

Part 5
Section 4

Code of Practice on Publicity

Approved by the County Council at its meeting on 11 May 2001 and containing all subsequent approved amendments up to 1 March 2022

March 2022

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Code of Practice on Publicity

1. The provision of information by the County Council to the media (or directly to the public) is governed by the Local Government Act 1986, and the Code of Recommended Practice on Local Authority Publicity, and in particular:
 - (a) should be objective, balanced, informative and accurate; and
 - (b) must not be party political or designed to affect public support for a political party.
2. The functions of a local authority are discharged by the County Council corporately. It is therefore inappropriate for public resources to be used to publicise individual members.
3. In the interests of public accountability, however, it may be appropriate to give publicity to the views of individual members when they are representing the County Council as a whole; for example, when the Chairman speaks or acts as the first citizen of the whole community, or when the Cabinet Member opens a new scheme or launches a policy approved by the County Council or by the Cabinet on the County Council's behalf.
4. For the same reason the County Council may issue press releases reporting statements made by Cabinet Members or chairmen following discussions at meetings of the County Council, the Cabinet, Scrutiny or non-Executive Committees.
5. Press releases may be issued only through the Communications Unit and not by directors, assistant directors or heads of service. This does not prevent any political party or individual member from issuing their own press information and making other arrangements for media coverage.
6. All media enquiries to officers must be referred, in the first instance, to the Communications Unit. The staff will work with the appropriate member or officer to agree a response or arrange an interview.