

Wortwell Parish Council

Press, Media and Public Relations Policy

Adopted: February 2018
Review date: June 2023
Next Review Due: June 2025

Objective

Wortwell Parish Council's interaction with the community is vital to its work and the decisions it takes. An open and constructive dialogue is a key requirement for influencing and developing services, identifying needs and measuring satisfaction. Effective information, news and media relations are an essential factor.

Policy

1.1 Scope: The term media encompasses many different means of communicating information to a wide audience and whilst not exhaustive includes the following: radio, television, internet, social media e.g., Facebook, newspapers, magazines, leaflets, and the Wortwell Mardler and parish council website.

1.2 Approach: If a Councillor receives an approach or enquiry from the media about any matter relating to the Council this must be referred immediately to the Chair, Vice Chair or Clerk.

1.3 Policy: If the matter refers to an area not covered by existing Policy the matter must be referred the full Council before a formal reply is given; otherwise responses should always take into account the Council's policies.

1.4 Response: The Council should make every effort to respond promptly to requests for information. Any enquiry or requests for statements must never be answered immediately and can only be responded to by the Clerk after consultation with and authorisation by the Chair or Vice Chair, and wherever possible using a formal 'Press Release Statement'.

1.5 Confidentiality: No information of a confidential nature may be disclosed. No matter relating to the conduct or capability of a Councillor at a meeting can be disclosed.

1.6 Personal Opinion: These guidelines do not seek to prevent any individual from expressing a personal opinion. Where personal views expressed differ from Council policy this must be made clear. Care must be taken not to misrepresent the Council, bring the Council into disrepute, or undermine any decision made, and must take account of the role and responsibilities under the Local Government Code of Conduct.

General

2.1 Complaints: Complaints made under this policy should be referred to the Clerk as identified under the Council's Complaints Policy.