



Festival of Britain Village 1951  
Motto: "Independence and Self Help"

## **TROWELL PARISH COUNCIL**

### **Press and Media Policy**

#### **1. Introduction**

1.1 The purpose of this policy is to define the roles and responsibilities within the Council for working with the media and deals with the day-to-day relationship between the Council and the media.

1.2 It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, it provides guidance on how to deal with issues that may arise when dealing with media.

#### **2. Key Aims**

2.1 The Council is accountable to the local community for its actions and this can only be achieved through effective two-way communications. The media – press, radio, TV, internet – are crucially important in conveying information to the community so the Council must maintain positive, constructive media relations and work with them to increase public awareness of the services and facilities provided by the Council and to explain the reasons for particular policies and priorities.

2.2 It is important that the press have access to the Clerk/Members and to background information to assist them in giving accurate information to the public. To balance this, the Council will defend itself from unfounded criticism and will ensure that the public are properly informed of all the relevant facts using other channels of communication if necessary.

#### **3. The Legal Framework**

3.1 The law governing communications in local authorities can be found in the Local Government Acts 1986 and 1988. The Council must also have regard to the governments Code of Recommended Practice on Local Authority Publicity.

- "Any publicity describing the Council's policies and aims (and the provision of services) should be as objective as possible, concentrating on facts or explanation or both."

- “Publicity touching on issues that are controversial, or on which there are arguments for and against the views or policies of the Council should be managed with particular care. Issues must be presented clearly, fairly and as simply as possible, although councils should not oversimplify facts, issues or arguments.”
- “Publicity should not attack, nor appear to undermine, generally accepted moral standards.”
- “Local authorities should not use public funds to mount publicity campaigns whose primary purpose is to persuade the public to hold a particular view on a question of policy.”

3.2 The Parish Council’s adopted Standing Orders should be adhered to.

#### **4. Contact with the Media**

4.1 The /clerk and Members should always have due regard for the long-term reputation of the Council in all their dealings with the media.

4.2 Confidential documents, exempt Minutes, reports, papers and private correspondence should not be leaked to the media.

4.3 When the media wish to discuss an issue that is, or is likely to be, subject to legal proceedings then advice should be taken from the Council’s solicitor before any response is made.

4.4 There are a number of personal privacy issues for the Clerk and Members that must be managed carefully and sensitively. These include the release of personal information, such as home address and telephone number (although Member contact details are in the public domain); disciplinary procedures and long-term sickness absences that are affecting service provision. In all these and similar situations, advice must be taken from the Clerk before any response is made to the media.

4.5 When responding to approaches from the media, the Clerk or the Chair are authorised to contact the media.

4.6 Statements made by the Chair and the Clerk should reflect the Council’s opinion.

4.7 Other Councillors can talk to the media but must ensure that it is clear that the opinions given were their own and not necessarily those of the Council.

4.8 There are occasions when it is appropriate for the Council to submit a letter, for example to explain important policies or to correct factual errors in letters submitted by other correspondents. Such letters should be kept brief and balanced in tone and correspondence should not be draw out over serval weeks. All correspondence must come from the Clerk.

#### **5. Attendance of Media at Council Meetings**

5.1 The Local Government Act 1972 requires that agendas, reports and minutes be sent to the media on request.

5.2 The media are encouraged to attend Council meetings and seating and workspace will be made available.

## **6. Elections**

6.1 The Code of Recommended Practice on Local Authority Publicity contains Guidance for providing publicity for Members and for publicity around elections. The code is clear that Council resources should not be used on publicising individual members unless it is relevant to the particular position they hold in the Council.

6.2 In line with Practice in the country, the Council will not quote any Councillor in a press release or involve them in initiative-taking publicity events during the election period, regardless of whether or not they are standing for election. The only exception is during an emergency or where there is genuine need or a member level response to an important event outside the control of the Council. In this situation, Members holding key civic positions should be able to comment.

## **7. Press Releases**

7.1 The purpose of a press release is to make the media aware of a potential story, to provide important public information or to explain the Council's position on a particular issue. It is the responsibility of the Clerk and Members to look for opportunities where the issuing of a press release may be beneficial.

7.2 The Clerk and any Member may draft a press release, however they must all be issued by the Clerk in order to ensure that the principles outlined in section three (legal Framework) are adhered to, that there is consistency of style across the Council and that the use of the press release can be monitored.

7.3 The Clerk will clear all press reports, or comments to the media, with the Chair of the Council or the Chair of the relevant committee.

7.4 Press reports from the council, its committees or working parties should be from the Clerk or via the reporter's own attendance at a meeting.

## **8. Guidance on Interaction**

8.1 Trowell Parish Councillors should always disclose their identity and affiliation to the parish council.

8.2 All media enquiries should be directed to the Chair or the Clerk.

8.3 All media comment must accurately reflect Trowell Parish Council's position on the topic, as adopted in council documents, e.g., minutes and policies.

8.4 The person responding to any media enquiry should have the necessary facts and understanding and be able to speak with some authority, using plain English.

8.5 Unless a Councillor has been authorised by the Council to speak to the media on a particular issue, Councillors who are asked for comment by the press should make it clear that this is a personal view and ask that it be clearly reported as this personal view.

8.6 Unless a Councillor is absolutely certain that he/she is reporting the view of the council, they must make it clear to members of the public that they are expressing a person view.

8.7 Councillors should not make 'individual comments' which could damage the reputation of Trowell Parish Council or negatively impact on teamwork or credibility of the council or members of the community.

8.8 Comments on matters which are, or are like to be, subject to legal proceedings should be subject to legal advice before any response is made.

8.9 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 necessarily the view of Trowell Parish Council.
- Other councillors may hold a different view.
- The matter may still need to be discussed or resolved by Trowell Parish Council.