

## **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 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, General Data Protection Regulation, 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:** 17 May 2023

**Review Date:** May 2024

Adrianne Mullins  
Support services manager  
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