

Website Policy

1. Aims of the Lydiard Millicent Parish Council (“LMPC”) Website

- To assist visibility of Parish Council matters to residents of the Parish, including agendas, minutes, directory of council members, and any other relevant Parish Council documents.
- To provide information useful to residents of the Parish focused on services and events within the Parish.
- To provide information in a timely, accurate, fair and objective manner.
- To enable LMPC to comply with its statutory duty to publish notices and other Parish Council documents.
- To support engagement of residents of the Parish with LMPC – including providing contact details for members of the Parish to raise concerns or questions with LMPC, and providing a mechanism to facilitate surveys and/or consultations where appropriate.
- To encourage usage of the website as a communication method within the Parish and to promote the work of the Council.

2. The Communications Working Group (“CWG”)

- 2.1 Subject to paragraph 2.5, the LMPC CWG shall consist of at least three Councillors, one of whom shall act as Chairperson.
- 2.2 The CWG should liaise with the Parish Clerk, other Councillors, parishioners and stakeholders to ensure the provision of accurate, honest and timely communication of all appropriate Parish Council activity, across a variety of communication channels, which promote the hard work and successes of LMPC in a positive and easily accessible form.
- 2.3 One of the CWG’s roles is the development and oversight of the LMPC website. The CWG and Webmaster will meet on a regular basis and at least annually, to review the website and make recommendations to the Council regarding any changes that may be required.
- 2.4 Subject only to the requirements of the law, LMPC has the absolute right to determine what should, or should not, be included on the website. However, it has resolved that the website should be administered in accordance with the policy and guidelines set out in this document.
- 2.5 For the avoidance of doubt, the CWG remains subject to any terms of reference, or other policy, in relation to working groups agreed by LMPC, and where there is any conflict the terms of reference shall prevail.

3. General Principles

All communications from LMPC, including website content, should—

- be civil, tasteful and relevant,
- not contain content that is unlawful, libelous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive,
- comply with all relevant legislation, including data protection, and have due regard to people’s privacy,

- not disclose commercially sensitive, personal, private or confidential information except where authorised by law,
- not breach any duty of confidentiality, except where required by law,
- be honest, accurate and open, and mindful of the impact on people's perceptions of LMPC
- comply with copyright law, and, when uploading, posting, or forwarding content belonging to a third party onto to LMPC website, to do so only with that third party's consent.

4. Contents of the Website

- The website will focus upon providing factual content.
- The website will generally not publish opinions, except where these are the correctly approved opinions of LMPC, or where these opinions form a part of Parish Council business (for example, where necessary as part of the proper running of a consultation).
- All content on the website shall be published by one or more person authorised to publish content on behalf of LMPC in accordance with paragraphs 6 and 7. There will be no open access ability for the public to directly publish content on the website.
- The process for the public to request that information is published on the website will be in accordance with paragraph 7 and the policy for including content will be published on the website.
- The website may include Parish Council Business Content, as set out in Part A of the Appendix, and Other Material, which is consistent with the aims of this website, and as set out in Part B of the Appendix.
- The website will not carry "paid for" advertising nor publish notices which are primarily of a commercial nature without the prior approval of the LMPC.
- Other content and/or functionality can be implemented as instructed by and approved by LMPC.

5. Administration of the website

5.1 The role of the Webmaster

- 5.1.1 The Webmaster may be the Parish Clerk, a Councillor, or any other individual who is formally agreed by LMPC. The function of the Webmaster is to manage the content of the website. The Webmaster or nominated individual will add or delete material and edit pages as required, and as provided by this policy. The Webmaster retains overall day-to-day control of the website, but should administer the website in accordance with these policies.
- 5.1.2 The Webmaster is accountable to LMPC, not to any individual Councillor, or working group. However, cooperation, particularly between the Webmaster and the CWG, is essential to the smooth, harmonious, and efficient running of the Website.
- 5.1.3 Responsibility for uploading content to, or removing content from, the website remains with the Webmaster. In most cases, content should be uploaded within five working days of its submission. However, in cases of genuine emergency or urgency, where it is in the public interest, or the best interests of LMPC, uploads or other administrative changes should be made as expeditiously as the circumstances require.

5.2 Routine Updates

5.2.1 The Webmaster or nominated individual may make routine updates to the website without prior reference to LMPC or the CWG. Examples of routine updates include—

- correcting errors of spelling, syntax, grammar or factual errors,
- repairing and restoring links that have ceased to work properly,
- routine structural changes where this improves the organisation of the website, and replacing out of date documents with current versions.

5.2.2 The CWG and/or the Parish Clerk must be informed of any changes that are made to the website.

5.3 Parish Council Business Content

5.3.1 The Webmaster may publish content that relates to Parish Council Business without prior reference to the CWG.

5.3.2 Parish Council Business Content includes those items set out in Part A of the Appendix.

5.3.2 The CWG and/or the Parish Clerk must be informed of any changes that are made to the website.

5.4 Other Material

5.4.1 In publishing all Other Material, the Webmaster should work in conjunction with the CWG.

5.4.2 Other Material, which is not submitted under paragraph 6 should be written as a draft by either the Webmaster or by a Member of the CWG, and then verified by a second person (who should be either the Webmaster or a member of CWG) before upload to the website. This is to ensure that content is appropriate and noncontentious to the wider community in line with this policy.

5.4.3 Other Material includes all those items specified in Part B of the Appendix.

6. Requests to add new material to the Website

Any Councillor, member of a local group or club, or organiser of a relevant event may submit Other Material for inclusion on the website, provided such content is consistent with the general aims and policies in paragraphs 1, 3 and 5, and falls within any limits of technical feasibility to upload. Any new material should be approved by the CWG and Parish Clerk prior to publication.

7. The Overall Appearance of the Website

Any changes to the overall appearance and structure of the website, which are not routine, should be agreed by the CWG in conjunction with the Parish Clerk. Fundamental and major changes to the website appearance and structure should be approved by LMPC.

8. Website Links policy

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

- Links to websites that provide further information on an event, club, society, public service or other permitted body within the website content policy.
- Links to mainstream news and weather sites covering the local area.
- Links to other local council, government or government agency websites.
- Links approved by the LMPC for inclusion.

9. Preserving records

- 9.1** Records of Parish Council Business on the website should be preserved without change to the content, but can be re-organised or re-structured as required.
- 9.2** If the Webmaster considers Other Material to be out-of-date and no longer relevant, such as advertising an event that no longer takes place, they may consider it for deletion. If the deletions to existing Other Material are substantial, the Webmaster should first consult with the CWG.
- 9.3** Deletion of records of Parish Council Business should be made only with the prior approval of LMPC, for example, by creating an “update plan” that LMPC can approve at a full meeting.

10. Complaints process

In the event of an objection that content does not comply with these policies, the Webmaster will seek guidance as soon as reasonably practical from the CWG and Parish Clerk as to whether either:

- the content concerned should remain in place and be reviewed at the next available Parish Council meeting, or
- the content concerned should be removed pending review at the next available Parish Council meeting.

However, ultimate responsibility for deciding whether, or not, the content is to remain pending the decision of LMPC resides with the Parish Clerk.

Appendix

Part A — Parish Council Business Content

- Parish Council documents which are required to be published by statute, including agendas, approved minutes, register of Councillors' interests, information about Council Elections, Casual Vacancies, the Annual Parish Meeting, etc.
- Draft minutes of Parish Council Meetings, which must be clearly marked as draft and subject to ratification
- Any notice which is approved for publication on the Parish Council noticeboard or by the Parish Council in the Parish Magazine (for example a public summary of key actions and notices arising from council meetings prior to the approval of the minutes)
- 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 or formal consultations).
- Other Council Events, Business, Diary.
- Information about County Councillors, or relevant County Councillor matters or information.
- Any Parish Council Newsletter and Parish Council related news items.
- Useful links to other government or statutory organisations, or which relate to the business of the Parish Council.
- Any useful telephone numbers that relate to Parish Council business.
- Details of any Parish Council working groups.
- Information on How to Contact LMPC and, where appropriate, individual Councillors.
- Photographs of individual Councillors.
- Parish Council policies and publication schemes, for example, in relation to the Freedom of Information Act 2000.
- Accounts and information about budgets, grants and similar matters. ☐ Information about planning, highways and similar matters.

Part B — Other Matters

- Details of any public event held within the Parish, or targeted primarily at residents of the Parish, which is substantially operated on a not-for-profit or charitable basis. (LMPC recognise that events may be primarily of a not-for-profit or charity nature may contain peripheral commercial activities – for example catering facilities at a charity event may be provided on a commercial basis – this should not prevent the inclusion of such events where this does not form a material part of the event.)
- Details of any clubs, groups, societies or public services based within (or which primarily target residents of) the Parish.
- Content which is likely to encourage usage of the website without materially impeding the website's primary purpose, or causing any material harm – for example local news and weather feeds, or photographs of recent village events (with permission of the copyright holder).
- Neighbourhood Watch.
- The Parish Hall.
- The Neighbourhood Plan, and Parish or Community Plan or similar.
- Speed Watch.
- Lorry Watch.
- Local information, for example, about amenities.
- Useful links to the above type of events or organisations.

- Surveys or reports about the above, or similar types of community engagement, which is not covered by Parish Council Business Content.
- Photographs, in so far as they are not covered under Parish Council Business.
- The Home Page.
- History.
- Parish Maps.
- Seasonal Refreshes.