

Publicity Policy

Aim of the Policy

The policy aims to establish appropriate parameters for publicity appearing on the Council's noticeboards, website, social media and in the Parish newsletter.

Priorities

The principal use for the Council's publicity outlets is to disseminate official notices and other information. These may be from the Parish Council itself, or from other Public Bodies including the Borough and County Council, Public Transport providers and Public Utilities that impact upon the residents of the Parish.

Once the requirements for the publication of such official notices and information is satisfied any additional available space can be made accessible to local organisations of a non-political nature and non-commercial nature, with preference being given to those that support the Parish Council's Mission Statement.

Definitions

A Local Organisation should be one that is based within the Parish or nearby and offers its services to residents of the Bearsted area.

Responsibility for Content

The fact that a notice from another organisation has been placed on the parish noticeboards and in other Parish Council outlets does not imply any endorsement of said notice from the Parish Council of the contents and any errors are the responsibility of the relevant organisation.

Implementation

Where there is a question of interpretation and whether to allow the Publication of Material the Proper Officer should consult with the Chairman of the Communications Committee prior to making a judgement based on the criteria above.

This policy will be reviewed every two years.