
TITLE: ADOPTION OF AMENDED PRESS AND PUBLIC RELATIONS PROTOCOL

Committee: Operational Services Committee

Date: 18th November 2019

Authors: Chief Executive and Monitoring Officer

[U110]

1.0 ISSUE

1.1 Adoption of the Council's amended Press and Public Relations Protocol.

2.0 RECOMMENDATION(S)

2.1 Members are requested to approve the amended Press and Public Relations Protocol as detailed in Appendix 1.

3.0 BACKGROUND/OPTIONS

3.1 Policy and Resources Committee approved the adoption of Press and Public Relations Protocol on 27th June 2007. As DCLG issued a revised Code of Recommended Practice on Local Authority Publicity on 31st March 2011 ("the Code"), the Council's Press and Public Relations Protocol requires updating in light of the Code.

4.0 ARGUMENTS/CONCLUSIONS

4.1 The amended Press and PR Protocol for East Cambridgeshire District Council is detailed in Appendix 1. The key amendments are:

- The addition of the legal framework behind the Code and the Principles contained in the Code;
- The points to be considered in deciding whether publicity may fall foul of the Code and where to seek guidance;
- The Council's current arrangements in relation to the delivery of the Council's press and PR service; and
- Where to seek guidance in relation to press and PR during Purdah.

4.2 The amended Press and PR Protocol is recommended for approval to bring it in line with the Code.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 There are no additional financial implications of these proposals.

5.2 An Equality Impact Assessment (INRA) is not required.

6.0 APPENDICES

6.1 Appendix 1 – Press and PR Protocol for East Cambridgeshire District Council

6.2 Appendix 2 – Original Press and PR Protocol

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
Report to Policy & Resources Committee 27 June 2007 Press and PR Protocol for East Cambridgeshire District Council - 27 June 2007 DCLG Code of Recommended Practice on Local Authority Publicity	Room 112 The Grange, Ely	Maggie Camp Legal Services Manager & Monitoring Officer (01353) 616277 E-mail: @eastcams.gov.uk