

PUBLICITY PROTOCOL

INTRODUCTION

1. This protocol applies to all members of the Highclere Neighbourhood Plan (HNP) Team, which includes all Steering Group and Working Group members.
2. Subject to the Principles outlined below, the Team should regard publicity as a good thing to be leveraged for the good of the HNP programme.
3. All HNP Team members are required to have regard to the contents of this code in coming to any decision on publicity, being defined as “any communication in whatever form, addressed to the public at large or a section of the public”. The protocol therefore applies in relation to all decisions by HNP Team members relating to:
 - articles, interviews or quotes in external communications media, be they public – eg the Newbury Weekly News – or private – eg Highclere Society Newsletter,
 - advertising and leaflet campaigns,
 - publication of newsletters, and
 - content of websites – including Team-created documents and third-party material.
4. All HNP Team publicity should clearly and unambiguously identify itself as a product of the HNP Team. Printed material, including any newsletters, newsheets or similar publications should do this on the front page of the publication.
5. The development of the HNP is a process owned by the Parish Council. HNP publicity should therefore always comply with the Privacy and Transparency policies of the Council.
6. No publication is allowed of any material which in whole or in part can be construed as party political in nature.
7. Interviews should be treated as a particular and discrete manifestation of publicity. No interviews should be granted, or quotes given by any Team member without the explicit knowledge and express permission of the Steering Group. In this regard no Steering Group member shall act independently.

PRINCIPLES

8. Specifically, any and all publicity should be :
 - lawful
 - objective
 - even-handed
 - available
 - have regard to equality and diversity

Lawfulness

9. While it is not expected that any HNP Team publication is likely to fall foul of legislation with regard to discrimination, privacy or political influence, the Team should be aware of the potential problems and seek advice in case of doubt.

Objectivity

10. The HNP Team should ensure that publicity relating to policies and proposals from central government is balanced and factually accurate. Such publicity may set out the HNP Team's views and reasons for holding those views.
11. Any publicity describing the HNP Team's aims should be as objective as possible, concentrating on the facts or explanation or both. It is acceptable for HNP Team publicity to correct erroneous material which has been published by other parties, despite the fact that the material being corrected may have been published with the intention of influencing the

community's opinions about the policies or actions of the HNP Team. Such publicity should seek to explain the facts in an objective manner.

Even-handedness

12. Where publicity addresses matters of political controversy it should seek to present the different positions in relation to the issue in question in a fair manner.
13. It is acceptable for the HNP Team to publicise the work done by individual members, and to present the views of those individuals on local issues. This might be appropriate, for example, when one member has been the "face" of a particular campaign. If views expressed by or attributed to individual members do not reflect the adopted views of the HNP Team, such publicity should make this fact clear.
14. Where the HNP Team provide assistance to third parties to issue publicity they should ensure that the principles in this code are adhered to by the recipients of that assistance.

Access to publicity

15. Publicity about the Team and its activities should be freely available to any member of the community who wishes to receive such information in a format readily accessible and understandable by the person making the request or by any particular group perceived as community stakeholders.

Equality and diversity etc

16. Publicity by the Team may seek to influence (in accordance with the relevant law and in a way which they consider positive) the attitudes of local people or public behaviour in relation to community issues relevant to the Neighbourhood Plan.
17. The team should consider how any publicity they issue could contribute to the elimination of discrimination, the advancement of equality and the fostering of good relations.