



# Elton Parish Council

## Press and Media Policy

This policy is supplemental to, and does not in any way override, the Parish Council standing orders and/or Financial Regulations.

This policy was adopted by the full parish council at its meeting on 8 June 2026 (minute 26.32.4)

This policy will be reviewed every three years

### 1. Introduction

- 1.1 This policy describes how Councillors and the Clerk should act when in contact with the press or media.
- 1.2 It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, it provides guidance on how to deal with issues that may arise when dealing with the media.
- 1.3 Guidance is also contained in the Communications Policy.

### 2. The Legal Framework

- 2.1 The law governing communications in local authorities can be found in the Local Government Acts 1986 and 1988. The Council must also have regard to the government's Code of Recommended Practice on Local Authority Publicity.

### 3. Responding to approaches from the press and media

#### 3.1. Requests for factual information

Where possible Councillors and the Clerk may refer enquirers to the policies, agendas and minutes already published on the Council's website if these provide the necessary information.

Councillors should advise the Clerk of their response. No further comment should be offered.

Other requests should be directed to the Clerk who will:

- respond in accordance with the Freedom of Information Policy, or
- place the request on the agenda of the next meeting for discussion, or
- contact the Chair who (in an emergency) will decide if it is in the clear interests of residents to prepare a response in advance of the next meeting.

The Clerk will inform Councillors of all such requests and responses.

#### 3.2. Requests for opinion

Neither a Councillor nor the Clerk should offer an opinion on behalf of the Council on a matter that has not been discussed and minuted. Such requests should be directed to the

Clerk who will arrange for them to be placed on a future agenda.

This is not intended to restrict the freedom of the Councillors to offer personal opinions but they MUST ensure when giving a statement that it is clear the opinions being expressed are their own and not those of the Council

### 3.3. Requests for interviews

Requests for interviews on behalf of the Council should be declined unless agreed at a meeting.

## 4. Making approaches to the press and media

### 4.1. The Council's own information and opinion

Subjects which the Council wishes to publicise through the press or media should be discussed at a meeting where the purpose, content, timing and method of doing so can be agreed.

If it is agreed that a draft by a Councillor or the Clerk should be reviewed prior to publication this will be circulated by the Clerk to confirm that it reflects the Council's intentions. If responses indicate conflicting opinions about its content, then these must be discussed at a further meeting before publication.

### 4.2. Third party information

Information may be received from third parties which the Council could publicise. These should be directed to the Clerk.

Where this information is factual, publicly available, non-confidential and likely to be of interest to residents the Clerk may publicise it by any convenient means. This must be done in a manner that does not imply support from the Council of any particular view.

## 5. Attendance of Media at Council Meetings

5.1 The Local Government Act 1972 requires that agendas, reports and minutes are sent to the media on request.

5.2 The media are encouraged to attend Council meetings and seating and workspace will be made available.

## 6. Urgent Situations

6.1 In the case of an urgent letter or press release being required in advance of a Council or Committee meeting, this may be issued by the Clerk with the agreement of the Chair of the Council or relevant Committee following circulation of a draft version to other Councillors for comment.

6.2 In the case of urgent actions being required in the absence of the Councillors and Officers with specific roles and responsibilities under this policy, the following delegations shall apply:

- a) the Deputy Chair of the Council may act in the absence of the Chair;
- b) the Chair of a Committee may act in the absence of the Chair;
- c) the Clerk may act in the absence of the Deputy Chair of the Council or the Chair of Committee.