

COMMUNICATION PROTOCOL

Scope of the protocol

1. This protocol applies to all publicity issued or produced and paid for out of the council's resources.
2. The protocol also applies to any other material issued by organisations that are either wholly or partly separate from the council but which use council's grants or other funding from the council to produce the publicity.

The Legal Framework

3. When publishing any material at any time, a local authority must comply with the provisions of the Local Government Act 1986 (the Act) and the Code of Recommended Practice on Local Authority Publicity 1988 (the Code) which was revised in April 2001. Section 2 of the Act states as follows:
 - (1) A local authority shall not publish (or assist others to publish) any material, which in whole or in part is designed to affect public support for a political party
 - (2) In determining whether material falls within the prohibition regard shall be had to the content and style of the material, the time and other circumstances of the publication and the likely effect on those to whom it is directed and in particular the following matters:
 - a. Whether the material refers to a political party or to persons identified with a political party or promotes or opposes a point of view on a question of political controversy which is identifiable as the views of one political party and not of another;
 - b. Where the material is part of a campaign, the effect that the campaign appears to be designed to achieve.
4. The key points to note from the above section and the Code are as follows:
 - Any material which in whole or in part appears to be designed to affect public support for a political party is prohibited.
 - Any publicity describing council policies and aims should be as objective as possible, concentrating on facts or explanations or both.
 - Where publicity is used to comment on, or respond to the policies and proposals of central government, or other local councils, the comments or response should be objective, balanced, informative and accurate.
 - Publicity must be objective, explanatory and avoid personalisation of the issues or inappropriate personal image making. A press release should not be used to explain party political differences.
 - When deciding whether publicity may fall foul of the Act and the Code, the council should consider:

- The content and style of the materials
 - The timing and circumstances of the materials
 - The likely effect on those to whom it is addressed
 - Whether it refers to a political party or politician
 - Whether it advocates a particular view that can be easily identified with a political party and
 - If it is part of a campaign, the effect that campaign is designed to achieve.
5. Section 6 of the Act defines publicity as “any communication in whatever form, addressed to the public at large or to a section of the public”.

Publicity of Individual Councillors

6. Publicity about councillors may include their contact details, their political affiliation, the position they hold within the council and their responsibilities.
7. Publicity may include information about individual councillors’ proposals, decisions and recommendations where this is relevant to their position and responsibilities within the council. Publicity of individual councillors should avoid personalisation of issues or personal image making.

Ward Member of the Council

~~Ward councillors should be kept informed and consulted on relevant matters affecting their ward, i.e. on planning, licensing and other relevant matters (unless the ward councillor will be involved in making a decision at their community council). In the case of public meetings in a particular locality, all ward councillors will normally be invited to attend and should normally be consulted on any form of consultative exercise on local issues.~~

8. Ward councillors will be invited to attend public meetings and events organised by the council to consider a local issue and will also be kept informed of consultative exercises on local issues. Some events will involve some members in formal roles, i.e. take part in photo opportunities, make presentations or officially address an audience and members will be advised of what those formal roles are and who is involved in those at the time of invitation.

Official visits by Government and Shadow Ministers

9. It is open to government and shadow ministers to visit the borough at any time. However should the minister require assistance or access to any of the council’s services or facilities, the visit will need to be arranged through official channels of the council. This will ensure that appropriate support is provided on the day.

10. To this end all such requests from government and shadow ministers must be referred to the head of communications who will promptly notify the chief executive of the request.
11. The head of communications will liaise with their counterpart at the relevant government department to ascertain the purpose of the visit. The head of communications in consultation with the chief executive and monitoring officer will authorise the visit if satisfied that the visit would assist the council in promoting one or more of its policies and or objectives or would be purely for fact finding.
12. Events which involve government ministers or other political figures and shadow ministers should usually be led by the leader or executive member with the Mayor informed or invited to lead as appropriate. Ward councillors and leaders of all the political parties should be invited where possible and appropriate.

Visits by Local and other Members of Parliament (MPs)

13. There may be instances where local and other MPs who are not Ministers will have a special interest in attending an event that is taking place in the borough. In this instance the MP in question may either be formally invited or merely informed about the event. Where the MP has not been specifically invited to attend, he or she should not expect to be treated as an “official” invitee.

Promotional publicity

14. Local authorities are authorised under the Local Government Act 1972 to publicise information as to the services provided by them or other local authorities in their area. Publicity can also be used to explain or justify the council’s policies either in general, such as in the annual report, or on specific topics, for example as a background to consultation. However, any such publicity must be objective and factual.

Publicity of matters going before the executive, council assembly or any committee of the council.

15. All matters going before the executive, council assembly or committees for decision are publicised five clear working days before the meeting unless the report contains exempt information (i.e. information that has been judged by the proper officer as confidential). Some matters will obviously generate more press interest than others. Where the press is interested in a matter that is to be the subject of a decision by the council, the head of communications in conjunction with the relevant chief officer and executive member may issue a press release explaining the reasons behind the recommendations. Any such press release must be factual and objective. Members may be asked by the media to comment on this press release but should remember that whilst criticism of ideas and opinion is part of the democratic process, a member must comply with the code of conduct.
16. Where there has been misinformation about any of the council’s policies or objectives the head of communications is authorised to take any appropriate corrective measures.

Scrutiny

17. Publicity about scrutiny will concentrate on factual information about which scrutiny exercises the council is conducting, who is involved, the process they will follow and the decisions they take. Where scrutiny suggests a course of action that differs to or challenges one agreed by the executive or any other council decision making body, this would be made clear in publicity together with the process for resolving the difference.

~~Enquiries from the press~~

- ~~18. All enquiries from the press should be referred to the communications team before any comment is given. It is the responsibility of the communication unit to prepare the response in conjunction with the relevant service area or the relevant executive member.~~

Press Release

18. All press releases from the council must be agreed and signed off by the communication unit and issued either electronically or on council headed paper. Press releases containing quotes from members must be agreed and signed off by the appropriate member.

~~Press releases will not contain quotes from members other than those set out in this protocol as designated spokespersons. The press releases will explain the council's decisions and issues faced by the council in a factual way. Press releases issued after a council meeting will only relate to matters discussed at the meeting. Releases issued before a meeting should be based only on factual information.~~

~~Obligations on officers in relation to documents being prepared for public consumption~~

~~During the period between the notice of elections and the elections themselves, no council officer may attribute quotes to any councillor in news releases or the council's publications or leaflets except in the exceptional circumstances set out in the code of practice. No officer may attribute views, proposals and recommendations to any particular member or group. No council officer may issue publicity on any controversial issues unless it can be handled in a way that avoids a personal or party political dimension.~~

Publicity during elections

19. The Code states that councillors and candidates in an election should not be provided with any form of publicity during the period between the notice of an election and the election itself.
20. Councillors in key positions should only comment on behalf of the council in an emergency.
21. Any publicity about events or services must be factual and not party political.

22. Any publicity should not deal with controversial issues or report views, proposals or recommendations in such a way that it identifies them with individual councillors or groups of councillors or political parties.
23. The council should not produce publicity designed to influence the views of local people on petitions, referendums or specific proposals.
24. Councillors, MPs and candidates in the election may attend the public parts of council premises, even if they intend to use it as a photo opportunity, so long as any such attendance is not organised or funded from council resources and council equipment and employees are not involved.

The role of the communications unit

25. The communications unit works on behalf of the council and not for any political party. The purpose of its work is to provide high quality information about the council, its policies and its services and to maintain public confidence and where appropriate to protect and to promote the council's reputation. It aims to encourage ~~public participation and the creation of local partnerships~~ better relationships with the local community. It is important to remember that all publicity and press releases are directed through the communications unit so these goals can be achieved.
26. The head of communications can advise members on how to deal with press enquiries, and how to arrange publicity for events, which can be properly publicised. ~~Members should seek advice before releasing information to the press, which they have obtained in their role as members. They have a remit to discover and make public inefficiency and poor public service, however they should be careful where a matter they wish to make public relates to identifiable officers. , and seek advice from the head of communications or the monitoring officer.~~
27. Publicity and information will cover areas such as why the council makes the decisions it does, and why other proposals are rejected. The communications unit will feature the decisions of the council – i.e. those decisions made by the council assembly, executive, scrutiny, planning or licensing committees or community councils, or those actions which have been taken within the broad policy framework already set by the council, subject to any call in arrangements.

Obligations on officers in relation to documents being prepared for public consumption

28. Council staff and resources must not be used to arrange proactive events, such as photocalls, if they would provide politicians with a platform to communicate with the public that would not otherwise be available to them. ~~However, there is no reason why councillors, MPs and candidates in the election should be refused access to the public parts of council premises, even if they intend to use it as a photo opportunity, so long as it is not organised or funded from council resources and council equipment and employees are not involved~~

29. When considering whether a communication or publicity is safe to be put out officers should ask themselves whether the communication or publicity is objective, balanced, informative and accurate. If the answer is an unequivocal yes then the communication or publicity is safe to be put out.
30. Where officers are uncertain as to whether a communication or publicity is appropriate they should seek advice from the communications unit and the monitoring officer.
31. If something cannot go out as a member has suggested then officers can explain why and offer an alternative form of words. Again the communications unit or the monitoring officer can offer you guidance on what would be appropriate.

The role of the mayor & deputy mayor

32. The mayor is the first citizen of the borough and as such is apolitical. He or she is responsible for promoting the council as a whole and representing the council in civic and ceremonial events.
33. The mayor is also responsible for chairing meetings of the council and interpreting the constitution as necessary. Where the mayor is unable to act or the office is vacant, the deputy mayor will discharge all of the mayor's duties except that the deputy may not chair meetings of the council unless specifically appointed to do so.

Key spokespeople

34. The role of the spokesperson is to present facts about council decisions, the context in which they were taken, actions, and issues faced by the council. Members who are key council spokespeople are the leader and deputy leader and executive members within their portfolio, the chair of overview and scrutiny committee, planning chair, licensing chair, chair of the relevant community council, standards chair and chair of the audit and governance committee. They will be quoted or featured in publicity where it relates to their areas of responsibility within the council.

Correspondence

35. In general correspondence from one member should not be copied to, or discussed with, another member without the member's consent subject to any rights of access arising from the Freedom of Information Act 2000 and the Data Protection Act 1998. If a member has sought advice from an officer and included a circulation list ~~at the bottom of the letter~~, it can be assumed that the officer's response can be circulated to those people on the circulation list for the original letter, even if that list includes other members.
36. This does not prevent officers copying letters to each other about casework across ward or interest boundaries in order to respond to a member inquiry. Points of general interest to all members may be converted into general advice, and circulated (within the limitations set down in the Data Protection Act). A chief officer is also able to advise a relevant executive member in general terms of an issue raised with the chief officer in correspondence, or otherwise, by another member.

37. Official letters from the council should normally be sent out in the name of the appropriate officer rather than a member. It may be appropriate for members to write in certain circumstances (e.g. representations to a government minister); however, this would be the exception rather than the norm. Letters which create obligations or give instructions should not be sent out in the name of a member.

Postage

38. Preparation and postage of correspondence are a significant part of the support given to members. The content and purpose of letters, leaflets, and other correspondence must relate to the member's role in the authority. The members' services manager will arrange for monitoring arrangements to be put in place, and refer doubtful cases to the monitoring officer. A facility exists to send out pre-paid reply envelopes with correspondence.

While this is not an exhaustive list, the use of council resources in the preparation and postage of the following kinds of post are not likely to be appropriate

- ~~Mailshots to all inhabitants of a ward;~~
- ~~Letters sending out information (about timing of planning applications, refuse collections etc), which it is the task of officers to publicise, but requests will be considered on a case-by-case basis; or,~~
- ~~Letters which criticise other groups and their members or praise the writer or their political group.~~

39. The use of council resources in the preparation and postage of the following kinds of post are not permitted:

- Private mail including correspondence for other bodies
- Mailshots
- Letters sending out information (concerning planning application, refuse collection, etc) which is the responsibility of officers
- Letters which criticise other groups and their members or praise the writer or their political group.

For the avoidance of doubt, correspondence to residents about the location of surgeries by members who do not have a fixed location for their surgery shall not constitute a mailshot.

40. The question of what is a mailshot has proved problematic. Members are entitled to use council resources to respond to requests that their constituents have raised with them for action and explain what action has been taken, but not generally to publicise their work in the ward. Requests to send out large numbers of letters will have to show what demand is being responded to, and that the letter is a proportionate response to that demand. In any event, member services do not have the resources to send out more than one batch of such letters a month for any member. Members are reminded that this is a finite resource, and member services may need to limit the use of this if excessive costs are incurred.

41. Where members are uncertain as to whether a communication or publicity is appropriate they should seek advice from the head of communications and the monitoring officer in those cases.

Emails

42. Email and Internet access facilities are provided to members to support work on council related activities. The standards set out for officers in the use of emails apply equally to members. The key standards are that:

- Any behaviour or comment that is not permitted in the spoken or paper environment is also not permitted in an email message.
- Email messages should be inoffensive and should not be construed to harass.
- Emails must not incite racial hatred or be pornographic in nature either in the body of the text or as an attachment.
- Chain emails should not be forwarded on.

~~A restricted level of personal use of the email account is permitted provided they are sent outside working hours, does not interfere with work commitments and does not constitute misuse as detailed above.~~

43. As a general rule, emails cannot be used for party political purposes but:

- Emails organising the political group in relation to council business are allowed.
- The use of the email address in a party political leaflet to advertise a ward surgery or as a means of allowing residents to contact their ward members on non-party political matters is allowed.
- Emails to newspapers as a means of commenting on council business from the political group's perspective are allowed.

44. Members should remember that emails may be subject to disclosure if a request is made under the Freedom of Information Act 2000.

45. Any use of IT resources, including email and the internet, that contravenes any legislation (such as the Data Protection Act 1998; the Computer Misuse Act 1990; and the Copyrights, Designs and Patents Act 1988 [amended 2002]); or breaches the general obligations of the Member Code of Conduct; or breaches council policies on information security is considered to be unacceptable. Members are responsible for the content of any email sent from your username and in certain circumstances the council may also be found liable for the content of such email.

46. Emails and other personal information should be retained only for the minimum period necessary, in accordance with the Data Protection Act 1998. Further details on the Data Protection Act in term of members' business use can be obtained from legal services.

47. It is important that members manage the information that they store to ensure its availability, confidentiality and integrity. Therefore members should regularly review all council information (including files and email messages) they hold and delete all redundant or irrelevant data.

48. Where a telephone number has been issued to a member or group of members it is expected that this number will be publicised except on political publicity material.