



Scarisbrick Parish Council

Press And Media Policy

Date of Policy: February 2023

Review Date: February 2025

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 dealing 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 the 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. All mediums for communication 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 activities of 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 any 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 government's Code of Recommended Practice on Local Authority Publicity.

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, such as reports, papers and private correspondence should not be leaked to the media. If such leaks do occur, an investigation will take place to establish who was responsible and appropriate action taken.

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 handled 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 Council activity. In all these and similar situations, advice must be taken from the Clerk before any response is made to the media.

4.5 All formal requests for comment regarding Scarisbrick Parish Council's policy on any matter should be directed to the Clerk in the first instance. If unavailable, the Chairperson should be contacted.

4.6 When responding to approaches from the media, the Clerk or Chairman are authorised to make contact with the media. All responses to the press should be drafted by the Clerk with the assistance of the Chairman for accuracy regarding Scarisbrick Parish Council's current policy on the matter being responded to and its lawfulness.

4.7 Statements made by the Chairman and the Clerk should reflect the Council's opinion. If Scarisbrick Parish Council does not have an official position on the matter raised, this should be stated as the Council's current position.

4.8 Other Councillors can communicate with the media but must ensure that it is clear that the opinions given were their own and not necessarily those of the Council. Councillors are at liberty to communicate with the press in their own right as representatives of their area. However, they must always maintain that they speak as individuals and not on behalf of Scarisbrick Parish Council.

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

5. Attendance of the Media at Council Meetings

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

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

5.3 On 6 August 2014, the 1960 Act was amended by the Openness of Local Government Bodies Regulations 2014 ("the 2014 Regulations"). The amended 1960 Act provides that a person may not orally report or comment about a meeting as it takes place if he is present at the meeting of a parish council or its committees but otherwise may: a) film, photograph or make an audio recording of a meeting; b) use any other means for enabling persons not present to see or hear proceedings at a meeting as it takes place or later; c) report or comment on the proceedings in writing during or after a meeting or orally report or comment after the meeting.

6. Press Releases

6.1 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.

6.2 The Clerk or any member may draft a press release however, following agreement by the Council, they must all be issued by the Clerk 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. Newsletters, Website, and Social Media

7.1 The primary purpose of the Parish Newsletter/Website/Social Media is to inform the people of Scarisbrick of the activities of the Parish Council, and to invite feedback from them.

7.2 The Editorial Group will agree publication dates for the newsletter and the final date by which submissions are needed to meet those dates.

7.3 Only the initiatives and activities of the Parish Council, or those in which the Council is involved in co-operation and co-ordination with other organisations or groups should be reported. The aim being to encourage communication and partnership with the people and communities of Scarisbrick.

7.4 Activities in which the Council is involved in partnership with other Councils or local organisations may be reported in the Newsletter/Website/Social Media, from the Parish Council's viewpoint.

7.5 The Editorial Group may wish to include information from organisations, clubs and associations which have connections to the Council, e.g. organisations to which the Council appoints a representative. All information supplied by such external organisations would have to be approved by the Editorial Group of the Council, and its inclusion would be considered on a case by case basis. Articles from other external organisations will not normally be included in any form if they have not involved any participation of the Council.

7.6 Publications must not be party political and editorial stance must be independent. For example, Members should be referred to as representing a particular Ward and their addresses or telephone numbers may be included, but there should be no reference to any political party. This will apply equally to all media.

7.7 Any articles Members may contribute should not be party political, and personal opinions should not be expressed. All content should be resolved by the Council as a corporate body through the devolved responsibility of the Editorial Group. Where Members of the Council are also members of other Scarisbrick based organisations, they should ensure that any articles they may contribute reflect the views of the Council, rather than the views of those other organisations.

7.8 Any photographs appearing in any media should be taken and provided by the Council. Photographs taken by an individual, or provided by other organisations, will only be used with the permission of the contributor, and by express agreement of the Editorial Group. Before publication of any photograph including children or young people under 18 years of age, permission must be obtained from the parents or guardians, as per advised best practice.

7.9 With the rise in the use of social media such as Facebook and Twitter, Members need to be fully aware of the implications of using these products. All social media should only be used to present factual information about the Council or its decisions, where the person posting the information is identified as being associated with the Council.

7.10 The Council has a Facebook account and this should be used by any Officer or member when they are replying to, or commenting on, any issue relating to the village or the Council. Passwords will be provided to all Members when they are elected or co-opted. Such passwords should be kept confidential to the Member, particularly where a computer, or other device, is used by more than one person in a household. Any Member who is unsure about security should raise the issue with the Parish Clerk.

7.11 The Parish Clerk, as Proper Officer, has the final veto on content intended for publication in the newsletter.