



Press and Media Protocol

Version	Date of Adoption	Minute Reference	Review Date	Originator/Reviewer
2020v1	17.3.2020	123-2020	March 2021	G White
2021	25.3.2021	97-2021	March 2022	G White
2022	24.3.2022	97-2022	March 2023	G White
2023	21.3.2023	130-2023	March 2024	G White
2024	19.3.2024	2024-104	March 2025	G White
2025	24.3.2025	2025-110	March 2026	G White
2026	23.3.2026	2026-101	March 2027	G White

Press and Media Protocol

1. Introduction

- 1.1 The purpose of this protocol is to guide both Councillors and Officers of the Council in their relations with the Press and Media, in such a way as to ensure the smooth running of the Council.
- 1.2 This protocol does not seek to be either prescriptive or comprehensive but sets out to provide guidance on how to deal with some of the practical issues that may arise when dealing with the Press and Media. Above everything else, a Councillor must observe Worplesdon Parish Council's Code of Conduct whenever they conduct the business of the authority, conduct the business of the Office to which they have been elected/appointed or act as a representative of the authority.

2. Parish Clerk and Officers of the Council

- 2.1 The Parish Clerk, as the Proper Officer of the Council, is authorised to receive all communications from the Press and Media and to issue Press Statements on behalf of the Council. In the absence of the Parish Clerk, media communications will be handled by the Assistant Clerk. In the absence of both of these Officers, enquirers will be referred to the Chairman of the Council who will act as the spokesperson for the purposes of this element of the policy.
- 2.2 All communications made by the Parish Clerk will relate to the stated business and day-to-day management of activities or adopted policy of the Council. The Parish Clerk is not expected or authorised to speculate on matters that have not been considered by the Council. Where such questions are put to the Parish Clerk, they should refer the enquirer to the Chairman of the Council, or the Chairman of a Committee as considered appropriate. No other Officer of the Council apart from the above, unless authorised by the Parish Clerk, is permitted to speak or communicate with the Press and Media on any matter affecting the Council or its business.

3. Members of the Council

- 3.1 A Councillor must not disclose information that is of a confidential nature. This includes any discussion with the Press on any matter which has been discussed under confidential items on the Council's or Committee's agenda or at any other private briefing.
- 3.2 A Councillor should act with integrity at all times when representing or acting on behalf of Worplesdon Parish Council.
- 3.3 When speaking or providing written material to the Press and Media, Members should make clear the capacity, in which they are providing the information. For example:
 - As Chairman of the Council
 - As Chairman of a Committee
 - As an individual (i.e. letter to press for publication)
 - As spokesperson or as Press Officer for a political party
- 3.4 Never use the prefix "Cllr" when writing to the press as an individual. This implies you are stating Council policy. A copy of any written material sent to the Press and Media by a Member, **as a representation of the Council**, must be forwarded to the Parish Clerk.
- 3.5 Take particular care if the Press or Media approach you for comment on a controversial subject, and do not be led into stating something you did not really mean to say. If unsure about any particular policy, simply state "no comment" and ask the Press to contact the Council Offices.

- 3.6 Councillors should be aware that case law states that the role of Council overrides the rights to act as an individual. This means that Councillors should be careful about expressing individual views to the Press or Media, whether or not they relate to matters of Council business.
- 3.7 Councillors also have an obligation to respect the Council policy once made and whilst it may be legitimate for a Councillor to make clear that they disagreed with a policy and voted against it (if this took place in an open session), they should not seek to undermine a decision through the press.
- 3.8 Councillors should not raise matters relating to the conduct or capability of an Officer at meetings held in public or before the press.

4. Dealing with the Press

- 4.1 When dealing with the Press either in writing or verbally, members and officers should be aware of the following:
 - Be informed and certain of all your facts.
 - Ensure that when making comments on behalf of the Parish Council that you are aware what Council policy is and that your comments reflect that policy.
 - Be calm.
 - Ensure that your comments and views will not bring the Council, its Councillors or its staff into disrepute and ensure that comments are neither libellous nor slanderous.

5. Issues to be Aware of

- 5.1 Councillors and officers not used to dealing with the Press may be surprised when they see that statements, made in all innocence, look very different in print than they did when they were spoken. It is advantageous to write out a statement or position beforehand.

6. Meetings of Council and Committees

- 6.1 Copies of agenda, minutes and reports sent to Members for meetings of the Council or its committees will be placed on the Council's website.
- 6.2 Facilities will be provided at meetings at the Press to take notes of the proceedings.
- 6.3 As provided in the Council's Standing Orders, both the Press and the Public may be excluded from a meeting whilst certain confidential matters (as provided for in the relevant legislation) are under discussion.

[Note: The Parish Council is governed by the Public Bodies (Admission to Meetings) Act, 1960].

7. Press Releases

- 7.1 All press releases made on behalf of the Parish Council will be prepared by the Parish Clerk following any meetings of Committees, Sub-Committees, Working Party and Steering Groups.
- 7.2 The Parish Clerk, in consultation with the Chairman of the Council, is also authorised to publish press releases on any urgent matters where there is insufficient time for a Council meeting.
- 7.3 This document has been prepared as a guidance note for Officers and Members (whether elected or co-opted). It represents the policy of the Council in respect of its relationships with the Press and Media. The policy has been prepared to ensure consistency in the Council's dealing with the Press and Media and

details who is authorised to speak on behalf of the Council. It has been drafted to ensure that the views and policy of the Council are presented accurately.

- 7.4 In providing information to the Press and Media, Members and Officers representing the Council will abide by the "[*Code of Recommended Practice on Local Authority Publicity*](#)" published by the DCLG.
- 7.5 The overriding principle of this policy is that all elements of the Press and Media will be treated equally.

Review date: March 2027