

Policy

Communications and Public Relations

Purpose

To define the roles and responsibilities within Lyme Regis Town Council for working with the press and media.

To support good internal and external communications.

To help ensure the town council operates and communicates information in a transparent and open manner.

To help ensure that the town council provides the public and press with accurate and timely information, communicated in a professional manner.

To help achieve effective two-way communications between the council and the local, regional and national press to promote and enhance the reputation of both the council and the town of Lyme Regis.

To help ensure the town council's image and reputation are communicated in a cohesive, consistent and positive manner.

Policy

For the purpose of this policy, external communications define four main mediums:

1. Printed materials – E.g. newsletters, posters
2. Electronic materials – E.g. email, website, social media
3. Media relations – E.g. press releases, media enquiries, press statements
4. Public relations – E.g. events, council meetings

All communications' activity should reflect the principles of confidentiality, Data Protection, Freedom of Information, and copyright, and the Code of Recommended Practice on Local Authority Publicity 2011, with reference to the Local Government Acts 1986 and 1988.

This policy is also supported by the town council's standing orders, and code of conduct.

Supporting Procedure

This policy is supported by a Communications and PR Procedure.

Implementation date: 12 July 2017

Review Date: July 2018

Adrienne Mullins
Administrative officer
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