

MEDIA POLICY

COMMUNICATION

Communicating the work of Parish & Town Councils is vital, for information and for local democracy, and should be encouraged.

PUBLIC RELATIONS

The Clerk will act as the PR Officer of Hollinswood & Randlay Parish Council and, as such, will take all media enquiries wherever possible. The information made available by the Clerk will be based on the discussions and resolutions of Members, and not on any personal opinions.

Where appropriate, Councillors will be involved with statements and quotes to be included, within the delegated authority of the Council.

The Clerk or Councillors must not disclose confidential information.

The Clerk or Councillors must never undermine the Council by adverse or negative comments. The Clerk or Councillors must never take personal issues or individual views to the media, as a Member or Officer of the Council. This means that they should never bring the Council into disrepute, by making reference to the local council in personal statements.

PRESS STATEMENTS

Hollinswood & Randlay Parish Council will issue press releases relating to our work. They will include factual information (who, what, where, when etc) and will be clear and concise. It is good to include quotes and photographs – ensuring that they are good quality images.

Joint press releases will be encouraged, especially when working in partnership and will identify the contributions and roles of each partner appropriately. The timing and manner will be agreed by all partners in advance and will include all appropriate logos.

It is important to remember that a ‘no comment’ or ‘Council refused to comment’ in the media promotes a negative image. It is best practice that if asked for a comment, one should be supplied as soon as possible.

TRAINING

Training is available to assist with writing press statements, responding to media enquiries or speaking on behalf of the Council.

HELP IS AVAILABLE

The Corporate Communications Team at TWC and the Association of Local Councils can help, please do not hesitate to ask if you need assistance.

REMEMBER

- **You are personally responsible for anything you say or write!**
- **Always clearly identify yourself and your role**
- **Be professional, act under the National Code of Conduct at all times**
- **Never share confidential or sensitive information inappropriately and without permission**
- **Always act as an ambassador or Hollinswood & Randlay Parish Council**
- **Make NO reference to Hollinswood & Randlay Parish Council in personal statements or letters.**

MONITORING AND REVIEW

- **This Policy was reviewed in May 2025**
- **To be monitored annually**
- **Next review - 2027**