



## **NORTH WINGFIELD PARISH COUNCIL** **Press/Media Policy**

**Policy Approved by Open Spaces Committee 8.9.26**

**Minute Number OSC 09/09/2026**

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### **1. INTRODUCTION**

1.1 North Wingfield Parish Council welcomes enquiries from the press and media and recognises that our relationship with the press helps us communicate with residents.

1.2 The aim of this policy is to ensure that the Parish Council is seen to communicate in a professional and objective manner when approaches are made from the press for information or comments.

1.3 This policy should be read in conjunction with the Councilors' Code of Conduct.

### **2. THE COUNCIL'S APPROACH**

2.1 The Council's general approach to the press and media will be:

- Open and honest
- Proactive whenever possible
- Responsive and timely
- Informative

2.2 There are two methods of communicating with the press and media; either by **press release** – where the Parish Council takes the initiative and releases information to the press on a proactive basis, or by **press statement** – where the Parish Council is approached by members of the press or media for comments on a specific issue.

### **3. ENQUIRIES TO THE COUNCIL**

3.1 All press enquiries in relation to the Council's view on matters shall be made the Clerk

3.2 The Clerk shall refer the enquiry to the Chair or Vice Chair of the Parish Council for consideration and / or comment

3.3 The Chair or Vice Chair may consult with other members of the Parish Council and the Clerk before agreeing a form of words

3.4 The Clerk shall communicate the agreed response to the press

- 3.5 All members approached by the press / media for a Parish Council comment or view shall process the enquiry in accordance with this Policy and should not answer the query directly.

#### **4. OFFICIAL PRESS RELEASES ISSUED BY THE PARISH COUNCIL**

- 4.1 An official Parish Council press release should always be made on behalf of the Parish Council as a whole. This will be written by the Parish Clerk, will be non party political and may include a quotation for a relevant Councillor, which will usually be the Chair or Vice Chair,
- 4.2 All official Parish Council Press Releases will be issued on the template retained by the Parish Clerk which will include the Parish Council logo.
- 4.3 In some circumstances it may be appropriate to also include quotations from the District or County Councillor in the press release depending on the issue / subject matter
- 4.4 No employee (other than the Clerk) or Councillor should contact the media on any matter related to the Parish Council unless specifically authorised by the Chair, or in his/her absence, the Vice Chair.

#### **5. ENQUIRIES TO COUNCILLORS FOR THEIR PERSONAL OPINION**

- 5.1 Nothing in this Policy prevents Parish Councillors from expressing their own personal opinion on non Council matters in the press or by way of published letters. Parish Councillors should stress that the opinion given is their own and not the Council's.

#### **6. PRESS RELEASES ISSUED BY INDIVIDUAL COUNCILLORS**

- 6.1 The issuing of press releases by individual Parish Councillors is not encouraged and it should be made clear that the press release is issued in a **personal** capacity ie it should be clear that the comments are personal views and not the Parish Council's.
- 6.2 In these circumstances the release is to be written and issued by the individual Councillor responsible and may or may not be political but **should not** include the name of the Parish Council or the Parish Council contact details. It would be beneficial for copies of any intended releases by individual Councillors to be provided to the Parish Clerk.