



Matlock
TOWN COUNCIL

PRESS & MEDIA POLICY 2025

Adopted by Matlock Town Council 19/05/2025

Minute no: AM19/25

INTRODUCTION

The purpose of this policy is to define the roles and responsibilities within the Council for working with the media and deals with the day-to-day relationship between the Council and the media.

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.

POLICY STATEMENT

Responses to the press relating to matters discussed by the Town Council shall be dealt with in the first instance by the Town Clerk. The Town Council Chairman (Mayor) and in their absence the Leader of the Council and Chairs of Committees are also authorised to give the views of the Council to the press on any non-confidential subject discussed by Council.

Whenever possible any information given to the press shall be given in writing so as not to leave interpretation open to misunderstanding and misreporting. **At no time shall the personal view of either members or officers of the Council be given to the press in a way which could be interpreted as a view of the Council as a whole.**

LEGAL FRAMEWORK

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 governments Code of Recommended Practice on Local Authority Publicity.

The Town Council's adopted Standing Orders should be adhered to.

KEY AIMS

The Council is accountable to the local community for its actions and this can only be achieved through effective two-way communications. The media – press, radio, TV, Website & Social Media platforms– are crucially important in conveying information to the community so the Council must maintain positive, constructive media relations and work with them to increase public awareness of the services and facilities provided by the Council and to explain the reasons for particular policies and priorities.

It is important that the press have access to the Clerk / Members and to background information to assist them in giving accurate information to the public. To balance this, the Council will defend itself from any unfounded criticism and will ensure that the public are properly informed of all the relevant facts using other channels of communication if necessary.

CONTACT WITH THE MEDIA

The Clerk and Members should always have due regard for the long-term reputation of the Council in all their dealings with the media.

Confidential documents, exempt Minutes, reports, papers and private correspondence should not be leaked to the media. If such leaks do occur, an investigation will take place to establish who was responsible and appropriate action taken.

When the media wish to discuss an issue that is, or is likely to be subject to legal proceedings then such a request should be deferred to the Clerk for advice.

There are a number of personal privacy issues for the Clerk and Members that must be handled carefully and sensitively. These include the release of personal information, such as home address and telephone number (although Member contact details are in the public domain); disciplinary procedures and long-term sickness absences that are affecting service provision. In all these and similar situations, advice must be taken from the Clerk before any response is made to the media.

When responding to approaches from the media, the Clerk, Chairman, Leader of the Council or the Chairman of Committees are authorised to make contact with the media.

Statements made by the above should reflect the Council's opinion.

Other Council members may talk to the media but must ensure that it is clear that the opinions given were their own and not necessarily those of the Council.

There are occasions when it is appropriate for the Council to submit a letter, for example to explain important policies or to correct factual errors in letters submitted by other correspondents. Such letter should be kept brief and balanced in tone and correspondence should not be drawn out over several weeks. All correspondence must come from the Clerk.

ATTENDANCE OF MEDIA AT COUNCIL MEETINGS

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

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

Any filming or taping of Council proceedings by the media must be with prior notice to the Clerk and Chairman of the meeting (see Standing Orders).

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 the Clerk and Member to look for opportunities where the issuing of a press release may be beneficial.

The Clerk or any Member may draft a press release; however they must all be issued by the Clerk in order to ensure that the principles outlined in the Legal Framework section are adhered to, that there is consistency of style across the Council and that the use of the press release can be monitored.

RELATED DOCUMENTS

Town Council policies:

- Newsletter policy
- National Association of Local Council's – Communication Toolkit
- Social Media policy
- Website policy