

RINGLAND PARISH COUNCIL

Press and Media Policy

1. INTRODUCTION

Ringland 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.

This policy does not set out to be comprehensive, but is to guide Parish Council Members and anyone employed by the Council in their relations with the news media.

The term media encompasses many different means of communicating information to a wide audience and whilst not exhaustive includes the following: Radio, Television, Internet, Newspapers, Magazines, Leaflets, Posters and local publications.

This Policy has been drawn up in accordance with the "Governance Toolkit for Parish and Town Councils" prepared as a partner publication by Association of Council Secretaries and Solicitors, Society of Local Council Clerks, Standards for England, the National Association of Local Councils and the Local Government Association. It also takes into account the principles in the National Code for Recommended Practice on Local Authority Publicity 2001.

The Code of Practice aims to help local government communicate effectively and impartially so that legitimate political debate is not stifled. It states "The main purpose of local authority publicity is to increase public awareness of the services provided by the authority and the functions it performs; to explain to electors and Council Tax payers the reasons for particular policies and priorities; and in general to improve local accountability".

The Policy is designed to be used in conjunction with Ringland Parish Council's Social Media Policy and any communications policies contained herein also apply to Social Media communications.

2. GENERAL PRINCIPLES (COMMUNICATIONS WITH THE MEDIA AND THE PUBLIC)

- The Council's communications will be open and honest in dealing with the media.
- All requests from the press or other media, for an oral or written statement, or comment from the Council shall be processed in accordance with the Council's policy in respect of dealing with the press and/or other media.
- The purpose of press releases is to increase public awareness of the Council's activities. All press releases must be written by the Clerk, who will, if appropriate, consult Parish Councillors individually, or the Parish Council as the corporate body.
- Proactive media releases will be issued to promote a decision or work of the Parish Council.
- Reactive press releases will be prepared and issued in response to a specific question or as a rebuttal to an article already published. Such statements should be dealt with in a timely manner.

- Information bulletins (which are posted on the website and notice-board) will be used when it is necessary to provide vital information to the public quickly.
- Other press releases will report the decisions and outcomes of the Council's activities, and explain the reasons for them.
- Unless a Parish Councillor has been authorised by a decision of the Parish Council meeting they must make clear in all and any correspondence that they are not acting on behalf of the Parish Council but as an individual.
- The Clerk will be responsible for clearing all press reports, or comments to the media, in consultation with the Chairman of the Council.
- The media will on occasions attempt to by-pass the Clerk; however, it is essential that all communications are co-ordinated and managed through the Clerk. Where Parish Councillors are contacted direct by the media, they should refer them to the Clerk.
- The Parish Council occasionally works with partners, mostly from the public sector, and in these circumstances, their contribution should be acknowledged.
- Press reports from the Parish Council, its committees or working groups shall, in general, be sent from the Clerk or via the reporter's own attendance at a meeting.
- In addition to the Clerk, the Chairman, or in his/her absence, the Vice-Chairman (if a Vice Chairman has been elected at the Annual Meeting), shall be authorised to speak to representatives of the media in respect of Parish Council matters, where specifically authorised so to do.
- Unless a Parish Councillor has been authorised by the Council to speak to the media on a particular issue, Parish Councillors who are asked for comment by the press should make it clear that any views they express are personal and request that this be clearly reported as their personal view.
- Unless a Parish 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 personal view. [The only clear way of being aware of the Council's view is if the matter has been discussed at a Parish Council meeting, and a decision made on that item.]
- It should also be noted that on occasions, the most effective strategy is not to respond to the media.
- Press releases will not be used to comment on national political debates unless of specific relevance to this Parish Council.
- Media releases issued by the Council may include a quotation from the Chairman (or, in his/her absence, the Vice-Chairman, if there is one); if it is not possible to contact the Chairman or Vice-Chairman a quotation will be attributed to the Chairman.

- The Clerk will be the first point of contact for the media; however, where it is appropriate for an elected Member to represent the Parish Council, the Chairman or Vice-Chairman shall be authorised as the official spokesperson for the Council.
- Individual Members will not be permitted to issue media releases on behalf of the Parish Council.
- In the restricted period before an election, commonly known as “purdah” media releases will not include quotes from Members who are due for re-election; this is mainly of relevance to the District and County Councils, but it is helpful for Parish councillors to be mindful of the provision.

3. PARISH COUNCIL CORRESPONDENCE

- The first point of contact for the Parish Council is the Clerk and it is to the Clerk that all correspondence for the Parish Council should be addressed.
- The Clerk should deal with all correspondence following a meeting.
- No individual Parish Councillor should communicate direct with companies/individuals with which the Parish Council has a contractual relationship. All enquiries should be through the Clerk.
- No individual Parish Councillor should be the sole custodian of any correspondence or information in the name of the Parish Council (or its committees/sub-committees). In particular, Parish Councillors do not have a right to obtain confidential information/documentation unless they can demonstrate a “need to know”.
- All official correspondence should be sent by the Clerk in the name of the Parish Council, using Council letter-headed paper.
- Correspondence sent on behalf of the Parish Council to the District Council shall also be copied to the District Councillor. Similarly, correspondence with the County Council shall also be copied to the County Councillor.

4. PARISH COUNCILLOR CORRESPONDENCE WITH EXTERNAL PARTIES

- The Clerk sends out the Council’s correspondence to other bodies, and correspondence from individual Councillors should be avoided; however, there may be exceptional situations when it is appropriate for a Councillor to issue correspondence in his/her own name. Such correspondence must be authorised by the Council and the correspondence must make it clear that it has been written in an official capacity and has been authorised.

Adopted: 17th April 2023