



PUBLIC RELATIONS POLICY

Purpose and Function

To provide and to communicate Council business and strategy on a regular basis and in response to ad hoc requests.

Press releases to be provided to agreed press sources – all of whom will be contacted to inform of new process:

- Mersea Life
- Courier
- Newsquest (County Standard & Gazette)
- East Anglian Daily Times
- BBC websites
- Essex Association of Local Councils
- Colchester Association of Local Councils

Regular non-news content to be produced monthly:

A Day in the Life

- Insight into the work and activity of the Council – to give community a better sense of the business and busyness of the Council
- Council Employees
- Councillors

Our Community

- Content on community groups and individual activities that make West Mersea special

Our Environment

- Content on places of interest and activities that protect our environment

News content:

Following West Mersea Town Council – Press Release within 24 hours of meetings, release of non-controversial comment on business of meeting

Urgent Stories

- Factual and always to be sanctioned by Town Clerk

Urgent Interview

- Content based on information/briefing provided by the Public Relations Group in consultation with the Town Clerk
- Proposed spokespeople: Mayor, Deputy Mayor, members of Public Relations Group

Social Media:

- West Mersea Town Council page to utilise above content
- Assistant to Town Clerk to share to West Mersea Town Council Facebook page

E-Letter

- Monthly newsletter

Summary of non-news content with links to full story.

Policy agreed: 5 September 2019

Minute reference: 19/200

Review: November 2021