West Mersea
Town Council

Adopted: 5 September 2019
Reviewed: 3 September 2026
Next review: August 2027

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 as and when:

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 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 in consultation with the Town Clerk
- Proposed spokespeople: Mayor and Deputy Mayor

Social Media:

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

E-Newsletter

- As and when there is business to share.

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