

Brockenhurst Parish Council

Website & Electronic Display Screen Policy

Purpose

The aims of the Parish Council Website and Electronic Display Screen are to:

1. Provide useful information to residents of the Parish and visitors, focussed on services and events within the civil Parish.
2. Provide information in a timely, accurate, fair and objective manner.
3. Facilitate visibility of Parish Council matters to residents of the Parish and other interested parties including meeting agendas, minutes, a directory of Council members and staff and any other relevant Parish Council documents.
4. Support residents' engagement with the Parish Council including providing contact details to allow concerns or questions to be raised.
5. Provide a mechanism to facilitate surveys and/or consultations where appropriate.

Content Policy

The Parish Council has ultimate decision-making authority over the content, and indeed continued existence, of the website and electronic display screen.

Since it is not practical for all decisions regarding individual notices and items of content to be approved by Parish Councillors, the following framework has been established to allow the day-to-day editorial activities to be delegated. This framework will be reviewed periodically to ensure that it remains fit for purpose.

1. Focus will be on providing factual content. Opinions will not generally be published, except where these are the correctly approved opinions of the Parish Council or where these opinions form part of Parish Council business (for example as part of sharing views upon a consultation).
2. All content will be published by the Parish Clerk, Planning & Communications Officer or other person appropriately authorised to publish content on behalf of the Parish Council: there will be no open access ability for the public or third party organisation to directly publish content and all such requests must be made to the Clerk in the first instance.
3. In the interests of efficient and timely publication, the Parish Clerk, Planning & Communications or other person appropriately authorised to publish content on behalf of the Parish Council shall have delegated authority to publish content that fits one or more of the following criteria:
 - a. Parish Council documents which are approved for publication such as agendas, approved minutes, councillors' details including registers of interests, financial statements and policies.

- b. Any notice which is approved for publication on the Parish Council noticeboard or by the Parish Council in the Parish News magazine or newsletter (for example a public summary of key actions and notices arising from Council meetings prior to the approval of the minutes).
 - c. Any notice sent to the Parish Council which is intended for public circulation and where publication is in the public interest (for example Police notices, road closures, formal consultations, and charitable or not-for-profit events).
 - d. Details of any clubs, societies or public services based within (or which primarily serve residents of) the civil Parish.
 - e. Content which is likely to encourage use of the website without materially impeding its primary purpose nor causing any material harm, for example local news and weather feeds, photographs of recent village events (with permission of the copyright holder), public transport information and such like.
4. Paid-for advertising or notices which are primarily of a commercial nature will not be published without the prior approval of the Parish Council.
 5. Other content and/or functionality may be implemented as instructed and approved by the Parish Council.

Information About Businesses:

The website is not primarily a business directory, but recognises that the local nature of some businesses may warrant their inclusion on the website. The website will include public service businesses (eg. Post Office) and any business based within the Parish or which primarily provides its services within the Parish upon request from that business. Reasonable efforts will be made to keep this information up-to-date and to action changes notified by the business in a timely manner.

Website Links Policy

The website may contain links to other third party websites where these fit one or more of the following criteria:

1. Links to websites which provide further information on an event, club, society, public service or other permitted body within the website content policy.
2. Links to mainstream news and weather sites covering the local area.
3. Links to other local council, government, government agency or other public body websites.
4. Links approved for inclusion by the Parish Council.

Complaints Process

In the event of an objection that content does not comply with these policies, the Clerk and/or Planning & Communications Officer will seek guidance as soon as reasonably

practical from no fewer than two councillors as to whether the content concerned should either:

1. Remain in place and be reviewed at the next available Parish Council meeting; or
2. Be removed pending review at the next available Parish Council meeting.

Adopted at Parish Council meeting on 17th November 2020.