BDC, VH bookings (pass through to VH), defibrillator locations (more than 2), Village Voice magazine etc.
- Have content on governing body roles and how to make contact for key services so there is clarity e.g., burial ground is HPPC. Clarify HPPC v BDC v ECC roles ref. point 2. Include key service hyperlinks. (Draft content collected to aid development of this content shown on next page).
- Review / provide direction on the key content needed on our HPPC front page e.g., website accessibility, privacy notice (elsewhere currently).
 - Review menu options/titles on here to better reflect content.
 - Have easy access hyperlinks to help residents with popular services e.g., booking VH, Village Voice magazine (the latter is a large main feature currently).
 - More use of graphics and pictorial content to drive engagement / use
 - Consider / review usability / ease of access to all our website content (post doing a review/tidy of the content).
- Review all website content, identify any missing content, decide its placement.
- Archive out of date content e.g., coronavirus, 2023 BDC elections, A12 widening etc. Identify who will look after our website content on an ongoing basis (IP). Communications Officer role relies on these required inputs.
- Website lacks “Youth” content – only DofE and it’s in ‘community matters & parish council information’. Add more content e.g., the current survey being run on facilities for the village
- “Sports in our village” covers just Tennis & Gym needs to be wider e.g., KBMG HP football, bowls, croquet, cricket etc.
- We do not differentiate between Hatfield Peverel & Nounsley. Our content is all branded / referred to as Hatfield Peverel. Do we want to address this?
- Consider having social media articles on the website to bring people in / drive use (when refreshed) via links rather than doing direct article channel posting.

Content over page collected for no. 2 on page 1 to help us write roles for each governing body.



We struggle to engage younger parishioners which is a common challenge for many councils. Demographics show around 500 population in 6 to 16 age group. Ref. demographics in appendices. Consultation with Youth Services identified that there is a lack of interest due to:

- a fragmented approach to schooling and friendship groups with many youngsters going wider than the parish i.e., dispersed widely across Essex.
- There is little time to get involved factoring education and lifestyle.

Any communication with this age group needs to be via a social media platforms that they use. Do we want to communicate with this group?

- At this time likely no on a regular basis due to lack of interest & resource constraints. However, we need to when specific needs arise.
- If we do, consider which channel, who will be the "influencer" and how would we generate interesting content to post to meet requirement/s for them?
- Be mindful of the resources required to target younger residents on the platforms they use i.e., engaging video content and how it is surfaced would need to be addressed.

Social Media Channels & Use Profile FYI shared for general information overleaf:

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Social media use in the UK is dominated by **Meta** and Google, with nearly 89% of internet users engaging with these platforms. They are utilized for everything from daily personal messaging and community building to professional networking and social searching. **Sprout Social** +4

CHART OF SOCIAL MEDIA USE

WhatsApp

Facebook

Instagram

TikTok

LinkedIn

Nextdoor

Reddit

Twitter

YouTube

Snapchat

The most popular social media channels and their primary uses in the UK include:

1. Messaging & Private Networks

- WhatsApp:** The absolute leader in the UK. Used for daily text/voice chats with friends and family, and increasingly for customer service and direct business-to-consumer (B2C) updates.
- Facebook Messenger:** Heavily used for instant messaging, group chats, and connecting with local businesses. **Statista** +4

Ask anything

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recommendations and lifestyle tips.

- Snapchat:** Very popular with the UK's younger generation for exchanging disappearing photos, using AR filters, and sharing casual day-to-day moments. **Dan Slee** +6

4. Long-Form Video & Discovery

- YouTube:** Dominates the long-form video space in the UK. Used for entertainment, tutorials, product reviews, and content creation.
- Pinterest:** Used as a visual bookmarking tool. Heavily used by UK consumers for lifestyle, fashion, and home decor inspiration. **LOCALIQ UK** +5

5. Professional Networking

- LinkedIn:** The primary Business-to-Business (B2B) network in the UK. Used for professional networking, recruiting, B2C lead generation, and sharing industry insights. **LOCALIQ UK** +3

6. Real-Time News & Discussions

- X (formerly Twitter):** Used primarily by journalists, politicians, and niche communities for real-time news, public discussions, and rapid-fire customer service. **Friends of the Eart...** +4

For the latest usage statistics and demographic breakdowns across the UK, you can explore the annual Ofcom Online Nation Reports. **🔗**

SOCIAL TABLES: Here's the top UK 10 social medi...
1 Dec 2024 — 70 per cent use Facebook, Instagram and WhatsApp...
Dan Slee

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AI responses may include mistakes. [Learn more](#)

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2. General Social Networking & Community

- Facebook:** Remains a giant in the UK, especially for users aged 30 and over. Used for local community groups, buying/selling on Marketplace, and organizing social/local events.
- Reddit:** A massive network of specific, interest-based discussion forums. Used by Brits to ask real people for advice, share hobbies, and read honest product reviews.
- Nextdoor:** A hyper-local app used specifically for neighbourhood watch, community discussions, and local services or lost items. **Cleartwo** +3

3. Visual & Short-Form Video

- Instagram:** Highly popular among 18-to-34-year-olds. Used for visual storytelling, following influencers, and shopping directly through in-app links.
- TikTok:** The fastest-growing platform for younger demographics. Used for viral entertainment, short-form video content, and increasingly as a search engine for product recommendations and lifestyle tips.

Ask anything

social media channels and their uses here n uk

A look through of some of the other parish councils' websites / social media communication activity (Braintree District) identified:

I did a quick review of some websites of other PCs in Braintree ref appendices:

- Hatfield Peverel have a lot more content and channels
- We do more regular communication via our social media channels
- Village Voice magazine monthly, only we do this.
- Our website has a heavy reliance on written content rather than graphics
 - other sites stand out more for useability and visual appearance/impact
- We have more social media channels, most use Facebook
- We have significantly more followers / traction than other PCs with our social media activity ref recent Communications stats provided by Communications Officer.

Areas for HPPC to discuss / think about - HPPC communications;

- We need to be more proactive / generate content of interest for Communications e.g., regular updates from BDC and ECC councillors and PC chair. (Light touch approach suggested as v busy people; QTR is the suggestion). Blogs e.g., PITP from organiser point of view. New tennis courts feedback. RECOMMENDATION; Action this and develop content areas to include in Comms Plan.
- Regular content could be shared from our sub committees and working groups on what they are doing. RECOMMENDATION; Action this / include in Comms Plan.
- Do we want to be more proactive and consult the community more for example via survey annually? Many PCs do this. RECOMMENDATION; Action this / include in Comms Plan.
- Are we wanting deeper engagement via 2-way conversations – Facebook, Instagram, X? HPPC discussion needed.
- Are we happy with our current communication tone? HPPC discussion needed.
- Improve on the balance of written words to graphics to make our content on our website more usable/interesting. RECOMMENDATION; Action this. Review / draft revised frame & content, include in Comms Plan.
- Streaming HPPC meetings – is this something we need to do? County, Unitary & District Councils, 98.5% now stream. Public filming rights exist so a member of the public can attend and record our meetings without needing the council's permission. HPPC discussion needed. RECOMMENDATION Action this / include in Comms Plan.
- Share more externally about what we do / what we have referred on to partners, decisions & outcomes. RECOMMENDATION; Action this / include in Comms Plan.
- Keeping residents informed on things they care about. Do we know what these are? RECOMMENDATION; Action this / include in Comms Plan (use suggested annual survey as start point)
- Should we test our communications? HPPC discussion needed.
- Do we want more communications / marketing for revenue generation purposes? HPPC discussion needed.
- Can we provide our Communications Officer with a scope/tolerance to enable publishing of content directly without formal sign off by Clerk or Chair?

RECOMMENDATION; Action this / include in Comms Plan subject to scope being agreed.

Appendices

Demographics & Diversity

Key demographic insights for [Hatfield Peverel & Terling](#) (based on 2021/2023 data):

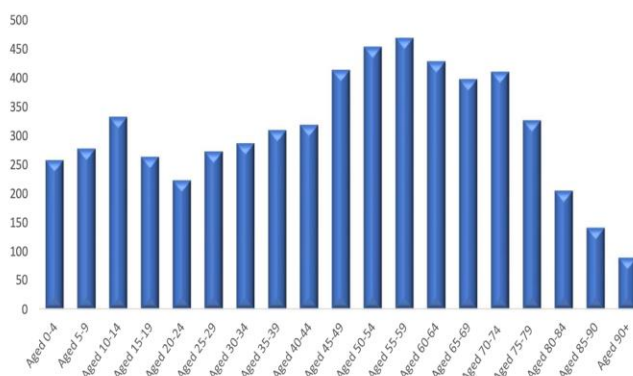
- **Ethnicity:** Primarily White (97.15%), with small percentages of Mixed (1.16%) and Asian (0.83%) residents.
- **Age:** Average age is roughly 44, indicating a mature population.
- **Household Structure:** Approximately 70% of homes are owned.
- **Health:** Approximately 17.8% of the population is disabled under the Equality Act.
- **Identity:** 97.1% identify as having UK identity only.
- **Crime:** The area has a low crime rate (50.7 per 1,000 residents) compared to other areas in England and Wales.

Hatfield Peverel and Terling - Population

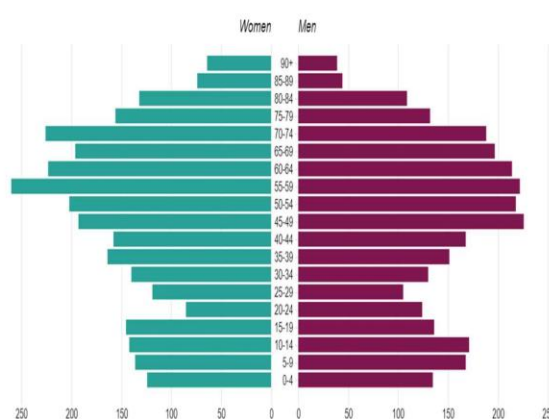


Population by Age Group (%)

Age Group	Hatfield Peverel & Terling	Braintree	Essex
Population aged 0-4 years (%)	4.5	5.5	5.7
Population aged 5 to 15 years (%)	11.6	13.6	13.3
Population aged 16 to 24 years (%)	7.4	8.8	9.5
Population aged 25 to 64 years (%)	49.7	51.5	50.9
Population aged 50 to 64 years (%)	23.0	20.8	20.1
Population aged 65 years and over (%)	26.8	20.6	20.7



Population pyramid by five year age groups and gender



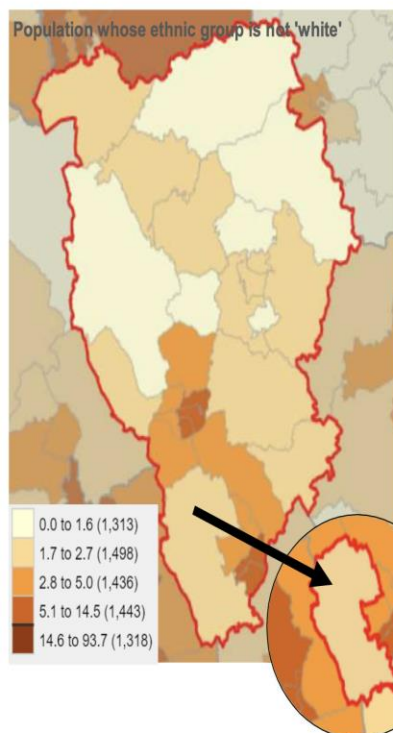
Source: Office for National Statistics (ONS) Small area population estimates: mid 2020

Population

5,900

(rounded to the nearest 100 people)

Hatfield Peverel and Terling - Diversity



Ethnic Group

	Hatfield Peverel and Terling	Braintree	Essex
White British (%)	97.1	94.7	90.4
Mixed (%)	1.1	1.9	2.4
Asian or Asian British (%)	0.8	1.7	3.7
Black or Black British (%)	0.6	1.2	2.5
Other Ethnic Group (%)	0.3	0.5	1.0

National Identity

	Hatfield Peverel and Terling	Braintree	Essex
UK identity only (%)	97.1	95.0	93.1
UK identity and non-UK identity (%)	0.9	1.0	1.3
Non-UK identity only (%)	2.0	4.0	5.6

Disability

	Hatfield Peverel and Terling	Braintree	Essex
Disabled under the Equality Act (%)	17.8	16.9	16.7
Not Disabled under the Equality Act (%)	82.2	83.1	83.3

Religion

Hatfield Peverel & Terling

(Braintree)

No religion **37.9%** (45.0%)

Christian **55.0%** (47.1%)

Buddhist **0.2%** (0.3%)

Hindu **0.2%** (0.4%)

Jewish **0.1%** (0.2%)

Muslim **0.5%** (0.7%)

Sikh **0.0%** (0.1%)

Other religion **0.3%** (0.4%)

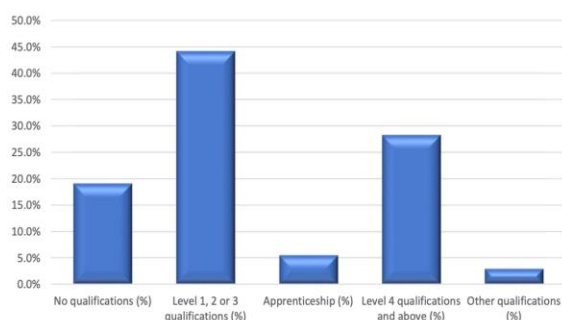
Not answered **5.8%** (5.9%)

% of all people

Hatfield Peverel and Terling - Education and Qualifications



Highest level of qualification



Highest level of qualification (comparison with Braintree and Essex)

	Hatfield Peverel and Terling	Braintree	Essex
No qualifications (%)	19.1	18.4	18.9
Level 1, 2 or 3 qualifications (%)	44.2	47.2	44.8
Apprenticeship (%)	5.5	5.9	5.6
Level 4 qualifications and above (%)	28.3	25.8	27.9
Other qualifications (%)	2.9	2.7	2.8

Schoolchildren and full-time students

Hatfield Peverel & Terling

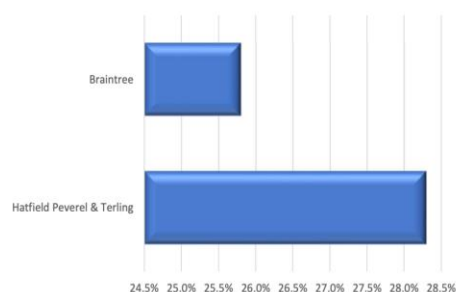
(Braintree)

Student **15.3%** (17.7%)

Not a student **84.7%** (82.3%)

% of people aged five years and over

Level 4 qualification or above



Link to full paper:

<https://www.braintree.gov.uk/downloads/file/188/hatfield-peverel-and-terling-ward>

What are other Braintree PCs doing regarding Websites & social media?

HPPC websote frame (July 2026) requiring review / update

Home

Welcome banner (5 pics)
VV front page pic and link current edition
Council officer details
Office opening hours
contact details

options (6)

News, events, notices
Travel information & weather (nothing re w

Parish Council Information (old content dating back to 20
Your Councillors
Policies & Procedures
Public Notices
Finance
Coronavirus, ,
content dates

Parish Council Meetings (old content going back years)
Agendas
Mins
some Comms Meetings
Parish annual meetings

Welcome to our village
5 banner pic
Community matters
Sports in our village
Community help
Local information & contacts
Burial Ground
Open Spaces
Walks in HP
varied conten
only Tennis &
dated content
dated content
tucked away i
Environment
Dof E here

Village Voice
Subscription option
copies back to 2012 (Review & VV)

HP Neighbourhood Development Plan - 2024 adopted ve
Exec. Comms 2014 papers onwards
Development Plan content / inputs into 202
Development Plan reviews - Cons S14, S1
NDP 2019 docs

A12 widening, BDC elections 2023, Website accessibility / privacy notice, DofE