



South Hams
District Council



West Devon
Borough
Council

COMMUNICATIONS PROTOCOLS 2016

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THE COMMUNICATIONS TEAM

Who are we? What do we do? How do we work?



Lesley Crocker
Lead Specialist



Karla White
Specialist



Vicky Croughan
Case Manager

We operate a shared service Communication Team between South Hams District and West Devon Borough Councils.

Good communication is the responsibility of all of the employed Officers and elected Members of both Councils, it is underpinned and supported by the shared Communications Team whose primary function is to communicate the business of the councils as defined in the corporate strategy 'Our Plan', the councils themes, objective and annual delivery plan.

We will achieve this by:

- **Promoting**, managing and protecting the reputation of both councils
- **Publicising**, the services, achievements and aspirations of the councils to residents, businesses, local communities and partners
- **Identifying** risks to our reputation and advice on actions to mitigate against any damage
- **Facilitating** good communications practices across both councils
- **Creating and supporting** a Communications Community of Practice within the councils comprising of officers from all areas of council work and service delivery
- **Monitoring** all media and sharing the information for a greater understating of key issues and a better understanding of public opinion, ensuring key staff are aware of published media articles

All of our activities will be fully aligned with the corporate purpose, themes and objectives of both councils.

THE COUNCILS' PURPOSE, THEMES AND OBJECTIVES

The work of both councils sits under the corporate plan "Our Plan" and is cascaded through the annual delivery plan.

The Corporate Plan - OUR PLAN:

Council:	South Hams	West Devon
Purpose	To Create Vibrant Towns and Villages and enhance the quality of life for all	To Create Thriving Towns and Villages and enhance the quality of life for all
Themes	Our Wellbeing	Our Wellbeing
	Our Communities	Our Communities
	Our Homes	Our Homes
	Our Economy	Our Economy
	Our Infrastructure	Our Infrastructure
	Our Environment	Our Environment
	Our Heritage	Our Heritage
	Our Resources	Our Resources

THE LAWS GOVERNING WHAT WE DO

All of our activities are governed by the Local Government Acts 1972 and 1986 as well as the updated Code of Recommended Practice on Local Authority Publicity published in March 2011.

This provides us with a framework to ensure proper use of public funds for publicity.* The code sets out seven key principles and these **MUST** be adhered to at all times.

Local Authority publicity **MUST**:

1. be lawful
2. be cost-effective
3. be objective
4. be even-handed
5. be appropriate
6. have regard to equality and diversity
7. be issued with care during periods of heightened sensitivity.

The code **DOES** allow our councils to:

- **Increase** public awareness of Council services and functions,

- **Let** local people and other stakeholders have a real and informed say about issues that affect them,
- **Explain** to electors and ratepayers the reasons for policies and priorities factually and objectively,
- **Improve** local accountability.

It **DOES NOT** allow our councils to:

- **Publish** any material that, in whole or in part, appears to be designed to affect public support for a political party.
- **Issue** press releases that explain party political differences.

These restrictions **do not** apply to press releases issued by individual councillors or their political parties.

A copy of the Code of Recommended Practice is available [here](#).

Other legislation also has a bearing on communications activities and these include the Data Protection Act 1998 (individuals rights over personal information), the Freedom of Information Act 2000 (the right to obtain information held by public authorities) and the laws of defamation – slander (the spoken word) and libel (written). Copyright Copyright, Designs and Patents Act 1988. Equalities Act

*Publicity is defined in section 6(4) of the 1986 Local Government Act as “any communication, in whatever form, addressed to the public or a section of the public.”

OUR AUDIENCES

Our audiences are everyone with whom we communicate and that could be through any medium or channel. They include:

- Staff
- Elected Members
- Residents
- Businesses
- Partners
- Neighbouring Authorities
- MPs
- Professional peers and other authorities

Letting customers know what their councils are doing for them, what they get for their money and who’s responsible for the services they use, underpins what good local government communication is all about.

It is the function of the Communications Team to explore all channels for better and more effective communication and the media plays a vital role in this.

Broadcasters, publishers, the internet and social media can all help win public support. But our good reputation can unravel just as quickly if we’re at the centre of a bad news story which is running out of control. That’s where managing our media relations can prove most effective to help us uphold and improve our reputations.

For that reason the Communications Team are issuing this Communications Protocol.

This protocol lays down a set of procedures for both councils – Members and Officers - to give clarity and accountability to how we work.

If every Officer and Elected Member follows this media protocol we can ensure that we are following good communications principals:

PRINCIPALS OF GOOD COMMUNICATION

We are **customer focused**, informative and positive in our external communications, actively promoting local democracy, and involving our residents and businesses in decision making.

The messages we send are **consistent, accurate, clear and timely** and in keeping with both councils' strategic goals and aspirations.

We provide a **professional, fair and efficient service** to our media where we will be open, honest and proactive. The councils are committed to open government and a positive working relationship with the media.

We **protect the reputation** of the councils, the Officers and the Members, by supporting them and equipping them with the most up to date information.

That our communication is legal and adheres to the Code of Recommended Practice on Local Authority Publicity.

If you need any advice on these guidelines, please contact Lead Communications Specialist Lesley Crocker on 01803 861321 / /07816143034 or email Lesley.crocker@swdevon.gov.uk

MEDIA PROTOCOL

Best Practice

South Hams District and West Devon Borough Councils Communications Team perform the function of a centralised press office.

All press releases, statements and photograph calls concerning the business of the councils should be arranged and issued by the Communications Team.

All media will be advised that if they want a comment or statement about matters relating to the business of the councils, they must come through the Communications Team.

There is one main communication protocol that all members and officers should adhere to:

If approached by the media for a statement or comment concerning the business of the councils, all officers and elected members **MUST** inform the press office or a member of the communications team **BEFORE** issuing a statement.

01803 861321, 01803 861156, 01803 861429

press.office@swdevon.gov.uk

Providing one central point of contact for all media is recognised as **best practice**.

By operating in this way, messages can be pre-arranged, we can ensure that information is consistent and we can offer advice support and protection to everyone concerned.

The Communications Team may receive several media calls a day and we liaise with Officers and Members to provide a response. Responding to a journalist immediately does not allow breathing space to consider the reply or to check facts and determine the best course of action.

We may also receive requests to record radio and/or TV interviews. In every case the Communications Team will liaise with the media, Elected Members and relevant Officers. Every media enquiry will be used as a positive opportunity to get our positive messages across to the public.

Nothing in this protocol precludes Members or political groups from speaking to or contacting the media. Members must however make it clear on whose behalf they are speaking:

- **Officially as an elected Member of the South Hams District or West Devon Borough Council** -the Communications Team should be informed before the communication takes place, to ensure members are fully briefed and supported
- **Officially on behalf of their particular political group** -the Communications Team cannot aid or assist with this communications, we must remain politically neutral
- **Personally as a Ward or Borough Councillor** – Speaking freely to the press about matters arising in a ward or borough is naturally part of what makes a Councillor a spokesperson for the people they represent, and the Communications Team would not want to do anything that prevents this from happening. However, when Councillors speak to the press about the business of their Council within their ward, they are advised to seek advice from the Communications Team to ensure that they have the latest information. This could include the latest information on Council processes and responsibilities, an update on a particular issue or a press statement issued by a partner organisation on the same subject. The role of the Communications Team in this respect is to support the Ward Members and to ensure that they give out factually correct information. If they find themselves speaking at a meeting where the press are present, they can offer the press the communications contact number or contact the team after the meeting to let us know and we will be able to offer the journalist an official Council statement, which they can use alongside the comments that the Ward Member has made.

Responding to a media request from the Press Office

All media queries are subject to deadlines. By missing a deadline, a story may appear without a Council comment – it won't wait or go away and our reputation could suffer. It is best if we can respond as quickly and openly as possible as this can influence stories before they are fully written.

If a Communications Officer contacts you with a media query, please return their call or email as a matter of priority, and as soon as possible. Give the Communications Officer all the facts or as much information as possible. Any press query is an opportunity to achieve a balanced and fair story. At the very least it is an opportunity for damage limitation.

Once the Communications Officer has all the information, a statement will be drafted and will be approved by the relevant senior Officers and/or Members before it is sent out to the media.

No Statements will be issued unless they have approval and all relevant officers and Members (Portfolio Holder and Ward Members concerned) will receive a copy of the statement that has been issued.

When Members are asked to speak on behalf of their Council

When the Communications Team receives a request for an interview or statement for an Elected Member or when a situation arises which requires a Member to respond to a media enquiry, the Communications Team will complete the following steps:

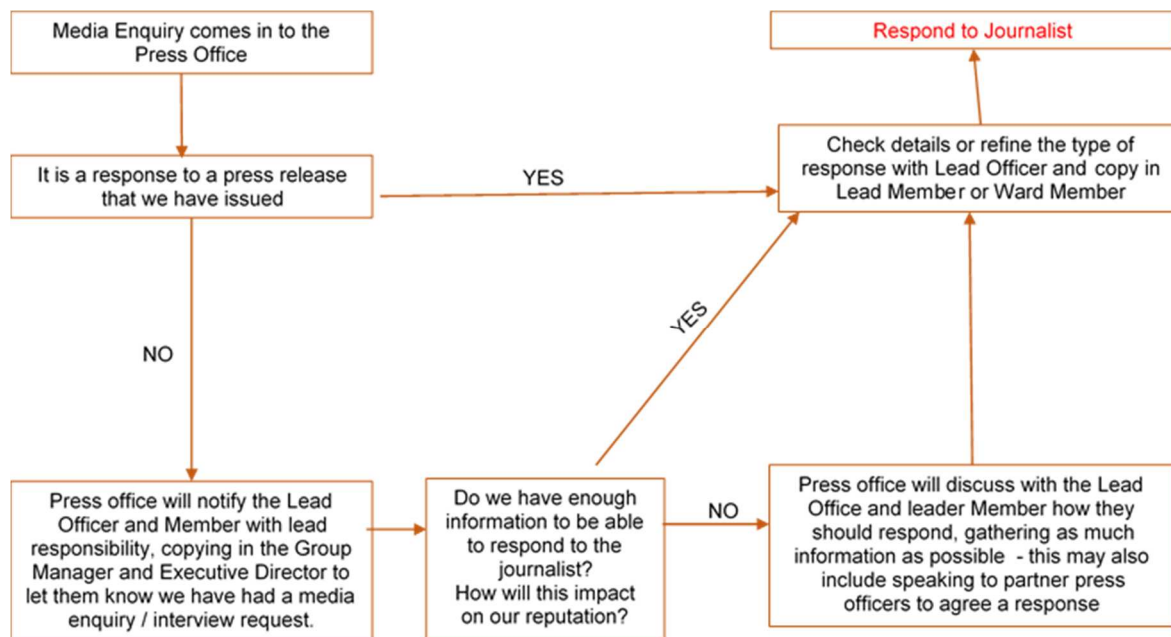
Inform the Officer, Lead Member and Ward Member and Leader – if the issue is political in nature or is likely to have a big impact on the reputation of the council.

Liaise with the relevant officers to create a brief/gather the latest information, prepare a statement, press releases or quote on behalf of the Elected Member

Fully **brief** the Member and inform them of all of the facts of the situation, in the case of an interview this should be a written brief

Advise and support them with their response, this could be drafting their quote or response

Ensure that the Leading Officer and the Elected Member are happy with the response, brief or statement before it is issued / broadcast or the interview is conducted



If the Elected Member wishes to make a party political statement, the Communications Team are not able to assist them.

All press releases / statements, even those issued on behalf of an Elected Member, must be signed off and approved by at least the Specialist, or Leading Officer, who has all of the technical information, and if required the Group Leader or Executive Director.

The Press Office will always notify:

- Lead officer or COP Lead or specialist in the area of work – it may be one person
- Copying in the Group Manager and Executive Director for that group
- They will also notify the Ward Member and the Lead Members
- Copying in the Leader of the Council and the Lead for Communications – May be the same person

Which Elected Members should speak on behalf of their Council?

South Hams District Council:

The Leader, Deputy Leader, Chairman, and Executive Member can be called upon to respond to the media on corporate and major issues.

South Hams Executive Portfolio Holders may be asked to respond on specifics in their portfolio area.

West Devon Borough Council:

The Leader, Deputy Leader, Mayor and Committee Chairs and Vice Chairs can be called upon to respond to the media on corporate and major issues.

Lead Members may be called upon to respond to specifics concerning the portfolios in which the lead.

See APPENDIX A For a list of member responsibilities.

When should Officers speak on behalf of their Council?

Wherever possible, the spokesperson for the Council should be an Elected Member, but occasionally the Executive Directors, Group Managers and Specialists may be required to respond to the media on projects and initiatives they have a direct involvement in. This will usually be to answer questions of fact and provide technical information about their areas of expertise.

Any officer asked to carry out a media interview will be fully briefed by the Communications Team. The relevant Council Leader will be kept fully informed if an officer is asked to respond to the media.

Officers should not speak to the media about the business of the Council without speaking to the Communications Team.

This includes all forms of media and social media – see social media policy

Communications Champions

There is a new Communications Champions group. The remit and drive of the group is to view communications in a strategic way, to prepare and plan for issues and situations that arise and to ensure that the communication underpins and supports the purpose, themes and objectives of both councils.

This groups should work alongside IT, Design and Web Development to, where possible, plan and programme work, to maximise all available channels in a sensible timeframe.

Members of the group will be fluid, with Specialists and Project Officers who have taken responsibility for communication in their area of work, joining and leaving the group when appropriate.

It is the responsibility of these nominated Specialist or Project Officers Communications Champions to tell the Communications Team about stories and opportunities for positive communications or issues that might be arising and to feed into the councils' communication plans.

There will be instances when communication is reactive and statements or press releases are required in response to a situation or matter arising, but where possible all communications should be pre-planned, part of a campaign, initiative or corporate drive directly linked to the purpose, themes and objective of one of the councils.

It is the responsibility of the Communications Team to support, advise and assist the nominated Communications Champion, to help them with all of their communications needs, both internally and externally.

Statements and press releases

It is important to distinguish between a statement and a press release.

A STATEMENT: is sent to a media organisation in response to a question they have asked. A statement is put together by the Communications Team, liaising with relevant Officers and Members. It is not placed on the website.

A PRESS RELEASE: is a ready-made news article produced by the Communications Team which is provided as a basis, but more often used in its entirety, for a story in our local media. The press release can be anything from promoting a service initiative to explaining a decision made by one of the councils.

The Communications Team is responsible for collating, writing and issuing all press releases on behalf of each Council.

Press releases should contain the following information:

Date of issue or release

A clear **headline** which says it all

A simple line or **statement** which explains the headline

A **quote** from the appropriate Elected Member – as few quotes as possible

Information and detail which explains the reasons for the press release

A clear **message or call to action** – why are we telling you this now

Notes or further information for Editors

Communications Team **Contact details**

When they write a press release the Press Office will always notify:

- Lead officer or COP Lead or specialist in the area of work – it may be one person for approval and get approval of those who are quoted
- Copying in the Group Manager and Executive Director for that group
- They will also notify the Ward Member and the Lead Members
- Copying in the Leader of the Council and the Lead for Communications – May be the same person
- All press releases issued will be copied to all elected Members

Photographs

Photographs to illustrate a press release are also important, particularly as the article is more readily used in our local media if a photograph is available. A good photograph can add impact to a story and sometimes even makes the difference between whether the article is used or not.

Most publications will not print an amateur shot so it is advisable to contact the Communications Team who can help with some photographic work.

Please do be aware of taking photographs of children and young people. Formal permission must be sought from the parent or guardian responsible for the child/young person. With older children (16 - 18 year olds) it is good practice to seek their permission directly as well as asking their parent or guardian. Consent forms are available in **Appendix B**.

When planning a press release or campaign it is the responsibility of the Specialist or project officers to give the Communications Team as much information as possible. They could even prepare the content of the press release.

In some cases it may be appropriate for both a Member and an Officer to be quoted. In such instances the Officer should be quoted purely to provide operational information or to clarify a technical or legal point, while Members would give a policy view. There are a few instances where the media release is only aiming to provide a brief announcement and no quote is needed. The Communications Team will decide what is appropriate here.

All press releases sent out by the councils to our media will be copied to all relevant Elected Members, Specialist and Group Managers. The press release will be placed on our websites, Facebook and Twitter. They should also be shared with Customers Services and Customers Service in the Community Engagement Officers, who are speaking to the public on a daily basis.

Use of Embargoes

Embargoes will only be used when considered essential:

When news releases **are linked** to an event or specific date,
When an issue of **confidentially** requires it; or
When it is required by a **third party**.

Note: Embargoes are not legally enforceable and are set by a general local agreement between the Council and the media. Please inform the Communications Team of any instances of an embargo being broken.

Where are our press releases sent?

Press releases from the councils are emailed to various groups of media depending on the topic. We have links to dozens of different media outlets including broadcasting, publishing and internet news pages.

Local - Local weekly media will generally cover stories relevant to people living and working in their distribution areas.

County and regional – This includes newspapers such as the Western Morning News and Plymouth Herald, the regional radio and television broadcasters such as Radio Devon, BBC Spotlight and ITV Westcountry. News agencies, such as Apex and the Press Association, also gather information on ‘local’ stories and make the facts and comments available for regional and national media.

National – This includes all national newspapers, all BBC radio and television, ITV (including Channel 4 and Channel 5 news) and national independent radio news.

Specialist and Trade Publications – We sometimes generate news about specialist activities such as Building Control and Environmental Health and we may want to target very specific magazines or specialists with the information. Publications with an interest in local government include the Municipal Journal and Local Government Chronicle.

Internet publishers – Online services are a rapidly growing and changing sector of the media and we send our news to various e-newsletters and online organisations.

When a communications plan is completed for a specific story, the Communications Team will work with the Communications Champion to identify specific publications that they would like to target or interest group that they would like to reach.

Targeting Audiences

If there is an occasion where we can increase the reach of our messages by also issuing press releases to local parishes, parish magazines, Facebook group editors and target locally specific messages to reach certain communities the Communications Team will issue the release to those specific groups of people.

As part of the communications planning, the Communications Champions will be encouraged to think about their audiences and how we can use all of the technology at our disposal including the Experian Data to target our messages to reach specific demographics and groups of people. This work will help inform when and where the press releases get issues.

Media Monitoring

The Communications Team perform a media monitoring service. The remit of this function is to ensure that the relevant Officers and Members of the Council are kept fully informed of local issues and the coverage that the Council is receiving in the press.

Media Monitoring can also shed light on public mood and opinion and inform us what issues our customers are concerned about.

Very often national press stories become local ones, with the local press looking for the local angle on a national story.

It is best practice for Communications Teams to have a good understanding of how the local and national press operate, what sort of stories they are interested in and what sort of coverage they give.

The South Hams and West Devon Communications Team have Google Alerts set up for key words, which capture most of the national press and local stories that will be of interest the both councils.

The Communications Team's monitoring consists of:

Periodically throughout the day we checking the internet for:

- Local / Regional / National News

<ul style="list-style-type: none"> • LGA / gov announcements • Social media
<p>Reading the local Daily Papers</p> <ul style="list-style-type: none"> • Plymouth Herald • Western Morning News
<p>Reading the Local Weekly Papers</p> <ul style="list-style-type: none"> • Wed – Totnes Times and South Devon and Plymouth Times • Thur – Tavistock Times Gazette and Okehampton Times / Herald Express • Fri – Dartmouth Chronicle – Kingsbridge & Salcombe Gazette / Ivybridge and South Brent Gazette
<p>Reading the Trade Papers</p> <ul style="list-style-type: none"> • MJ – weekly - Thursdays • Local Government News - Monthly • Planning and regeneration – Vicky to find out - Monthly • Local Government Chronicle - Monthly
<p>We also monitor the local broadcast television and radio</p>

We now have a license which enables us to copy and share some of that content with Officers and Members, but there are restrictions.

BEFORE you copy any printed material please **speak to the Communications Team**

Copying – The Law

Copyright protects authors of original work. It gives them the right to control the way their work is reproduced and to charge for permission to do so.

Copyright is protected by laws dating back to the 1709 Statute of Anne. This introduced two concepts that are still enshrined in law: that an author owns the copyright of their work and that there should be a fixed term of protection for published works.

The current copyright law in the UK is The Copyright Designs & Patents Act 1988, and its amendments. The Act protects the investment of time, money and effort by people who create original pieces of work. It also makes it an offence to copy without permission.

South Hams District and West Devon Borough Councils now have a Newspaper Licencing Agency Media Access Licence, this enables us to photocopy some publications and newspapers:

The Newspaper Licencing Agency (NLA) is a Collective Management Organisation (known as a CMO) based in the UK which licenses the copying and use of extracts from publications protected by copyright.

NLA plays an important role in the publishing industry acting on behalf of publishers in licensing the copying of extracts from newspapers, magazine and specialist titles

We have purchased a basic license which enable us to copy from up to 10 regional titles and share that content with Officers and Elected Members of the councils. For all content which is web based, which includes national titles, we are allowed to share a URL link to a specific web page as long as we don't copy the exact wording from the article in the text which accompanies the link.

South Hams District and West Devon Borough Councils also have a license from the Copyright Licencing Agency, this enables us to reduce the risk and potential cost of copyright infringement. This requirement applies to any organisations in the business, education, public or charitable sector.

A CLA license is the only way to get blanket clearance that enables us (within limits) to copy what you want, when you want, rather than having to obtain permission from the copyright owners each time.

A CLA License permit copying from most titles published in the UK and over 30 other international territories, but it doesn't cover newspapers.

The Copyright Licensing Agency Limited (CLA) is a licensing body as defined by the Copyright Designs and Patents Act 1988.

CLA was set up in 1983 and is owned by the Authors' Licensing and Collecting Society Ltd. (ALCS) and the Publishers' Licensing Society Ltd. (PLS) to perform collective licensing on their behalf.

Bad News Stories

Our policy is for mistakes to be acknowledged and apologised for 'on behalf of the Council' where appropriate and where we are able to do so following discussions with the Executive Directors and/or Leader in conjunction with the Lead Specialist.

There are times where the media coverage of a particular issue is incorrectly reported. After discussion with the Communications Team, Executive Directors and Lead Specialist, contact should be made with the media concerned to redress the balance.

If we still believe following reports are unfair or not based on fact a complaint should be made to the Press Complaints Commission at www.pcc.org.uk

Negative Letters in the Media

It is important that we take a realistic approach to negative letters that appear in the media. All too often the Council can become involved in responding to letters which can become counter-productive and time consuming.

If a letter is factually incorrect it is important that we usually try to respond to set out the correct facts. There should be a discussion between the Elected Member, Lead Specialist and Communications Team and a suitable reply sent.

PUBLIC MEETINGS

Transparency and openness should be the main principal behind everything the councils do. In 2014 the Government introduced new rights by the Openness of Local Government Bodies 2014, which would enable members of the public to know how decisions are made: [Open and Accountable Local Government August 2014](#)

These rights allow members of the public including citizens and professional journalists to:

Use modern technology and communication methods such as **filming, audio-recording, blogging and tweeting** to report the proceedings of the meetings of their councils and other local government bodies

See information relating to significant decisions made outside meetings by officers acting under a general or specific delegated power.

The new guide provides practical information that will help the public to exercise their new rights under the regulations, and what they should expect from their councils and other local government bodies.

The councils ask that the press and public:

- **Let us know** if you wish to film or audio-record so we can make any necessary and reasonable arrangements to allow this
- **Not to use** any flash photography or unnecessary movement that might disrupt the meeting
- **Note that** the Chairman of the meeting has the power to ban or limit filming at any time if s/he believes there is a risk of it changing the democratic process of the meeting
- **Observe the rules** which say that no spoken commentary is allowed during the meetings (which would be disruptive to the order of the meeting).
- **Be aware** that while those attending meetings are thought to have agreed to the filming, recording or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.
- **Not to edit** the film or recording in a way that could lead to **misinterpretation of the proceedings**, or infringe the core values of the Council. This includes editing an image

or view that may ridicule or show a lack of respect towards those being filmed or recorded.

COURT CASES

The councils will occasionally launch prosecutions and will want to use successful results of court cases to deliver a message to the public.

Let the Communications Team know ahead of a possible court case or sentencing so that we are in a position to bring cases to the media's attention.

Doing so allows the media to attend and could result in greater coverage of the case. If the media is unable to attend we may be able to do so ourselves.

Great care needs to be taken in producing press releases about court hearings.

The information should stick purely to the facts, and media law prevents newspapers and broadcasters from carrying any court proceedings unless they meet a very tight timeframe.

It's important to seek advice from the Communications Team as soon as you are aware of a court hearing.

BRANDING

Research suggests that customers paying Council Tax, link the services they receive with the regular use of our branding - in this case our logo – whether it be on a parking pay and display machine, on a board promoting affordable housing or in an advert. Our corporate logos must be used appropriately.

All uses of the councils' branding (other than in council produced templates and documents, where the style has already been set and approved) should be approved by the Specialists in the Design Team before any material is printed.

The Communications Team and the Design Team will produce a set of brand guidelines that all staff should follow along with a style guide to support a culture of consistent use of the English Language.

PLAIN ENGLISH

Both councils have adopted a policy of using plain English wherever possible, as best practice for reaching and communicating effectively with all customers.

Where possible all information produced on behalf of the councils should be written in plain English. This does not mean dumbing down or patronising our customers. It is about making sure that our use of language doesn't stop people from understanding what we are saying to them

Once published, all staff and Elected Members will be encourage, supported and trained in how to apply the style guide and use plain English guides produced by the Communications Team.

Plain English means:

Stop and think. Before you start writing make sure your points are in a logical order

Use Short words. Long word will not impress customers

Use **everyday language** that is easy to understand

Be **concise** and to the point

Avoid technical terms and jargon unless they are essential

Use correct **grammar and punctuation**

Use 15 to 20 words - keep your sentences short

PURDAH – PRE-ELECTION PERIOD

All Officers and Elected Members need to be aware of the rules governing communications during a pre-election period.

The pre-election restrictions are governed by Section 2 of the Local Government Act 1986¹, as amended in 1988².

Essentially councils should “**not publish** any material which, in whole or in part, appears to be designed to affect public support for a political party.”

During the Purdah period, councils should:

- **Not issue any publicity** which seeks to influence voters
- **Consider** suspending hosting third party material or closing public forums if these are likely to break the codes of practice.
- **Not publish any publicity on controversial issues** or report views on proposals in a way which identifies them with individual councillors or groups of councillors.
- **Not generate publicity** relating to individuals involved directly in the election unless expressly authorised by statute.

Councils are allowed to publish factual information which identifies the names, wards and parties of candidates at elections.

For more information and guidance contact the Communications Team.

SOCIAL MEDIA

The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies effectively and flexibly. However, it is also important to ensure we balance this with our reputations.

We have a duty to promote equality and eliminate discrimination and the use of social media will bring greater opportunities for us to do this. Social media can help us to engage and communicate with a wider audience and give us a better understanding of our communities and their needs.

What we mean by Social Media

Social media is any web-based tools which allow users to interact with each other in some way. This includes blogs, message boards, social networking websites (such as Facebook and Twitter), content sharing websites (such Flickr and YouTube) and many others

Expressing – Wikis, blogs, forums (important for monitoring and gaging public opinion)

Networking – Interest group and communities of people who share the same interest but might not live in the same area

Sharing - Images, videos and other content, a place to find information you are interested in

Gaming – Community of interest and competition

Socialising – Staying in touch, sharing information and common interest groups

The list of applications for social media is ever growing and changing, and it is the job of the Communications Team to stay in touch with the latest development and follow best practice for Local Authorities.

The risks of using social media have been explored and guidance put in place to mitigate against those risks.

Risk	Mitigation
Damage to the reputation of the councils – This could be through postings/photographs of staff, members or third parties pretending to represent the council.	The councils' main corporate social media sites are controlled and managed by the shared Communications Team who have specific experience in using social media and are fully aware of the risks and issues. A number of other Officers also use social media and have been given training and support by the Communications Team and now also use the Our Plan social media and CS.

	All training support and guidelines and policies for these sites will be set by the Communications Team
Level of monitoring – The Council can currently only monitor its social media sites during office hours.	Where appropriate, the councils will include a disclaimer on their social media sites which set out the parameters for use and control.
Virus or other malicious software infection – This could include infection from social media sites into the councils' ICT systems or hacking of council's social media accounts.	The councils have strong anti-virus and malware protection on PCs.
Disclosure of confidential information or breach of data protection – Either deliberately or inadvertently through information/photographs posted.	The councils will remove libellous, offensive or defamatory posts at the earliest opportunity. Strong passwords must be used when creating social media sites for the councils and changed every three months.
Breach of Safeguarding – Either regarding children, young people and vulnerable adults who may use social media.	The councils' main corporate social media sites are monitored on a daily basis by the Communications Team. Those using social media on behalf of the councils are aware of the safeguarding issue relating to vulnerable groups and are familiar with the advice and guidance provide at www.devonsafeguarding.org

Social Media Guide

The councils' use of social media will comply with the **laws of libel, copyright and data protection**.

Social media content is subject to the same rules of **fairness, openness and transparency** as the councils' uses in all their communications.

Social media should **NEVER** be used in a way that breaches any of the councils' other policies.

During times of major incident, emergency or crisis, social media should be employed **as a key tool** for keeping communities informed.

All complaints made via social media should be diverted back through the Customer Call Centre to ensure that they go through the single work flow and are recorded in the same way as all other complaints.

Social media use by the councils should concentrate **on facts**. The councils' official social media sites will not be used for political gain or campaigning.

The councils will be aware of **safeguarding issues** regarding children and vulnerable adults when using social media.

The councils will be aware of potential problems like **cyber-bullying** and other online anti-social behaviour.

When dealing with errors or controversial comments about them, the councils will **not remove** criticism unless it contains swear words etc. Instead, responses will concentrate on correcting factual errors and responding to legitimate criticism.

Derogatory or offensive comments will be removed from official Council social media sites.

Personal details like home addresses or **personal phone numbers will not be given out** on the councils' social media sites.

Photographs of people will only be used when all individuals pictured have given permission, in advance.

Using social media at work

Both councils encourage employees to make reasonable and appropriate use of social media as part of their work. It is an important part of how the councils' communicate with their residents. This is subject to the councils' existing rules on the appropriate use of ICT equipment and systems.

Employees may contribute to the councils' social media activities (in liaison with the Communications Team). Employees must be aware at all times that, while contributing to the councils' social media activities, they are representing the organisation. Staff using social media as part of their work must adhere to the following rules:

Rules for using social media at work:

Use the same safeguards as they would with any other form of communication about the organisation in the public sphere

Obtain permission from a manager before embarking on a public campaign using social media and work with the Communications Team to deliver it.

Staff and Members should only use social media accounts which have been corporately set up in the councils' names.

Be aware of and follow the councils' guidelines for using social media

Be aware of and follow the councils' Communications Protocol

Follow the staff code of conduct in their use of social media and be aware that breaches will result in disciplinary procedure

Always use #SHDC or #WDBC, this will enable people to follow each council on one single thread – if we are successful at promoting this # we can explore more

Using social media outside work

If staff use social media in their personal lives it must be separate from the councils' official sites. Employees are allowed to say that they work for the councils, but if they do we would advise that their personal social media profile should include a statement along the following lines:

"The views I express here are mine alone and do not necessarily reflect the views of the Council."

Staff should not engage in any social media activity which would bring the councils into disrepute.

By working for the councils, staff should realise that sometime they are in a privileged position of having access to politically, financially and personally sensitive information.

Where we would encourage all staff to share the information coming from their Council, with their wider networks, both personal and professional, they should **ONLY** share information which has come from an **OFFICIAL COUNCIL** social media channel **FIRST**.

Releasing any information about the official business of the councils before it has been publically announced, could have serious consequences, therefore we ask all staff with social media accounts outside of work to follow these rules.

Rules for using social media outside of work – staff should:

Not breach the confidentiality of the councils or individuals related to the councils

Not to discuss the councils' internal workings

Not to breach copyright and data protection laws

Follow the staff code of conduct in their use of social media and be aware that breaches will result in disciplinary procedure

Use by Members

Members should be familiar with this guidance on Social Media and the Council Communications protocols. They should ensure their use of social media does not put the councils' information and security systems at risk, or damage the reputation of the councils.

It is recommended that Members also include a statement on their social media profiles along the lines of:

"The views I express here are mine alone and do not necessarily reflect the views of the Council."

Elected Members can also sometimes be in a privileged position where they have access to information which has not yet been made publically available and they too should follow these rules.

Rules for using social media outside of the Council – Members should:

- Not breach the confidentiality of the councils or individuals related to the councils
- Not to discuss the councils' internal workings
- Not to breach copyright and data protection laws

Much of the behaviour expected of Members using social media is covered in the Members' Code of Conduct and is covered in this policy. Below are some extra guidelines for Councillors to consider for the use of social media.

Social Media Principals

The Councilors, Officers and the Council itself will use social media in distinct ways. However, there is a set of universal principles that are useful to keep in mind.

- **Be human:** be approachable in your language and tone; behave online as you would in person
- **Be engaging:** respond to questions and join in when you can move the conversation on or help
- **Be professional:** remember that you represent your council, so be aware of how your public voice comes across
- **Share and attribute:** you can share what others have posted but it is polite to acknowledge and attribute where this has come from
- **Go to where your audience is:** if the section of the population you want to connect with is on a particular platform, forum or group, join it
- **Content is king:** by creating sharable and engaging content you can contribute to the conversation and be heard
- **Be authentic:** don't pretend to be something you are not
- **Be strategic:** plan ahead – who do you want to engage with, why and how? What do you want to achieve?
- **The internet is forever:** be aware that what you post now could be found in years to come

Social Media can be used to achieve a wide variety of communication outcomes, some of them are listed below:

How could we use Social Media?	Support the business community		
Promoting campaigns	Listening	Reporting	Responding
Keep up to date with news from Central Government			
Retweeting messages from councillors	Share pictures		
Promoting services of council	Consulting	Support tourism / economy	
Keep up to date with national news	Promoting what councillors do		
Promoting the area	Share videos	Keep up to date with funding	
Instant emergency planning and messaging	Helping communities		
	Promoting communities		
Staff and councillors can all help through their networks			
Sharing news	Help with channel shift		

Using Social Media during Council meetings

In 2014 the Government introduced new rights by the Openness of Local Government Bodies 2014, which would enable members of the public to know how decisions are made: [Open and Accountable Local Government August 2014](#)

We would encourage the use of social media during the meeting to bring the discussions to a wider audience in accordance with these new rights..

Handheld devices and laptops are permitted (indeed encouraged) for use during meetings to allow environmentally friendly and effective communication. The use of such devices is intended to improve communication during meetings – not to interrupt or distract anyone taking part.

Please Ensure the volume on all electronic devices is turned to ‘mute’.

Councillors’ tweets/blogs during council meetings should refer to the discussions which are taking place at the meeting - tweeting/blogging about other subjects will show the public and other attendees at the meeting that you are not engaging properly in the meeting.

Councillors have a responsibility to take council business seriously and it is not appropriate for members to use social media to tease or insult other Members. The councils’ residents expect debate and to be informed about council business, not witness petty arguments.

Please use and encourage your followers to use the hashtag #SHDC or #WDBC when tweeting about the business of the councils, this will enable us to track and monitor our reach and give customers a way of following what is going on.

Campaigns – Promoting the work of the councils

All Communications Champions will be encourage to start thinking about their communications as a whole campaign and with that to consider who their social media audiences area, what # they use and how we want to interact with them.

Social Media should not be viewed as a tag on, but as an essential communication tool, nor should it be viewed as the answer to all communications challenges, it is just part of any campaign.

All social media should be outcome focused with a specific purpose or call to action, what is it that we want the customer to do and why should they do it?

When planning a social media campaign all Officers should consider these three rules:

Create it – campaign led social media, focused with a call to action
Promote it – can't just publish and expect people to follow
Measure it – how will you know if it is successful?

Service Delivery – demonstrating and supporting the services that we provide

In addition to supporting the work of the councils by using social media to share the press release that are issued, Social Media can be used to promote the specific work of service areas, such as Localities or Waste and Recycling.

All services, should be encouraged as part of their individual communications plan, to think about how they can use social media to promote the work they do.

Networking and sharing – supporting partners and other government

Second Tier Local Authorities play a vital role in the sharing of information and the support of County Councils and other government agencies.

The Communications Team in collaboration with the Communications Champions will decide when the councils should be retweeting and supporting the campaigns, initiatives of our partners, what messages are relevant for our audiences and when they support the business of the councils, this may include supporting the social media for partnerships and partners such as:

- Community Safety Partnership
- Local Resilience Forum
- Devon County Council
- Environment Agency
- Food Standards Agency

- Emergency Services

Retweeting comments by Elected Members

Often the work of elected member reinforces the business of the council, such as attending events, or community projects that have been supported, funded or set up by the Council.

The Communications Team **CAN** retweet a message posted by an Elected Member, which promotes this activity as long as it:

is **NOT** politically motivated, **DOES** relate directly to the business of the council and **DOESNOT** break the Code of Recommended Practice on Local Authority Publicity published in March 2011.

Promoting and sharing - Becoming Broadcasters

One of the key features of Social Media is that it is instant, journalist no longer hold stories of wait for publication deadlines, they can now publish a story immediately online. The same is true of the citizen journalist, the member of the public who is witness to an event, meeting or news worthy story.

By rely entirely on the publication of a weekly newspaper could see our councils as viewed late with their news, we need to respond to breaking news instantly, broadcasting our stories for ourselves or we could be viewed as, not responding in a timely way to the residents as and when things happen.

This does not mean however that the councils need to respond in haste to emerging situations. Communicating facts is not the same as communicating an opinion.

During and incident, meeting or emergency situation, via the councils' corporate social media channels, the Communications Team:

CAN post factual information

“we know that there has been an incident and we will keep you informed”

“the Planning committee have approved 80 new homes at x”

CAN quote an Elected Member who has spoken during a public meeting.

“Cllr x said the plans were outstanding example of a modern development”

Will **NOT** enter into the debate or post a council opinion that has not been pre-approved

All rules of the Code of Recommended Practice still apply

One of the key features of Social Media is that it is instant, journalists don't often hold stories or wait for publication deadlines, and they publish immediately online.

COMMUNICATIONS PROTOCOL IN AN EMERGENCY

Overview

Communication is not just the responsibility of the Communications Team, and at no time is this more important than in a crisis situation.

Every member of staff need to be aware of the emergency communications plan, who is leading it, what channels are being used and what impact it has on what they do next.

Crisis situations no longer break just on the traditional media, we also have to think about the local resident communicators, who post pictures, videos and make comments that get shared quickly around communities. Can we also encourage them to help us spread and share our messages when a crisis hits?

Reputation

If we were to find ourselves in a crisis situation where we are worrying about communications, it is too late.

Even the very best reputations can be damaged by single incidents and the impact of extreme weather on local communities can shape views about councils and their partners.

Over the last few years, the UK has been open to an increasing number of extreme weather events from flooding, to wind and storms, snow and extreme heat.

These can have a major impact on local communities, both at the time of the incident and in the longer-term. As well as the impact on people and their families, the effects of extreme weather can also impact on local businesses and local economies. In extreme cases, such as during a storm or during periods of excessive heat, this can result in loss of life.

Our Role

During extreme weather, the most important role a council can play is to provide local leadership – the way we respond during such incidents can define places and local areas for years to come.

How a council responds during such periods can also impact on reputation and how much our residents trust us.

How councils actually deal with such events, and provide information to residents has helped to restore and indeed improve the reputation of local government.

Although in extreme cases the emergency services will take the lead on dealing with any incident, often declaring it a 'major incident', councils have a wider leadership role both in preparing for extreme weather and preparing their communities, dealing with the incident as it happens and the aftermath – the 'clear-up'.

Planning in advance will enable us to move fast when a situation does occur and speed can prevent more damage, protect our reputation and ultimately save lives.

Council Direction

This plan is to be delivered by the South Hams and West Devon Communications Team with support from all Council Officers and Elected Members of the Council.

As second tier local authorities, South Hams and West Devon are not responsible for all functions and duties, which a unitary council would be, but they can help to signpost residents to the County Council and provide a leadership role allowing residents to find the most appropriate information from the right source.

At a time of crisis our residents need to trust us to deal with the situation quickly and effectively.

At a time of crisis or major incident our direct responsibilities are likely to include:

- Environmental Health support
- Providing safe and secure communities and homes
- Emergency community support and rehoming
- Signposting people where to go for help – Police – Environment Agency etc.
- Demonstrating what help is available
- Providing local out of hours services

Emergency Situations

Here is a list of some of the types of incidents that might arise in South Hams and West Devon and our responsibilities:

Building Control and dangerous structures

Coastal Path collapse and closure

Business related accident / explosion / major incident

South Hams Assets

Extreme weather events that lead to flooding and isolated communities

Waste and recycling

Extreme weather which might prevent collections

Housing Needs

Fire, flooding or major incident which required emergency rehoming of residents

Environmental Health

Food / health / illness outbreak

Other Council Responses

Costal Pollution incidents

Terrorist attack

Road Traffic Incident which causes A38 to be closed and impacts on surrounding communities

SWOT Analysis

The following strengths, weaknesses, opportunities and threats have been identified for communicating the delivery of this project:

Strengths	Weaknesses	Opportunities	Threats
We have a council wide Emergency Plan and rota in place. We are part of the Devon-wide Warning and Informing Group.	Because of T18 our website and communications plans are not up to a good enough standard yet. We are implementing the winter preventative messaging a little too late this year, due to staff changes.	By devising the plan from scratch we have an opportunity to redesign how we deliver emergency messages. Social media is continuing to grow and more councillors and staff are now using it. Can we use it better in a time of crisis? Many of the Parishes now have emergency plans – this is an opportunity to help them take responsibility for their own community. How can we support them with this?	Extreme weather and coastal communities, and rural communities Coastal pollution. Terrorist attack. Fire, flooding or major incident which required emergency rehoming of residents. Nuclear disaster at Devonport.

Objectives

To complete a detailed communication plan that can be acted upon quickly in the event of a crisis and to provide a framework for all of the communications activities that stem from it.

We need to know what we need to tell to who and when – who is leading on the messaging and who is delivering the messaging? We need to know where our audiences are and how best to reach them in the most timely and constructive way.

Audiences

Here is a list of our primary audiences and stakeholders, the people who need to be our priority when it comes to emergency messaging:

- **Residents**
- **Elected Members**
- **Council Staff**
- **Local stakeholders and partner organisations**
- **Media**
- **Neighbouring councils and the County Council**

Protocols

Once the duty member of the Communications Team is made aware of the crisis or incident they must assess the situation and decide who to contact.

It is the responsibility of the communications team to be the Council's central point for all media during a crisis or major incident.

Their role is to link with the partner organisations and agencies involved to ensure consistent messaging is going out to residents and in many cases, just to signpost residents to the most appropriate services or person who can help them.

Although major situations can be very chaotic and emotional for the residents, the Communications Team should always be mindful of their professional position and the reputation of the council and should not say anything about the circumstance of the incident to the press unless it has been approved by the Senior Officer and Lead Member.

Their role is also to make sure that everyone who should know, does know what it going on and to assist the Duty Officer and member of SLT with cascading information, where appropriate.

They are also responsible for updating all identified channels of communications swiftly with clear factual information, which includes the website and social media.

Messaging

As an incident unfolds it is important not to jump to conclusions and say too much, keep the messaging supportive, helpful and issue a holding statement quickly so that residents are aware that the council is dealing with the matter.

Suggested holding statement:

The council has invoked its emergency plan and is working to ensure residents are kept safe and well. For up-to-date information, please go to our website at [www. XXXXXX.gov.uk](http://www.XXXXXX.gov.uk), follow us on twitter @XXXXXX, listen to local radio stations and you can call us on XXXXX XXXXXX. Once we are able to provide more information, we will update you.

Further suggested messaging:

Vulnerable people – what support the council is providing to vulnerable adults who might be most affected.

Advice on travel – signpost to DCC / AA / Met Office.

Public services - open/closed - leisure centres / community halls.

Securing properties – what your residents should do to protect or secure their houses or businesses.

Business continuity – what the council is doing to support local businesses - are they still open during the incident.

Further information – contact details for residents wanting more information or help.

The holding statement and official council position

This should always come from a “spokesperson” from the council said: “The council has evoked its emergency plan...” “This is where you go for more information” “we will update you”

Sympathetic response from the Council Leaders

The sympathetic but practical statement during a major incident such as:

“My heart goes out to the families whose homes have been damaged in this incident.”

“Our officers are working very hard to help during this time, we are doing all we can.”

“I am being briefed regularly on the situation,” should either come from the Leader or from the Council Member with portfolio responsibilities, depending on the scale of the incident:

In the case of a major incident, the Leader, and if not available, then the Deputy should be the spokesperson.

For a situation which occurs and requires information from a particular service area, like emergency housing needs or assets, the portfolio holder with responsibilities for that area should be the spokesperson for the Council. The areas that are most likely to be covered are... (These lists are being refined at the moment – with contact details added.)

The Emotional Response

For Ward Members, a situation might be much closer to home, and while their involvement will be key to the delivery of the Emergency Plan, they should be kept in the loop on all communications. Any comments that they make might be more emotional as they may know of people who are involved.

If the Ward Member and the Portfolio Holder are the same person, then the Leader should speak on behalf of the council.

Recycling and Refuse in Bad Weather

In the event of bad weather we need to be able to accurately and swiftly communicate to our residents and businesses any impact to our recycling and refuse collection service.

If collections are affected or are likely to be affected (i.e. a severe weather forecast has been issued) Bev Mason, Specialist Business Development (Waste Management) will alert the Communications Team as soon as they think that there is going to be an issue with collections and will keep them regularly updated with information.

The Communications Team will be responsible for sending an email message to the Senior Leadership Team, Customer Service Teams and Members in the wards that are affected and the Elected Member with Portfolio Holder responsibilities for Waste and Recycling.

The Communications Team will also update social media – Twitter and Facebook – regularly and alert broadcasters and the media of any updates.

The websites have a facility for emergency messaging on the home pages, which will need to be regularly updated by the Website Editor.

During the Christmas close-down period a standard recorded message shall be left on CST's answerphone, directing persons to website and radio coverage on any possible delays.

Website

During an emergency situation, it is the responsibility of the Communications Team to update the website. How to upload an emergency message to the website.

Contact: For further information on this protocol or advice on these guidelines, please contact The Communications Team.

Any job titles or service information contained within this protocol that changes over the next 12 months, will be updated on an annual basis.

APPENDIX A - Member Responsibilities

Member and Ward Member for:	EXECUTIVE PORTFOLIO HOLDER FOR:
Cllr John Tucker West Dart	STRATEGY AND COMISSIONING: <i>Leader of the Council</i> Strategic vision of the council Annual Budget Our Plan Democratic Services Communications Trading Company T18 Health and Safety
Cllr Lyndsay Ward Modbury	<i>Deputy Leader of the Council</i> Partnership Arrangements Business Voice LEP Communications Council Policy
Cllr Michael Hicks Stoke Flemming	STRATEGY AND COMISSIONING: Local Strategic Plan Neighbourhood Plans Performance and intelligence Sherford Business Development and Income Generation Leisure Procurement Policy Development (e.g. Discretionary Business Rate Relief Policy)
Cllr Hilary Bastone Dartmouth and East Dart	CUSTOMER FIRST: Development Management (including Enforcement)Development Planning Localities Customer Contact Centre Environmental Health (including Licensing) Car Parks (<i>should this be Cllr Gilbert?</i>) Housing Revenues and Benefits

	<p>Land Charges Assets and Estates include s106's Capital Programme - monitor</p>
<p>Cllr Simon Wright Salcombe and Thurlestone</p>	<p>SUPPORT SERVICES:</p> <p>Finance Legal Design HR IT Audit Write offs include Data Protection FOI' Capital Programme</p>
<p>Cllr Rufus Gilbert Kingsbridge</p>	<p>COMMERCIAL SERVICES:</p> <p>Waste operational Car Parking – operational Recycling Salcombe Harbour DBC Partnership Grounds Maintenance Toilets Cleansing Dartmouth Lower Ferry Building Maintenance Facilities Management</p>
<p>Cllr Julian Brazil Stokenham</p>	
<p>Cllr Tom Holway Ermington and Ugborough</p>	
<p>Cllr Robert Vint Totnes</p>	
<p>Cllr Jacqi Hodgson Dartington and Staverton</p>	
<p>Cllr Daniel Brown Wembury and Brixton</p>	
<p>Cllr Kathy Cuthbert Ivybridge East</p>	
<p>Cllr Michael Saltern Ivybridge West</p>	<p><i>Chair of Overview and Scrutiny South Hams appointed member to the Police and</i></p>

	<i>Crime Panel.</i>
Cllr Ian Bramble Loddiswell and Aveton Gifford	<i>Chairman of Council</i>
Cllr Peter Smerdon South Brent	<i>Vice Chairman of Council</i>
Cllr Richard Foss Allington and Strete	
Cllr Ian Blackler Newton and Yealmpton	
Cllr David Horsburgh Totnes	
Cllr Nicky Barnes Woolwell	
Cllr Basil Cane Wembury and Brixton	
Cllr Rob Steer South Brent	Chairman of Develop Management (Planning)
Cllr Judy Pearce Salcombe and Thurlestone	
Cllr Trevor Pennington Marldon and Littlehempston	
Cllr Karen Pringle Ivybridge East	
Cllr Rosemary Rowe Dartmouth and East Dart	
Cllr Bill Hitchins Bickleigh and Cornwood	
Cllr David May Ivybridge West	
Cllr Keith Wingate Kingsbridge	

Cllr Keith Baldry Newton and Yealmpton	Prefers to keep Twitter account free from SHDC fed information
Cllr John Green Totnes	
Cllr Jonathan Hawkins Dartmouth and East Dart	

WEST DEVON MEMBER RESPONSIBILITIES

Member	Lead Member for.....
Cllr Philip Sanders Buckland Monachorum <i>Leader of the Council</i>	LEADER: Strategic vision of the council Annual Budget Our Plan Democratic Services Communications Trading Company? T18
Cllr Bob Baldwin Milton Ford	DEPUTY LEADER: Commercial Development Service Delivery?? – may need more clarity Partnership Arrangements Devon Building Control Partnership Policy Development
Cllr Robert Sampson Chagford	COMMERCIAL SERVICES: Environment Services, Waste and recycling (including Waste Contract) Leisure Contract Car Parks
Cllr Robert Oxborough Tavistock and South East	ECONOMY: Business Development Businesses?? Business Voice LEP
Cllr Mike Benson	ENVIRONMENT:

<p>Bere Ferrers</p>	<p>Grounds Maintenance Toilets Cleansing Building Maintenance Assets AONB Public Realm Cleansing to include dog fouling</p>
<p>Cllr Jeff Moody Tavistock North</p>	<p>CUSTOMER FIRST:</p> <p>Customer contact Channel Shift Localities Development Management Environmental Health including Licensing Devon Building Control Partnership – Should this go to Bob?</p>
<p>Cllr Lois Samuel Exbourne</p>	<p>HEALTH AND WELL BEING:</p> <p>Housing DFG's Write offs Homelessness Benefits Council Tax</p>
<p>Cllr Bill Cann South Tawton</p>	<p>RESOURCES AND PERFORMANCE:</p> <p>IT HR Finance (including Annual Budget Setting process) Legal Policy Performance Complaints Data Protection FOI's</p>
<p>Cllr Graham Parker Tavistock and South West</p>	<p>STRATEGIC PLANNING AND HOUSING:</p> <p>Strategic Housing Local Strategic Plan Neighbourhood plans</p>
<p>Cllr John Sheldon Tavistock North</p>	<p><i>Deputy Mayor of West Devon</i></p>

Cllr Julie Yelland Okehampton South	
Cllr David Cloke Burrator	<i>Mayor of West Devon</i>
Cllr Bob Baldwin Milton Ford	<i>Deputy Leader of the Council</i>
Cllr John Hockridge Bridgestowe	
Cllr Annabel Roberts Dartmoor	
Cllr Louise Watts Exbourne	
Cllr Terry Pearce Mary Tavy	
Cllr Mike Davies Okehampton North	
Cllr Debo Sellis Tavistock South East	
Cllr Jess Evans Tavistock South West	
Cllr Tony Leech Okehampton North	
Cllr Paul Ridgers Drewsteignton	
Cllr Diana Moyse Burrator	
Cllr Robin Musgrave Bere Ferrers	
Cllr Caroline Mott Bridestowe	
Cllr Ric Cheadle Buckland Monachorum	
Cllr Patrick Kimber Hatherleigh	
Cllr Kevin Ball Okehampton North	
Cllr Ben Stephens Okehampton South	
Cllr Chris Edmonds Tamarside	
Cllr Neil Jory Tavistock North	
Cllr James McInnes Hatherleigh	

APPENDIX B – Photographic Consent Form for children and adults



Photographic Consent Form



The Councils often take photographs or video film for publicity purposes. These images may appear in our printed publications, on our website, or both. We may also send them to the news media.

Before taking any pictures, we need your permission. Please circle an answer to each of the following two questions and then sign and date the form where shown.

May we use your image(s), or those of your child/children if under 18, in publicity material produced by West Devon Borough Council and/or South Hams District Council, including printed publications, videos and our website?	Yes / No
We regularly send publicity material about our services, including photographs where appropriate, to the news media, especially the local press. Can we use your photograph, or your child's, in this way?	Yes / No

Please note that websites can be viewed throughout the world, not just in the United Kingdom where UK law applies. This form is valid for five years from the date of signing.

Please print -

Name:

.....

Name of child / children:

.....

Address:

.....

Telephone N^o:

.....

Signature:.....

Date:

.....

Your details are protected by West Devon Borough Council and South Hams District Council under the Data Protection Act 1998

For WDBC/SHDC use only

Photographer:

Event:

Date:

Officer signature: