



Communications Policy

INTRODUCTION

This policy covers the Council's non-statutory external communications both in printed media, broadcast media and on the internet. It does not extend to communication by elected members of the Council who are free to give their own personal views on any subject as long as they do not purport those views to be the settled will of the Town Council and are mindful of the Code of Member Conduct when communicating with the public.

PURPOSE OF POLICY

As a local Council, a key role of Stanley Town Council is to understand public opinion locally and be well connected with community-based groups, organisations and service providers throughout the Parish. This objective will not be met unless the Council creates and maintains effective channels of communication with residents that do not just broadcast information about the activities of the Town Council but support the wider best interests of the Parish and promote the parish of Stanley in a positive way to people in the wider region.

EDITORIAL GUIDELINES

We will:

1. Promote our own activities in the Community, and aim to increase participation in local democracy, encourage attendance at council organised events and raise our profile both locally and in the North Durham area.
 2. Promote the activities of other statutory service providers in the local area including but not limited to Durham County Council, Durham Police, Durham & Darlington Fire Service, etc.
 3. Seek to support and promote through our media channels local groups and organisations which are not for profit or charitable, or the aims of similar organisations based outside Stanley if they are active in Stanley.
 4. Develop civic pride by providing information about local history and events.
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STANLEY TOWN COUNCIL

5. Encourage participation in democracy in general (e.g., encouraging residents to register to vote and vote in elections).

We will not:

1. Publish any material which is overtly political or presents one political group more favorably than another.
2. Promote the commercial interests of businesses unless there is a community aspect (e.g. a grant from a major retailer, sponsorship of an event, relevant information from utility companies).
3. Publish material (even if meets all other relevant criteria) which portrays Stanley or its communities negatively.

COMMUNITY NOTICE BOARDS

The Community Notice Board in Front Street (and any other notice boards the Town Council may subsequently put in place) will be made available for the display of any posters that meet the editorial guidelines.

DELEGATED AUTHORITY

The authority to make editorial decisions about whether or not to publish any information, promotion or advertising using the media channels of the Town Council or Civic Hall is delegated to the Town Clerk, who will apply the provisions of this policy, or if an issue is unclear, exercise discretion in line with the broader purpose of the policy.
