



FORDINGBRIDGE TOWN COUNCIL

Fordingbridge Town Council, Kings Yard, 23 Salisbury Street, Fordingbridge, SP6 1AB

<https://fordingbridge.gov.uk/> Tel: 01425 654560

PRESS & MEDIA POLICY

Revision/Version : 02

Policy Approval Date: May 2022

Review Date: October 2025

Next Review October 2028

FORDINGBRIDGE TOWN COUNCIL

PRESS & MEDIA POLICY and COMMUNICATION GUIDELINES

1. Introduction

Fordingbridge Town Council welcomes communication between themselves and the media. The purpose of this policy is to define the roles and responsibilities for working with the media and managing communications between the Council and the media. This policy will provide a framework for maintaining an effective working relationship with the press and other types of media and should be used as a guide by officers and members.

2. Key aims

Fordingbridge Town Council is accountable to the local community of Fordingbridge and surrounding parishes for its actions and this can only be achieved through effective two-way communications. The media are an important tool in conveying information to the community so in order to remain accountable to the electorate the Council must work towards and maintain positive, constructive media relations. By working with the media the Council can increase public awareness of the services that are provided and explain the reasons for particular policies and priorities.

It is important that the media have access to appropriate officers and members and have to background information to assist them to properly inform the public of all the relevant facts. This needs to be balanced by the Council defending itself against any unfounded criticism and ensuring the public are properly informed of the relevant facts using other channels of communication if necessary.

The key aims of this policy of working with the media is to -

- build up a relationship of trust and mutual understanding
- explain the Council's policies and services to the local community
- communicate important public information messages
- encourage local democracy and enable people to participate in the work of the council
- enhance the reputation of the council

3. The Legal Framework

The law governing communications in local authorities can be found in Local Government Acts 1986 and 1988. The Council must also have regard to the Government's Code of Recommended Practice on Local Authority Publicity [Annex 1]. The Town Council's adopted Standing Orders must be adhered to.

4. Contact with the Media

- The Local Government Act 1972 requires that agendas, minutes and reports are sent to the media on request.
- The media are encouraged to attend Council meetings and seating and workspace will be made available (see Standing Orders).
- The Council shall allow all reasonable access to news media organizations and shall make every effort to respond without delay to requests for information.
- Any recording or filming or publication using Social Media should be in accordance with the Council's Guidance Notes.
- All news releases made on behalf of the Town Council will be authorised by the Town Clerk following consultation with the Chairman or Vice Chairman of the Council.
- The Town Clerk or any member may draft a news release but they must all be issued by the Town Clerk in order that the principals outlined in the Legal Framework (Para 3) are adhered to, there is consistency of style and the use of the press release can be monitored.

5. Guidance for members and officers

- The Town Clerk and Members should always have due regard for the long-term reputation of the Council in all of their dealings with the media and act with integrity.
- Confidential documents, exempt minutes, reports, papers and private correspondence should not be shown, or their contents discussed with the media. If such leaks occur then the appropriate disciplinary action will be taken.
- When dealing with the media, Officers and Members must be informed and certain of their facts; remain calm; ensure that they are familiar with Council policy and how their comments reflect on that policy; ensure their comments and views will not bring the Council, its Councillors and Officers or its office into disrepute and ensure that comments are neither slanderous nor libellous.
- Councillors should be aware that case law states that the role of Councillor overrides the rights to act as an individual. This means that Councillors should be wary of expressing individual views to the media, whether or not they relate to matters of Council business.
- Councillors have an obligation to respect Council policy once made and while it may be legitimate for a Councillor to make clear he/she disagreed with a policy and voted against it (if this occurred in open session) they should not seek to undermine a decision through the media.
- When the media wish to discuss an issue that is or likely to be subject to legal proceedings then advice should be taken from the Council's solicitor before any response is made.
- Personal and private information known to Officers and Members must be handled carefully and sensitively. This includes the release of personal information such as home addresses and telephone numbers (although Members contact details are in the public

domain); disciplinary procedures and long-term sickness absences that are affecting service provision. Advice should be taken from the Town Clerk before any response is made to the media.

- When responding to the media the Town Clerk, Chairman, Vice Chairman and Chairman of Committees are authorised to make contact with the media. The Town Clerk should be advised of any contact at the earliest possible time.
- Councillors wishing to make a personal statement to the media must make clear that their comments are made as an individual and not necessarily the view of the Council, that other Councillors may hold a different view and that the matter may still be discussed and resolved by the Council.
- Any Council correspondence with the media must be made through the Town Clerk.
- Wherever possible plain English should be used in both written and spoken communication. Jargon, euphemisms and acronyms must be avoided.

Glossary:

Media: – press, radio, internet, TV, electronic communication eg. Twitter, Facebook

End of policy

THE CODE OF RECOMMENDED PRACTICE ON LOCAL AUTHORITY PUBLICITY

1. Introduction

This code applies to all local authorities in England specified in section 6 of the Local Government Act 1986 and to other authorities in England which have that provision applied to them by other legislation. Where the term “local authorities” is used in this code it should be taken as referring to both those categories of authority. References to “the Act” are to the Local Government Act 1986.

Local authorities are required by section 4(1) of the Act to have regard to the contents of this code in coming to any decision on publicity. Section 6 of the Act defines publicity as “any communication in whatever form, addressed to the public at large or a section of the public”. The code therefore applies in relation to all decisions by local authorities relating to paid advertising and leaflet campaigns, publication of free newspapers and news sheets and maintenance of websites – including the hosting of material which is created by third parties.

Nothing in this code overrides the prohibition by section 2 of the Act on the publication by local authorities of material which in whole or in part appears to be designed to affect public support for a political party. Paragraphs 21 to 24 offer some guidance for local authorities on the management of publicity which may contain or have links to party political material.

2. Principles

Publicity by local authorities should:-

- be lawful
- be cost effective
- be objective
- be even-handed
- be appropriate
- have regard to equality and diversity
- be issued with care during periods of heightened sensitivity

• Lawfulness:

Local authorities should ensure that publicity complies with all applicable statutory provisions. Paid-for advertising must comply with the Advertising Standards Authority’s Advertising Codes.

Part 3 of the Communications Act 2003 prohibits political advertising on television or radio. Local authorities must ensure that their publicity does not breach these restrictions.

Section 125 of the Political Parties, Elections and Referendums Act 2000 places a specific restriction on the publication by a local authority of material relating to a referendum under Part 7 of that Act, during the period of 28 days immediately before the referendum is held.

Regulation 5 of the Local Authorities (Conduct of Referendums) (England) Regulations 2007 (S.I. 2007/2089) prohibits local authorities from publishing material in the 28 days

immediately before a referendum which expresses support for, or opposition to a particular answer to a referendum question relating to the constitutional arrangements of the authority.

Regulation 15 of the Local Authorities (Referendums, Petitions and Directions) (England) Regulations 2000 (S.I. 2000/2852) prohibits local authorities from incurring expenditure to publish material which appears designed to influence people in deciding whether or not to sign a petition relating to the constitutional arrangements of the authority, or to assist others to publish such material.

- **Cost effectiveness**

In relation to all publicity, local authorities should be able to confirm that consideration has been given to the value for money that is being achieved, including taking into account any loss of potential revenue arising from the use of local authority-owned facilities to host authority publicity.

In some circumstances it will be difficult to quantify value for money, for example where the publicity promotes a local amenity which is free to use. In such a case authorities should be able to show that they have given thought to alternative means of promoting the amenity and satisfied themselves that the means of publicity chosen is the most appropriate.

If another public authority, such as central government, has issued publicity on a particular topic, local authorities should incur expenditure on issuing publicity on the same matter only if they consider that additional value is achieved by the duplication of that publicity. Additional value might be achieved if locally produced publicity gives a local context to national issues.

The purchase of advertising space should not be used as a method of subsidising voluntary, public or commercial organisations.

Local authorities should consider whether it is appropriate to seek advice from economic analysts, public relations experts or other sources of expert advice before embarking on a publicity campaign involving very large expenditure.

- **Objectivity**

Local authorities should ensure that publicity relating to policies and proposals from central government is balanced and factually accurate. Such publicity may set out the local authority's views and reasons for holding those views, but should avoid anything likely to be perceived by readers as constituting a political statement, or being a commentary on contentious areas of public policy.

Any publicity describing the council's policies and aims should be as objective as possible, concentrating on the facts or explanation or both. 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. It is acceptable for local authority publicity to correct erroneous material which has been published by other parties, despite the fact that the material being corrected may have been published with the intention of influencing the public's opinions about the policies of the authority. Such publicity should seek to explain the facts in an objective manner.

Where paid-for advertising is used by local authorities, it should be clearly identified as being advertising. Paid-for advertising, including advertisements for the recruitment of staff, should not be used in any publication owned or controlled by a political party.

Advertisements for the recruitment of staff should reflect the tradition of political impartiality of local authority employees and should not (except in the case of advertisements relating to

the appointment of staff pursuant to section 9 of the Local Government and Housing Act 1989 (assistants for political groups)) refer to any political activities or affiliations of candidates.

- **Even-handedness**

Where local authority publicity addresses matters of political controversy it should seek to present the different positions in relation to the issue in question in a fair manner.

Other than in the circumstances described in paragraph 34 of this code, it is acceptable for local authorities to publicise the work done by individual members of the authority, and to present the views of those individuals on local issues. This might be appropriate, for example, when one councillor has been the “face” of a particular campaign. If views expressed by or attributed to individual councillors do not reflect the views of the local authority itself, such publicity should make this fact clear.

It is acceptable for local authorities to host publicity prepared by third parties – for example an authority may host a blog authored by members of the authority or a public forum on which members of the public may leave comments. Maintenance by a local authority of a website permitting the posting of material by third parties constitutes a continuing act of publication by that local authority which must accordingly have a system for moderating and removing any unacceptable material.

It is generally acceptable for local authorities to host publicity, such as a blog, which itself contains links to external sites over which the local authority has no control where the content of those sites would not itself comply with this code. This does not amount to giving assistance to any person for the publication of material which local authorities are not permitted to publish. However, particular care must be taken by local authorities during the period before elections and referendums to ensure that no breach of any legal restriction takes place. It may be necessary to suspend the hosting of material produced by third parties or public forums which contain links to impermissible material during such periods.

It is acceptable for publicity containing material prepared by third parties and hosted by local authorities to include logos of political parties or other organisations with which the third parties are associated.

It is acceptable for publicity produced or hosted by local authorities to include a logo associated with a particular member of the authority, such as a directly elected mayor, or leader of the authority. Publicity material produced by local authorities relating to a particular member must not seek to affect public support for that individual.

Where local authorities provide assistance to third parties to issue publicity they should ensure that the principles in this code are adhered to by the recipients of that assistance.

- **Appropriate use of publicity**

Local authorities should not incur any expenditure in retaining the services of lobbyists for the purpose of the publication of any material designed to influence public officials, Members of Parliament, political parties or the Government to take a particular view on any issue.

Local authorities should not incur expenditure on providing stands or displays at conferences of political parties for the purpose of publicity designed to influence members of political parties to take a particular view on any issue.

Local authorities should not publish or incur expenditure in commissioning in hard copy or on any website, newsletters, newsheets or similar communications which seek to emulate

commercial newspapers in style or content. Where local authorities do commission or publish newsletters, newssheets or similar communications, they should not issue them more frequently than quarterly, apart from parish councils which should not issue them more frequently than monthly. Such communications should not include material other than information for the public about the business, services and amenities of the council or other local service providers.

Publicity about local authorities and the services they provide should be freely available to anyone who wishes to receive such information in a format readily accessible and understandable by the person making the request or by any particular group for which services are provided.

All local authority publicity should clearly and unambiguously identify itself as a product of the local authority. Printed material, including any newsletters, newssheets or similar publications published by the local authority, should do this on the front page of the publication.

- **Equality and diversity**

Publicity by local authorities may seek to influence (in accordance with the relevant law and in a way which they consider positive) the attitudes of local people or public behaviour in relation to matters of health, safety, crime prevention, race relations, equality, diversity and community issues.

Local authorities should consider how any publicity they issue can contribute to the promotion of any duties applicable to them in relation to the elimination of discrimination, the advancement of equality and the fostering of good relations.

- **Care during periods of heightened sensitivity**

Local authorities should pay particular regard to the legislation governing publicity during the period of heightened sensitivity before elections and referendums – see paragraphs 7 to 9 of this code. It may be necessary to suspend the hosting of material produced by third parties, or to close public forums during this period to avoid breaching any legal restrictions.

During the period between the notice of an election and the election itself, local authorities should not publish any publicity on controversial issues or report views or proposals in such a way that identifies them with any individual members or groups of members. Publicity relating to individuals involved directly in the election should not be published by local authorities during this period unless expressly authorised by or under statute. It is permissible for local authorities to publish factual information which identifies the names, wards and parties of candidates at elections.

In general, local authorities should not issue any publicity which seeks to influence voters. However this general principle is subject to any statutory provision which authorises expenditure being incurred on the publication of material designed to influence the public as to whether to support or oppose a question put at a referendum. It is acceptable to publish material relating to the subject matter of a referendum, for example to correct any factual inaccuracies which have appeared in publicity produced by third parties, so long as this is even-handed and objective and does not support or oppose any of the options which are the subject of the vote.