

## Guidelines for Woodley Town Council publications



Including but not limited to:

- The Herald
- E-newsletters
- Precept leaflet
- Other printed newsletters

Woodley Town Council publications follow the Code of Recommended Practice on Local Authority Publicity (Publicity Code), as set out by the UK government.

The **Publicity Code** is grouped into seven principles that publicity by local authorities should follow:

1. be lawful – an authority’s publicity should comply with statutory provisions and advises that any paid-for advertising published by a local authority should comply with the Advertising Standards Authority’s Advertising Codes.
2. be cost-effective – local authorities should be able to confirm that consideration has been given to the value for money that the publicity is achieving, while recognising that in some circumstances this will be difficult to quantify.
3. be objective – local authority publicity needs to be politically impartial. The Publicity Code acknowledges that a council has to be able to explain its decisions and justify its policies, but this should not be done in a way that can be perceived as a political statement or a commentary on contentious areas of public policy.
4. be even-handed – local authority publicity can address matters of political controversy in a fair manner and may contain links to other political sites, or contain political logos on material hosted for third parties. But local authorities should ensure that publicity about the council does not seek to affect support for a single councillor or group. The Publicity Code does, however, recognise that at times it is acceptable to associate publicity with a single member of the council.
5. be appropriate – local authorities should refrain from retaining the services of lobbyists, i.e. political professionals whose job it is to bring their client’s message to those in a position to influence policy. Appropriate use of publicity is also about the frequency, content and appearance of council newsletters in order to prevent unfair competition with local newspapers. It sets out that generally the frequency of council newsletters should be no more than quarterly, with parish councils being able to issue newsletters on a monthly basis.
6. have regard to equality and diversity – publicity by local authorities may seek to influence positively the attitudes of local people in relation to matters of health, safety and other issues where publicity can have a positive influence on the behaviour of the public.
7. be issued with care during periods of heightened sensitivity, particularly during periods of elections and referendums, both national and local (please see Woodley Town Council’s guidance on publicity during a pre-election period).

Following this guidance, **Woodley Town Council's publications** seek to:

1. Inform local residents of the Council's news and updates
2. Inform local residents of the Council's events
3. Inform and seek engagement from local residents of the Council's consultations on Woodley Town Council projects and services
4. Inform local residents of the Council's subsidiaries news, updates and events (Oakwood Centre, Alan Cornish Theatre, Woodford Park Leisure Centre)
5. Inform local residents of the Council's partnership's news, updates and events (Woodley Town Centre Partnership & Community Youth Partnership)
6. Inform local residents of Wokingham Borough Council's news, updates, alerts, consultations and events where applicable and relevant to residents of Woodley
7. Inform local residents of news, updates, alerts, consultations and events from central government, where applicable and relevant to residents of Woodley
8. Inform local residents of local and national news, updates, alerts and events, where applicable and relevant to residents of Woodley
9. Inform local residents of local community news, updates and events, where applicable and relevant to residents of Woodley.