

**NORTH LINCOLNSHIRE COUNCIL**

**GOVERNANCE SCRUTINY PANEL**

**MEDIA RELATIONS AND PUBLICITY MANAGEMENT**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To consider and approve the Publicity and Media Relations Policy.

**2. BACKGROUND INFORMATION**

- 2.1 The council manages and maintains positive working relationships with a range of media outlets, both traditional and new, to ensure appropriate publicity is achieved to inform, educate, promote, motivate and reassure residents in relation to its policies, procedures and practices.
- 2.2 The council also shares a broad range of content across its own channels to the same ends.
- 2.3 A large body of information, advice and guidance along with codes of conduct and statute exists to assist the council, officers and members, as to how they can and should operate safely and in an assured way while protecting the sanctity of the democratic mandate and ensuring trust and confidence in the organisation is not eroded.
- 2.4 The Council's Publicity & Media Relations Protocol, developed in April 2019, captures the breadth of this information and combines it with good practice advice and guidance explicitly to support members and officers to operate safely when seeking to generate publicity.
- 2.5 Good practice dictates this be periodically reviewed.
- 2.6 Benchmarking and comparisons have been made with other local authorities and the LGA to strengthen the policy and develop a clear, robust and transparent process by which complaints can be reported, considered and where necessary elevated further.
- 2.7 This paper proposes to adopt the revised and updated Publicity and Media Relations Guidance.

### **3. OPTIONS FOR CONSIDERATION**

3.1 Option 1 – Do nothing

3.2 Option 2 – Approve the Policy attached at Appendix 1.

### **4. ANALYSIS OF OPTIONS**

4.1 Option 1 – The current protocol is assistive but needs strengthening to ensure it is robust and current.

4.2 Option 2 – Approving the policy would establish much clearer governance, assisting to remove any ambiguity and assist in any external challenge.

### **5. FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)**

5.1 The cost of implementing the policy will be contained within existing budgets.

5.2 New and additional measures will be applicable to officers and members so a process of engagement and liaison will need to be undertaken.

### **6. OTHER RELEVANT IMPLICATIONS (e.g. CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)**

6.1 There are no other relevant implications.

### **7. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

7.1 An integrated impact assessment has not been carried out.

### **8. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

8.1 Engagement will be undertaken upon approval of the policy.

8.2 There are no conflicts of interests associated with this report.

### **9. RECOMMENDATIONS**

9.1 That the recommended policy be approved.

DEPUTY CHIEF EXECUTIVE

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**Background Papers used in the preparation of this report**