HATFIELD BROAD OAK NEIGHBOURHOOD PLAN COMMUNICATIONS PROTOCOL

Approval for any communications content is unnecessary unless it pertains to or impacts the Parish Council or any councillor. In such cases, the Committee Chair must escalate it to the Full Council for review.

HBO NP Website

- The HBO NP communication team are responsible for all website content and updates and will share ideas for posts/website content among themselves.
- Blogs are posted weekly or more when additional news/issues necessitates.
- No preapproval of blog posts or website content is required unless it pertains to or impacts the Parish Council or any councillor. In such cases, the Committee Chair will escalate it to the Full Council for review.
- Blogs from HBO PC on a specific topic or publication of its views on a topic relevant to the NP are welcome on the HBO NP website.
- Comments added to the website by members of the public will be moderated by Kerry Stedman.
- The comms team will reply to comments on behalf of HBO NP and delete any that may be offensive. If technical advice is required by the comms team to enable them to respond to any posting, they will refer to the appropriate expertise for guidance.

HBO NP Newsletter

- HBO NP may use free Mailchimp software to collect subscribers' names for the HBO NP newsletter
- The newsletter will be issued approximately monthly subject to level of news.
- Content of HBO NP newsletter will be compiled by HBO NP comms team and will link to posts on HBO NP website and other sites where appropriate consultations are taking place e.g. UDC, Highways etc.
- HBO NP will retain statistics on the effectiveness of its newsletters using Mailchimp and Google analytics.

HBO NP Social Media

- Blogs will be promoted on the following social media resources – HBO NP FB page and Hatfield Broad Oak FB
- HBO NP comms team are responsible for moderating content on HBO NP FB page and deleting any inappropriate posts.
- All HBO NP team members who choose to respond to posts on social media will post factual responses to queries, addressing issues directly and aiming to minimise conflict. Cllrs and Steering group members to clarify to each response that they are commenting in a personal capacity and not as views of HBO PC.
- HBO NP Team members will avoid engaging unnecessarily in prolonged debate about HBO NP related issues and comments or responding to provocation.

- HBO NP will alert HBO PC to any inappropriate behaviour on social media that requires intervention by HBO PC.
- HBO PC members are urged to be supportive of HBO NP data in any comments they make in response to posts related to HBO NP topics, issues of comments on social media.

HBO NP Media Articles

- HBO NP comms team will publish articles in the Parish Magazine (monthly) occasionally.
- HBO NP can submit articles for other suitable publications which would be delivered to all households providing their general content otherwise aligns with that of the HBO PC.
- HBO NP comms team will be responsible for producing content for the articles.

HBO NP Surveys and Polls

- HBO NP may use a software program to carry out surveys and polls when appropriate.
- The software may incur a fee and this is necessary as the free software is insufficient for our purposes.
- Surveys will be designed in conjunction with the Steering Group and other specialist advisers and may use NP forums for ideas in building surveys.
- Draft survey forms will be vetted by an independent adviser (RCCE are proposed) to ensure there is no bias in question format.
- Survey data will be validated by use of appropriate measures to prevent duplication and ineligible voting.
- Surveys and polls may be online or paper based depending on need and outcome
- Unless using an independent survey analysis company the following apply:
    - Survey results will be inputted to a surveys software for analysis and then exported for storage.
    - HBO PC will have backup storage of survey data.
    - Paper copies of surveys will be stored with the Clerk. The HBO NP evidence manager will collate storage of survey data for the Independent Examiner and then appropriately destroy when no longer required.
    - Survey reports will be produced by the appropriate survey team and checked/proofread by HBO NP comms and an experienced SG member to ensure they are purely factual.
- No opinions on survey results other than those supported by data will be expressed in any report or at any meeting.
- Factual results / data from surveys will be published by HBO NP on its website.

Public Consultations and Meetings

- HBO NP will hold meetings and consultations to share information and collect opinions and will assist HBO PC in organising a referendum on the NP.
- Meetings and consultations will focus on sharing data and collecting additional information where appropriate.

- No opinions other than those directly supported by data will be given by HBO NP members.
- Any members of the public, land owner, developer or agent involved in infrastructure can request a meeting to discuss NP data. HBO PC to be present to ensure that there are no issues concerning pre-disposition.