



PRINCES RISBOROUGH TOWN COUNCIL



TO: THE MEMBERS OF THE PUBLIC RELATIONS COMMITTEE (Councillors D Knights, N Davis, I Pearce, A Ball, M Walsh, J Coombs, I McLauchlan and A Ball)

Dear Councillor,

You are summoned to attend a meeting of the **Public Relations Committee** to be held at **The Princes Centre, Clifford Road, Princes Risborough on Tuesday 15th January 2019 AT 6.30PM** when the business set out in the following agenda will be transacted.

Susanne Griffiths

**Clerk to the Town Council
9th January 2019**

AGENDA

- 1. Welcome and Apologies for Absence**
Schedule 12 of the Local Government Act 1972 requires a record be kept of the Members present and that this record form part of the minutes of the meeting. Members who cannot attend a meeting should tender apologies to the Town Clerk.
- 2. Acceptance of minutes of Previous Meeting of the 9th October 2018**
To receive and approve as a correct record the minutes of the Public Relations meeting held on the 9th October 2018.
- 3. Declarations of Interest and Dispensations**
To receive any pecuniary or non-pecuniary declarations of interest and confirmation of any relevant dispensations.
 - i) Under the Localism Act 2011 (sections 26-37 and Schedule 4) and in accordance with the Council's Code of Conduct, Members are required to declare any interests which are not currently entered in the Member's Register of Interests or if he/she has not notified the Monitoring Officer of it.
 - ii) Should any Member have a Disclosable Pecuniary Interest in an item on the agenda, the Member may not participate in consideration of that item unless a Dispensation has first been requested (in writing) and granted by the Council (see Dispensation Procedure).
- 4. Correspondence**
To discuss and decide on the response to correspondence received at the Town Council relating to the Public Relations Committee
- 5. Weekly Market Facebook Page**
To discuss and decide actions to be taken regarding the weekly market Facebook page
- 6. Committee Budget**
To note spending to date in respect of this year's budget (see attached)
- 7. Social Media Policy**
To discuss & decide on recommending a Social Media & Media Relations Policy to the Town Council for approval.

The Princes Centre, Clifford Road, Princes Risborough, Bucks. HP27 0DP
Tel 01844 275912 e-mail towncouncil@princesrisboroughtowncouncil.gov.uk
Web: www.princesrisboroughtowncouncil.gov.uk



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- 8. Crosstalk**
To discuss and decide on the content for issue number 69
- 9. Future Agenda Items**
To receive items to be included in the next agenda that fall under the remit of this Committee
- 10. Date of next meeting**
To note the date of the next meeting

Distribution – all Councillors, Noticeboards and Council website.

MEMBERS OF THE PUBLIC ARE WELCOME TO ATTEND

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Agenda item no 4

As discussed, we wish to distribute a leaflet/flyer to inform residents and businesses of the consultation on the Capacity and Delivery Plan.

It was agreed with the Cabinet Member for Planning and Head of P&S that the use of the Crosstalk distribution channel would be advantageous. As mentioned, the distribution would need to be wider than the parish and I have attached the maps that were agreed for targeted distribution. Further flyers could be made available to adjacent Parish Councils if they wish to distribute more: I will contact them once I hear back from you.

To inform the leaflet production timing, could you please let me know your lead in time for a crosstalk distribution? If the two don't match however we would seek for the flyer to be distributed separately.

Could you inform me of the cost for these 2 scenarios (including each time taking into account the wider distribution as shown on the attached maps)?

We anticipate the leaflet to be 2 sides of A4. At the moment we are looking for a consultation starting w/c 18 March (confidential) but this is subject to the transport modelling work undertaken for the Delivery Plan.

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Detailed Income & Expenditure by Budget Heading 09/01/2019

Month No: 9

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>300 Public Relations</u>								
4000 Personnel Costs	3,277	2,997	3,381	384		384	88.6%	
4065 Stationery	141	0	0	0		0	0.0%	
4550 Website	1,913	985	1,500	515		515	65.6%	
4555 Crosstalk Newsletter	5,778	3,211	7,980	4,769		4,769	40.2%	
4560 Banners	360	0	0	0		0	0.0%	
4565 Silent Soldier Project	0	250	0	(250)		(250)	0.0%	
Public Relations :- Indirect Expenditure	<u>11,469</u>	<u>7,443</u>	<u>12,861</u>	<u>5,418</u>	<u>0</u>	<u>5,418</u>	<u>57.9%</u>	<u>0</u>
Movement to/(from) Gen Reserve	<u>(11,469)</u>	<u>(7,443)</u>						
Grand Totals:- Income	0	0	0	0			0.0%	
Expenditure	11,469	7,443	12,861	5,418	0	5,418	57.9%	
Net Income over Expenditure	<u>(11,469)</u>	<u>(7,443)</u>	<u>(12,861)</u>	<u>(5,418)</u>				
Movement to/(from) Gen Reserve	<u>(11,469)</u>	<u>(7,443)</u>						



Princes Risborough Town Council Social Media & Media Relations Policy	Date Agreed: Minute Number: Version:
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1. Introduction / Scope

This policy defines the roles and responsibilities within Princes Risborough Town Council ('the Council') for working with the media, and the use of social networking applications by Council employees, elected Members and by other third parties (including contractors) on behalf of the Council. This group of individuals are defined through this policy either as Council Representatives, or where relevant more explicitly as Officers, Members.

The requirements of this policy apply to all uses of social networking applications, regardless of how the applications are hosted, for any Council-related purposes.

They must also be considered where Council Representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

- Blogs
- Online discussion forums
- Collaborative spaces
- Media sharing services, e.g. Flickr, Vimeo and DropBox
- Social media applications, e.g. Twitter and Facebook

In addition to sharing information with the media through press releases and on social networking applications, the Council also uses its own website, newsletter, local radio, posters, A-boards, banners, leaflets and other material to publicise its business and factual information.

All Council Representatives should bear in mind that information shared through social networking applications, even if they are private spaces, are still subject to copyright, data protection, defamation and Freedom of Information legislation.

The use of DropBox by Council Representatives on behalf of the Council is permitted only for Council business and the distribution of such information.

Third Party Users (including contractors) will only be allowed to use the Town Council Social Media or DropBox once authorisation has been given by the Town Clerk.

Use of social networking applications in work time for personal use is not addressed by this policy.



unacceptable online. Members of the public, Members or Officers may make a complaint about a Member if they breach the Code of Conduct.

3.2 Libel

If a Council Representative publishes an untrue statement about a person which causes "serious harm" to their reputation, they may sue the Council Representative for defamation. This also applies if a Council Representative allows someone to publish something libelous on a website or social networking application (this includes sharing or 'retweeting') but does not take prompt action to remove it. A successful claim may result in an award of damages.

3.3 Copyright

Using images or text from a copyrighted source without permission is likely to breach copyright. Always seek permission in advance and if there is any doubt, then avoid publishing.

3.4 Bias and pre-determination

If a Member is involved in determining planning applications, it is best to avoid publishing anything which suggests they have already made up their mind on the matter. This could be challenged as predetermination and bias, which runs the risk of the decision being challenged or invalidated.

3.5 Confidentiality

Confidential documents, papers and private correspondence should not be leaked to the media, or published on social networking applications. If such leaks do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

3.6 Obscene Material

The publication of obscene material is a criminal offence and must be avoided.

3.7 Freedom of Information

The Freedom of Information Act 2000 requires that local authorities produce a publication scheme specifying the information that the authority publishes or intends to publish. The publication scheme will be of direct relevance to the media by providing a clear picture of what is available when they are seeking information on behalf of the public. The Town Council's publication scheme can be viewed online at www.princesrisboroughtowncouncil.gov.uk.

3.8 Defamation Act

The Defamation Act 2013 states that councils must not participate in the publication of defamatory material. A defamatory statement is one "which tends to lower a person in the estimation of right-thinking members of society generally or to cause him/her to be shunned or avoided or to expose him/her to hatred, contempt or ridicule, or to convey an imputation on him disparaging or injurious to him/her in his office, profession, calling, trade or business".

3.9 Sensitive Information

The Council reserves the right to withhold certain sensitive information concerning commercial transactions, for example the purchase and sale of land and property. This applies to its own commercial interests and to the various parties involved in individual business transactions with



- d) must not be used in an abusive or hateful manner
 - e) must not breach the Council's codes of conduct or other policies such as equal opportunities and bullying and harassment.
- 4.5 It is important to ensure that members of the public and other users of online services know when a social networking application is being used for official Council purposes. To assist with this, all Council Representatives must:
- a) only use @princesrisboroughtowncouncil.gov.uk email addresses for user accounts on official Council business;
 - b) publish appropriate feedback and complaints information in a prominent place which is easily accessible to users, and formally log all messages received on social media using the Council's compliments and complaints procedure(click [here](#) for a copy), where managing social networking applications;
 - c) only use the Council's logo and other branding elements where appropriate. The logo should not be used on applications which are unrelated to or are not representative of the Council's official position;
 - d) identify themselves as such where appropriate on social networking applications, (for example, through additional information in user profiles);
 - e) ensure that any contributions they make are professional and uphold the reputation of the Council;
 - f) not promote or comment on political matters or issues that be regarded as such;
 - g) use a disclaimer such as "the postings on this site are my own and do not necessarily represent the Council's position, strategies or opinion", if publishing content online relevant to Council business in a personal capacity;
 - h) know and follow the Terms of Use of third-party social media sites (such as Facebook) when contributing to them;
 - i) comply with data protection, intellectual property and copyright laws;
 - k) not publish or report on confidential conversations or business;
 - l) monitor social media channels effectively to ensure that defamatory, abusive or derogatory comments are removed as soon as practically possible;
 - m) ensure a disclaimer is present on all sites which explain that comments made by the public are not those of the Council;
 - n) not publish images of children, unless consent has been given in writing, using an official photograph consent form;
 - o) not download any software, shareware or freeware from any social media site, unless this has been approved and authorised by the Town Clerk.



they are strongly encouraged to check the facts first with the appropriate Council Representative. It should always be made absolutely clear whether the views put forward are those of the Council or of an individual Member. At all times consideration should be given as to how the correspondence may affect the reputation of the Council.

7. Press Releases

The purpose of a press release is to make the media aware of a potential story, to provide important public information or to explain the Council's position on a particular issue. It is the responsibility of all Council Representatives to look for opportunities where the issuing of a news release may be beneficial. Any Council Representative may draft a press release but it may only be issued when it has been signed off by the Public Relations Committee.

Press releases for partnership projects require particular care and it is important that the draft text is agreed by all relevant parties. The lead partner would normally issue the release but the particular role of Princes Risborough Town Council should be clearly stated.

8. Setting the record straight

The media are at liberty to report stories using any angle they feel is appropriate and we can only hope to influence them through continuing our good working relationships. Limitations of time and space mean that you should expect serious editing of your quote or interview. Assume that anything you say to a journalist will be reported. There is no such thing as 'off the record.'

There may be occasions when you feel you have been misquoted or where important facts have not been accurately reported or where you feel the reporting has been particularly unfair. This can often be rectified using the 'corrections' column in a newspaper or, if the complaint is serious enough, by a short broadcast setting out the facts or apologising. This would normally be dealt with through discussions with the editor.

Where comments are made on social media, the policy is not to respond unless absolutely necessary.

In all cases where it is felt necessary to set the record straight advice should be taken from the Town Clerk before any action is taken.

9. Care during periods of heightened sensitivity

The period just before local elections, when there are restrictions on local authority publicity and rules concerning media reporting of the election campaign, is traditionally known as the 'purdah' period. However, it is now more often referred to as the 'pre-election' period and is defined as beginning with the last date for publication of notice of the election.