



Royston Town Council Communications Policy

Adopted by Full Council 18th September 2023 Minute number 149/24
Review Date September 2026

1. Introduction

1.1 - Royston Town Council aims to be open and transparent in everything it does and will take every opportunity to communicate with the Royston community to raise awareness of the Town Council's work, events and activities.

1.2 - This policy is in keeping with the Code of Recommended Practice on Local Authority Publicity.

1.3 - That Code is statutory guidance and the Town Council must have regard to it and follow its provisions. The detailed Code can be accessed at –

www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity

1.4 - Publicity by Royston Town Council should be lawful, objective, cost-effective, even-handed, appropriate and issued with care during periods of heightened sensitivity. It should also have regard to equality and diversity.

1.5 - This Policy is effective from 18th September 2023 and should be considered in conjunction with the Royston Town Council policies:

- a) Media Relations Policy
- b) Social Media Policy
- c) Social Media Comment Policy

2. Aims

2.1 - To use effective communications with residents, businesses and organisations enabling an understanding and appreciation of the aims of Royston Town Council.

3. Values

3.1 - Royston Town Council values openness, honesty, trust and respect and in this regard will strive to ensure that our communication activities meet those values.

4. Objectives

4.1 - To explain our work and commitment to Royston.

4.2 - To be open and clear on our decision-making.

4.3 - To fully publicise events and activities led by or supported by the Council.

4.4 - To share relevant information from other bodies and organisations.

4.5 - To direct people to organisations that can offer support.

5. Communications Strategy

5.1 - Stakeholders:

- Local residents
- Area-based groups
- Communities of interest
- Faith-based groups
- Racial, ethnic and cultural groups
- Local community and voluntary groups
- Statutory partners
- Businesses
- Visitors

5.2 - Media Channels:

- Town Council Website
- Social Media channels – Facebook and Twitter
- Notice boards, posters, flyers
- Reports, bulletins and meeting documentation
- Newsletter published in local magazine
- Local press and radio

5.3 - Stakeholder Communication with Town Council:

- Email, letter, personal visit or telephone for individual enquiries
- Engagement events and forums
- Public speaking sessions on agenda items at Full Council or appropriate Committees
- Social media

5.4 – Objectives:

- Raise awareness of Town Council decisions
- Advertise events and activities in which the Town Council is involved
- Publicise important meetings and public consultations
- Raise awareness of important local issues
- Advertise vacancies
- Gather information and views
- Signposting to other organisations

5.5 - An officer or delegated staff member will monitor public comments on the Town Council's online media platforms. The Town Clerk or Deputy will have the authority to remove from the Council's social media pages any posts made by third parties which are deemed to be irrelevant, commercial advertising, offensive or of a defamatory/libellous nature. This list is not exhaustive nor exclusive.