

<b>POLICY:</b>	<b>COMMUNICATIONS POLICY</b>
<b>Policy number:</b>	LTC/CP/26/ v.1
<b>Available to:</b>	All Staff, Councillors & Public (upon request)
<b>Supersedes Version:</b>	New policy
<b>Approved by:</b>	Full Council
<b>Approval date:</b>	20/04/2026
<b>Review due:</b>	04/2029

### 1. Description

This policy sets out Ludlow Town Council's approach to communication within the organisation and with the wider community. It defines the principles, standards, and expectations that ensure all Council communications are clear, consistent, professional, and aligned with the Council's values, policies and statutory responsibilities.

### 2. Purpose of this policy

The purpose of this policy is to outline a Communications framework and signpost the suite of relevant Policies and Protocols for use:

- promoting transparent, accountable communication between the Council, stakeholders, and the public.
- ensuring all messages accurately reflect official Council positions.
- supporting the [Community Engagement Strategy](#) by encouraging inclusive, two-way communication.
- protecting confidential and sensitive information.
- providing clear guidance for officers and councillors on how to communicate appropriately and professionally.
- maintaining high standards of clarity, accessibility, and consistency across all communication channels.

### 3. Scope

This policy applies to:

- all forms of communication issued by Ludlow Town Council, including written, verbal, digital, and social media communications.
- all officers, councillors, and representatives acting on behalf of the Council.
- all external communications with residents, community groups, media, partner organisations, and stakeholders.
- internal communications that support the effective functioning of the Council. It covers both official Council communications and councillor communications where Council business is referenced.

#### **4. Procedure**

To maintain consistency and professionalism, the following procedures apply:

##### **4.1 Official Communications**

- All official statements and communications must be approved by the Town Clerk or designated officers, in line with the [Communications Protocol](#).
- Communications must be clear, accurate, timely, and aligned with Council policy.
- Confidential or sensitive information must not be shared without proper authorisation, in accordance with the [Press Protocol](#) and [Social Media Policy](#) where relevant.

##### **4.2 Councillor Communications**

- Councillors must clearly distinguish personal views from official Council positions, as outlined in the [Communications Protocol](#).
- Personal communications must not imply Council endorsement.
- Confidentiality obligations must always be upheld, including when using digital or social media platforms covered by the [Social Media Policy](#).
- Councillor social media guidance and best practice can be found on the [Local Government Association site](#) and [Councillor Code of Conduct](#).

##### **4.3 Media and Public Enquiries**

- All media enquiries must be directed to the Town Clerk, Marketing and Communications Officer or appointed spokesperson, following the procedures set out in the [Press Protocol](#).
- Responses must be factual, prompt, and consistent with Council policy.
- Officers and councillors must not issue independent media statements outside the scope of the [Press Protocol](#).

#### 4.4 Community Engagement

- The Council will actively promote inclusive engagement in line with the [Community Engagement Strategy](#).
- Community feedback will be welcomed and considered in decision-making.
- Communication channels will be accessible and inclusive to support participation, reflecting the principles of the [Community Engagement Strategy](#).

#### 4.5 Integration of the Community Engagement Strategy

- Communication activities will reflect the principles of accessibility, inclusivity, transparency, and relationship-building.
- Two-way communication will be encouraged to strengthen trust between the Council and residents.
- Officers and councillors should refer to the [Community Engagement Strategy](#) when planning or delivering engagement activity.

#### 4.6 Use of Social Media

- All use of social media for Council business must comply with the [Social Media Policy](#).
- Officers and councillors must ensure posts are accurate, respectful, and do not disclose confidential information.
- Personal accounts must not be used to present or imply official Council positions.
- Social Media content must comply with [Social Media Terms of Use](#).
- Councillor social media guidance and best practice can be found on the [Local Government Association site](#) and [Councillor Code of Conduct](#).

#### 4.7 Application of the Communications Protocol

- The [Communications Protocol](#) provides detailed guidance on roles, responsibilities, and expectations for day-to-day communication.
- Officers and councillors must follow the protocol to ensure consistency, professionalism, and alignment with this **Communications Policy**.

#### 4.8 Application of the Press Protocol

- The [Press Protocol](#) must be followed when issuing press releases, responding to journalists, or managing reputational matters.
- Only authorised spokespersons may comment publicly on behalf of the Council.

## 5. Legal

This policy supports compliance with relevant legislation, including:

- Data Protection Act 2018 and UK GDPR (confidentiality and handling of personal data)
- Freedom of Information Act 2000 (transparency and access to information)
- Equality Act 2010 (accessible and inclusive communication)
- Local Government Act 1972 (conduct and responsibilities of councils and councillors)

## 6. Other relevant policies

Community Engagement Strategy
Social Media Policy
Communications Protocol
Councillors Code of Conduct
Social media guidance for councillors
Press Protocol
Social Media Terms of Use
Equal Opportunities Policy