

TRURO CITY COUNCIL



CITY OF TRURO

Town Clerk's Department
Municipal Buildings
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September 2023

To: The Mayor (Councillor Mrs C Swain)
Deputy Mayor (Councillor S Rabey)
Chairman and members of the
FINANCE & GENERAL PURPOSES COMMITTEE
and all other Members of **TRURO CITY COUNCIL** *for information*

Dear Councillor

A G E N D A

NOTICE IS HEREBY GIVEN that the meeting of the **FINANCE & GENERAL PURPOSES COMMITTEE** will be held at **TRURO COMMUNITY LIBRARY IN THE LARGE COMMUNITY ROOM (TOP FLOOR), UNION PLACE** on **MONDAY 11 SEPTEMBER 2023** at **7.00 pm** for the transaction of the under mentioned business: -

- 1 **APOLOGIES**
- 2 **DISCLOSURES OR DECLARATIONS OF INTEREST**
- 3 **OPEN SESSION FOR ELECTORS OF TRURO RELATING TO ITEMS ON THIS AGENDA**
VERBAL QUESTIONS (5 minutes only)
- 4 **FINANCE AND GENERAL PURPOSES MINUTES** (Appendix A)
To consider the minutes of the Finance & General Purposes Committee held 10th July 2023 together with confidential minute circulated separately.
- 5 **GRANTS** (confidential papers circulated separately)
Members to consider application for grant assistance.
- 6 **MANAGEMENT ACCOUNTS APRIL – AUGUST 2023**
 - i) To consider attached draft statement of accounts (Appendix B)
 - ii) To note the last two years Tourist Information Centre and Boscawen Park accounts for comparison (Appendix C)
- 7 **RESIDENTS SURVEY** (Link circulated by email)
Members to consider the above.
- 8 **COMMUNICATIONS**
Members to consider the following:
 - i) Press and Media Policy (Appendix D)
 - ii) Communications Strategy (Appendix E)
 - iii) Social Media Policy (Appendix F)

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9 **CORRESPONDENCE**

Update on the Clock Tower

(Appendix G)

10 **CCTV**

Verbal update from Councillor Biscoe, City Council's Representative.

11 **EXCLUSION OF THE PRESS AND PUBLIC**

In accordance with s1(2) of the Public Bodies (Admission to Meetings) Act 1960, the press and public will be excluded from the meeting during consideration of the following items by reason of its confidential or special nature.

12 **ORGANISATIONAL CHANGE WORKING PARTY**

Members to consider the attached.

(Appendix H)

13 **ORGANISATIONAL REVIEW**

i) **Staffing update**

Members to consider the attached.

(Appendix I)

ii) **Proposal for appointment of Deputy Town Clerk and Operations Manager**

Members to consider the attached.

(Appendix J)

iii) **Position of the Zero Carbon Officer**

Verbal report from the Chairman.

14 **READMITTANCE OF THE PRESS AND PUBLIC**

Press and public will be permitted to rejoin the meeting following the conclusion of the confidential items.

15 **DATE OF NEXT MEETING**

The agenda for the next Finance and General Purposes Committee to be held 16 October 2023 will be prepared on Tuesday 10 October 2023. In accordance with Minute 302 (03.12.12) should a member wish an item to be included on this agenda please inform the Town Clerk's office by Monday 9 October 2023 as no items other than those on the agenda can be considered at the meeting.



Proper Officer

**MEETING OF THE FINANCE AND GENERAL PURPOSES COMMITTEE HELD ON
MONDAY 10 JULY 2023 at 7:05pm**

PRESENT: Councillors Ambler, Biscoe, Mrs Eathorne-Gibbons, Rabey, Rich, Roden (Chairman), Mrs Stokes, Mrs Swain (Mayor), and Webb.

Also, in attendance: Mrs Joanne Trevelyan, Financial Officer
Councillor La Borde

APOLOGIES: Apologies of absence were received from Councillors Mrs Carlyon and Wells.

99 DISCLOSURES OR DECLARATIONS OF INTEREST

Grants (minute 103, page 40)

Councillor Biscoe declared an interest in the above item as Chair of the Truro Old Cornwall Society

100 OPEN SESSION FOR THE ELECTORS OF TRURO

There were no electors of Truro present.

101 FINANCE AND GENERAL PURPOSES MINUTES

Accuracy Minutes

It was proposed by Councillor Roden, seconded by Councillor Mrs Eathorne-Gibbons, and

RESOLVED that the minutes of the Finance and General Purposes Committee Meeting held on 12th June 2023, together with confidential minute are signed as a correct record.

A Member felt that regarding Hendra Hall (minute number 53, 12/06/23), there should have been a recommendation stating that a Condition Survey should be carried out. It was agreed by the Chairman that an item in this regard would be added to the next Finance & General Purposes Committee agenda.

102 GRANTS COMMITTEE MINUTES

It was proposed by Councillor Roden, seconded by Councillor Mrs Eathorne-Gibbons, and

RESOLVED that the minutes of the Grants Committee Meeting held on 12th June 2023 are signed as a correct record.

103 GRANTS

The Chairman informed the Committee that three grant applications had been received:

Truro Old Cornwall Society

Members agreed that this application should be deferred as it was felt more information was required together with annual accounts.

It was proposed by Councillor Mrs Swain, seconded by Councillor Ambler, and

RECOMMENDED that the above application be deferred until the further information has been provided.

As Councillor Biscoe declared an interest in the above application, he left the room and did not vote or take part in any discussion.

Drama Express

It was proposed by Councillor Webb, seconded by Councillor Biscoe, and

RECOMMENDED that the £750 requested is approved.

Truro Nourish Hub CIC

It was proposed by Councillor Webb, seconded by Councilor Biscoe, and

RECOMMENDED that the £880 requested be approved.

104 MANAGEMENT ACCOUNTS APRIL – JUNE 2023

It was explained by the Financial Officer that two budget transfers were being recommended:

- A transfer of £76k to increase the administration salaries and reduce the Parks department salaries. This reflects the organisation of office staff.
- A transfer of £14k to reduce the Library Salaries budget and increase the Library cleaning costs budget. This reflects the position that the City Council are using contract cleaners rather than employed staff in the Library.

A Member felt that there should be a breakdown detailing the income of the new café, as well as in comparison to the old café. It was agreed as the café had not long opened it would need to be running for a few months to show a true reflection as there had been some extra expenditures, a new till system for example. The Financial Officer explained they had been very busy and the takings were good for the limited food/drink they currently offered which the café was hoping to expand on in the future. A Member pointed out that offering more food options would require careful consideration, for example, the dishwasher, fridge, freezers etc would need to be larger and more robust than domestic ones, which would mean additional expenditure. There would also need to be more staff.

It was proposed by Councillor Roden, seconded by Councillor Webb, and

RECOMMENDED that:

1. The above budget transfers are agreed;
2. It was agreed that on a meeting-to-meeting basis a report be brought to the Finance & General Purposes Committee with detailed income and expenditure of the café.

105 FINANCIAL ACCOUNTS 2022-23 – ADDITIONAL WORKING PAPERS

The Chairman explained that the additional papers had been added to the agenda following a request at the last Council meeting.

On reviewing the papers Members felt there was still a number of queries that required clarification from the Town Clerk.

It was proposed by Councillor Roden, seconded by Councillor Mrs Eathorne-Gibbons,

RECOMMENDED that a meeting with the Town Clerk be arranged, open

to all Councillors, for a discussion on the above.

106 BOSCAWEN PARK CHANGING PLACES TOILET

The Chairman explained to Members that the room had been created to house the changing places toilet at the Pavilions, but that the equipment required had not been installed. This was because the City Council applied for grant funding to achieve this but were unsuccessful (although successful for the Green Street toilet refurbishment).

The cost to have the equipment installed was estimated at £20k.

It was identified at the last meeting that after the CIL monies were allocated to the purchase of land there was a surplus and this was sufficient to meet the estimated costs above.

A Member queried why this was a retro fit and why it was not installed when the works were being carried out. It was explained this was part of the original design, however building prices increased and there was no money left to install the changing places toilet.

It was proposed by Councillor Roden, seconded by Councillor Mrs Swain, and

RECOMMENDED that the City Council proceeds with the installation of the changing places toilet at Boscawen Park which is financed from the Community Infrastructure Levy.

107 CORRESPONDENCE

There was no correspondence to report.

108 ORGANISATIONAL REVIEW

A) UPDATE REPORT

The Chairman explained that he had drafted the Report with the intention that it could be taken in the public part of the meeting to enable transparency and this would also allow for it to be shared with staff. Members indicated this document needed to be carefully considered and agreed the following:

It was proposed by Councillor Biscoe, seconded by Councillor Roden, and

RECOMMENDED that the actions outlined below are approved and noted:

1. An analysis report had been undertaken by the South West Councils organisation into the City Council Single Status agreement and Policy and Procedures Manual. The initial conclusions were that whilst the City Council had a full range of policies and procedures and it applied the national "green book" terms and conditions, it found that the *"current provision is complicated and could be considered confusing"*. Following a meeting with South West Councils, the Town Clerk and Chairman of the Finance and General Purposes Committee, South West Councils had been requested to bring forward proposals using their model template HR documents to ensure that the Single Status and Policy and Procedure documents are brought fully up to date and that they are put in a format which is more accessible and "user friendly". The time scale is that this would be brought to the Finance & General Purposes Committee's October meeting and would then be subject to consultation with the

Trades Unions prior to formal agreement by Council before the end of 2023.

2. A meeting was held on Monday 10th July with the recognised Trades Unions and was attended by the Mayor and Chairman of Finance & General Purposes, the Finance Officer and Parks and Amenities Manager. The recognition and procedural agreement had now been formally signed and arrangements were now in place to regularise arrangements with the Trades Unions. This was a positive meeting, and it was believed that the City Council now had a positive relationship with its Trade Union colleagues.

3. A meeting was held on Monday 10th July with the CEO of Tamar HR, the Council's external HR contractor, the Mayor and Chairman of Finance and General Purposes Committee, Finance Officer and Parks and Amenities Manager. The future working arrangements for the contract were confirmed and there would now be an onsite weekly presence for 1 day per week (Wednesday) with a named HR advisor and there would also be contact outside of these days in the event of any urgent advice being needed. There would be regular review meetings between the Council and the CEO of Tamar HR to monitor and review the contract and make any necessary adjustments as may be required.

4. A meeting was held on Monday 10th July with the council's job evaluation analyst to review and agree the process for any outstanding regrading applications. The process for assessment and evaluation was confirmed and work will commence immediately on undertaking the outstanding applications.

It was proposed by Councillor Swain, seconded by Councillor Roden, and

RESOLVED that in order to seek to overcome concerns over communication wherever possible, that decisions of the Council and its Standing Committees in relation to the Organisational Review, are shared with staff as soon as possible after meetings and that managers are asked to brief staff where they do not have access to email.

B) TERMS OF REFERENCE

(Appendix 1)

ORGANISATIONAL CHANGE WORKING GROUP

It was proposed by Councillor Biscoe, seconded by Councillor Roden and,

RECOMMENDED the attached Terms of Reference be considered by the next meeting of Council.

109 EXCLUSION OF THE PRESS AND PUBLIC

It was proposed by Councillor Roden, seconded by Councillor Mrs Eathorne-Gibbons, and

RESOLVED that in accordance with s1(2) of the Public Bodies (Admission to Meetings) Act 1960 the press and public be excluded from the meeting during consideration of the following items by reason of its confidential or special nature.

C) ORGANISATIONAL REVIEW UPDATE

Members considered a confidential item.

110 READMITTANCE OF THE PRESS AND PUBLIC

It was proposed by Councillor Mrs Swain, Seconded by Councillor Roden, and

RESOLVED that the press and public be invited back to the meeting.

The meeting closed at 8.45pm

CHAIRMAN

DRAFT

Organisational Change Working Group

Terms of reference

Purpose

The Working Group reports to the Finance and General Purposes Committee. Its purpose is to bring a recommendation to Council by way of a report on the best way to implement an Organisational Review.

Aims and Responsibilities

- The Working Group will consider options for how to conduct an organisational review and, working with its professional advisers, will report to the September meeting of F&GP on its findings and with a recommend for a preferred option.
- The Council will consult through the joint consultation and negotiating committee with the recognised trades unions.
- The Working Group shall present a recommendation in an initial report to the September 2023 meeting of FGP with the aim to have an implementation date for the Organisational Review starting in January 2024.

Authority

The Working Group is set up in accordance with standing order 5 and it is a Working Group of the Finance and General purposes committee.

The Working Group will report to the Finance and General purposes committee with recommendations and update reports.

Membership

The membership of the Working Group will include:

- Mayor
- Deputy Mayor
- Chairman of Finance and General-purpose committee
- 4 Councillors elected by full council.

The group will be supported as appropriate by council staff. It will be advised by external management consultants with experience and understanding of the public sector and/or external expertise as deemed appropriate in the private and business sectors.

Meeting schedule and ways of working

The Working Group is a “Task and Finish” group. It will hold meetings at a frequency to be determined by the group with the requirement to produce an initial report for the September FGP meeting. The group will decide where best to meet and digital platforms will be permitted.

The aim of the aim is to complete its work no later than 31st December 2023 and will be wound up once its aims and responsibilities are completed.

Finance & General Purposes Committee

11th September 2023

Management Accounts

April 2023 to August 2023

Attached are the accounts for the first quarter of the financial year. The national pay award is still under negotiation. There is due to be a ballot for strike action for a period of one week.

Recommendation

That the report is noted.

Richard Budge

Proper Officer

TRURO CITY COUNCIL

05-Sep-23

**Management Accounts 2023-24
Period 1st April 2023-31st Aug 2023****Overall Summary of Net Revenue Expenditure**

Ref	2023-24	2023-24	Variance	2023-24
	Actual to date	Budget to date		Total Estimate
	£	£	£	£
1 Administration & Democratic	293,490	266,810	26,680	657,644
2 Tourist Information Centre	71,169	68,636	2,533	177,864
3 Community Work	80,136	76,754	3,382	158,360
4 Lemon Quay	31,099	37,142	-6,043	9,580
5 Library Service	82,400	86,305	-3,905	208,627
Total Finance & General Purposes	558,294	535,647	22,647	1,212,075
6 Allotments	-1,219	-1,106	-114	3,937
7 Churchyard	5,799	6,094	-295	19,671
8 Public Cemetery	12,978	14,356	-1,378	30,747
9 Parks & Open Spaces	348,342	340,255	8,087	737,288
10 Public Conveniences	63,394	64,787	-1,393	166,720
11 Coffee Bar: Boscawen park	26,533	-10,012	36,545	-20,774
12 Total Parks & Amenities	455,827	414,374	41,453	937,589
13 Net Base Expenditure	1,014,121	950,022	64,099	2,149,664
Fund Contributions				
14 Finance Committee Revenue Fund	0	0	0	13,800
15 Finance Committee Buildings Fund	0	0	0	17,000
16 Parks Committee Capital Fund	0	0	0	136,200
18 Net expenditure on Services add	1,014,121	950,022	64,099	2,316,664
19 Inflation Contingency	0	0	0	66,000
less				
21 Council Tax Support Grant	0	0	0	0
	1,014,121	950,022	64,099	2,382,665
22 Revenue Balance Movement				
Contribution from Balance	0	0	0	0
Contribution to Balance	0	0	0	0
23 Precept Amount	1,014,121	950,022	64,099	2,382,665

Cash Balances

At the end of Aug 2023 the Council held the following cash balances

	£
Money Market Account	222,200
Current Account	1,376,362
Investments	316,986
Total	1,915,548

11 Corporate/Democratic & Planning

B

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date £	2023-24 Budget to date £	variance £	2023-24 Estimate Total £
Employees					
5000/5001	Salary & Wage Costs	225,814	206,298	19,516	495,116
6000	Training/Conferences	3,555	9,357	-5,802	22,456
6001	Travelling	0	110	-110	265
6003	Payroll/Personnel Advice	23,731	24,500	-769	58,799
Property					
6100	Repair & Maintenance	0	0	0	0
6102	Municipal Buildings Rates	0	0	0	0
6103	Cleaning	0	0	0	-20
6104	Furniture & Equipment	0	0	0	-14
Supplies & Services					
6300	Gas & Electricity	169	0	169	-166
6301	Water	249	128	121	307
6306	Health & Safety	3,216	3,000	216	3,926
6307	Insurance Premiums	5,568	3,722	1,846	3,722
6701	Audit Fees	2,400	2,400	0	5,166
6703	Legal Fees	6,623	518	6,105	1,243
6709	Advertising	0	62	-62	148
6710	Planning Advice	461	286	175	686
	Loan costs (Municipal Buildings)	0	0	0	60,000
Office Costs					
6400	Stationery	977	742	235	1,781
6401	Printing	908	1,092	-184	2,621
6403	Postages	868	670	198	1,608
6404	Telephones	725	445	280	1,069
6406	Publications	0	57	-57	137
6407	Computer Costs	12,240	7,165	5,075	17,197
6408	Planning Committee Recharge	0	0	0	43,100
6409	Bank Charges	1,082	1,380	-298	3,312
Democratic					
6600	Mayoral Allowance	73	0	73	8,707
6601	Town Crier & Macebearers Allowances	910	910	0	1,219
6602	Members Expenses	123	536	-413	1,286
6603	Civic Functions Allowance	3,895	3,536	359	3,625
6702	Subscriptions	4,369	4,396	-27	6,030
6799	Miscellaneous	394	83	311	200
Gross Expenditure		298,350	271,394	26,956	743,525
Income					
4203	Use of Rooms	0	0	0	0
	Contributions to Salary	0	0	0	0
4401	Interest	4,860	4,583	277	11,000
4900	Miscellaneous	0	0	0	0
4910	Recharges to operations	0	0	0	74,881
Gross Income		4,860	4,583	277	85,881
Net Expenditure		293,490	266,810	26,680	657,644

Tourist Information Centre

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to Date	2023-24 Budget to Date	Variance	2023-24 Estimate Approved
		£	£	£	£
Information Centre					
Employees					
5000/5001	Salary Costs	37,666	37,951	-285	91,082
6000	Training	0	489	-489	1,173
6002	Clothing	0	182	-182	437
Premises Costs					
6100	Repairs & Maintenance	1,248	484	764	1,162
6101	Rent	18,453	14,803	3,651	35,526
6102	Rates	7,095	7,313	-218	17,551
6103	Cleaning	1,968	2,280	-312	5,473
6104	Furniture & Equipment	4	100	-96	241
6300/6301	Power & Water	674	1,211	-537	2,907
Office Costs					
6307	Insurance	2,638	2,075	563	2,075
6400	Stationery	407	772	-365	1,852
6401	Printing	284	343	-59	824
6403	Postages	4	22	-18	53
6404	Telephones	1,580	1,259	321	3,021
6407	Computer Costs	589	896	-307	2,150
6409	Card charges	985	1,593	-608	3,824
Purchase of Sale Items					
6802/6501	Tickets / Accom Register	518	7,293	-6,775	17,503
6502	All other sale items	23,668	25,062	-1,394	60,149
Miscellaneous					
6799	Miscellaneous	4,412	519	3,893	1,246
6408	Admin recharge	0	0	0	5,203
Gross Expenditure		102,193	104,648	-2,455	253,451
Income					
4003	Sales	30,151	41,810	-11,659	100,345
4001	Tickets	1,397	7,230	-5,833	17,353
4201	Rents	4,000	4,000	0	9,600
	Premises recharge	0	0	0	0
4007	Contract Work	5,125	4,792	333	11,500
4100/4107	Registration/Inspections	8	1,017	-1,009	2,441
Gross Income		40,681	58,850	-18,169	141,239
Info. Centre Net Expenditure		61,512	45,798	15,714	112,212
Digital Communications					
5000/5001	Salary Costs	9,657	22,838	-13,181	54,812
6000	Training	0	0	0	0
	Premises Recharge	0	0	0	0
6801	Truro Guide/Publicity	0	0	0	14,840
6722	Events	0	0	0	0
6408	Admin recharge	0	0	0	0
6407	Computer Costs	0	0	0	0
		9,657	22,838	-13,181	69,652
Income					
4202	Web site	0	0	0	4,000
4105	Truro Guide	0	0	0	0
Gross Income		0	0	0	4,000
Digital Comms. Net Expenditure		9,657	22,838	-13,181	65,652

Community Work

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000	Salary & Wage Costs	19094	18938	156	45452
6000	Training/Conferences	0	47	-47	112
6001	Travelling	0	28	-28	66
	Supplies & Services				
6304	Grant Advice	0	0	0	1339
6305	Xmas Tree	0	0	0	72
6307	Insurance	616	704	-88	704
6308	Public Space CCTV	31,199	28542	2657	37900
6407	Computer Costs	200	150	50	361
6408	Recharge for Administration Support	0	0	0	5521
6410	Culture Strategy	0	0	0	4792
	Grants & Donation				
6712	Citizens Advice Bureau	5,477	5280	197	5280
6714	Twinning Associations	943	895	48	970
6716	Street Pastors	0	0	0	4800
6717/6718	Cornwall Music Festival	1,000	1000	0	2120
6719	Young People Cornwall	6,250	6250	0	24000
6721	Community Grants	4,906	4906	0	9596
6722	Social Prescribing	2,461	1917	544	4600
6799	Miscellaneous	35	100	-65	240
6724	Contribution to ASB Officer	9,678	9678	0	14468
		81,859	78,435	3424	162,394
	Gross Expenditure				
	Income				
4200/4201	Rents from buildings	1,723	1,681	42	4,034
	Gross Income	1,723	1,681	42	4,034
	Net Expenditure	80,136	76,754	3,382	158,360

Library

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
Employees					
5000	Salary & Wage Costs	73,631	70,179	3,452	168,429
6002	Protective Clothing	0	42	-42	100
Premises					
			0		
6100	Repair & Maintenance	1,229	1,325	-96	3,180
6102	Rates	9,926	9,993	-67	23,982
6103	Cleaning	9,761	9,242	519	22,180
6104	Waste Collection	1,187	804	383	1,930
Supplies & Services					
6300	Gas & Electricity	7,581	12,083	-4,502	29,000
6301	Water	801	1,250	-449	3,000
6303	Equipment & Materials	240	309	-69	742
6307	Insurance	2,275	2,612	-337	2,612
6404	Telephones	73	66	7	158
6407	Computer Costs	39	221	-182	530
6408	Admin. Recharge	0	0	0	5,152
6704	Community Events	0	417	-417	1,000
Gross Expenditure		106,743	108,542	-1,799	261,995
Income					
4201	Rent	19,695	15,445	4,250	37,068
4200	Room Lettings	2,642	4,708	-2,066	11,300
4202	Fees & Charges	2,006	2,083	-77	5,000
Gross Income		24,343	22,237	2,106	53,368
Net Expenditure		82,400	86,305	-3,905	208,627

Lemon Quay

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000/5001	Salary & Wage Costs	13,623	24,159	-10,536	57,982
			0		
	Premises		0		
6100	Repair & Maintenance	0	459	-459	1,102
6103	Cleaning & Waste Management	22,700	19,184	3,516	19,184
	Supplies & Services				
6300	Gas & Electricity	1,066	277	789	664
6301	Water	50	150	-100	360
6307	Insurance	754	798	-44	798
6407	Computer Costs	1,300	1,325	-25	3,180
6408	Administration Recharge	0	0	0	4,162
6704	Event Costs	0	0	0	5,600
6720	Community Events	1,100	1,200	-100	10,391
6722	Winter Gift Fayre	0	0	0	55,000
6799	Miscellaneous	115	90	25	216
	Gross Expenditure				
		40,708	47,642	-6,934	158,640
	Income				
4201	Rental from Leases	0	1,000	-1,000	10,000
4200	Event Rentals	9,609	9,500	109	64,060
6722	Winter Gift Fayre	0	0	0	75,000
	Gross Income	9,609	10,500	-891	149,060
	Net Expenditure	31,099	37,142	-6,043	9,580

Allotments

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000/5001	Wages Costs	1450	1630	-180	3913
	Premises				
6100	Repair & Maintenance	0	0	0	976
6110	Allotment Development	0	0	0	2954
6301	Water	309	242	67	581
	Gross Expenditure	1759	1873	-114	8425
	Income				
4201	Allotments	2978	2978	0	4488
	Gross Income	2978	2978	0	4488
	Net Expenditure	-1219	-1106	-114	3937

Kenwyn Churchyard

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000/5001	Wages Costs	5799	6521	-722	15651
	Premises				
6100	Repair & Maintenance	0	0	0	2685
	Transport				
6200	Fuel & Oil	0	0	0	1424
	Supplies & Services				
6303	Equipment & Materials	0	0	0	938
	Gross Expenditure	5799	6521	-722	20697
	Income				
4007	Contract Work	0	428	-428	1026
	Gross Income	0	428	-428	1026
	Net Expenditure	5799	6094	-295	19671

18 Public Cemetery

B

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000/5001	Wages Costs	14497	16303	-1806	39126
	Premises				
6100	Repair & Maintenance	205	200	5	1953
6102	Rates	2560	2583	-23	6200
	Transport				
6200	Petrol & Oil	0	0	0	2848
6201	Repair & Maintenance	0	0	0	1144
	Supplies & Services				
6300	Gas & Electric	40	20	20	80
6301	Water	107	83	24	200
6303	Equipment & materials	0	0	0	1102
	Establishment Expenses				
6404	Telephones	135	167	-32	400
6408	Admin recharge	0	0	0	5101
	Gross Expenditure	17544	19356	-1812	58154
	Income				
4104	Burial Fees & Charges	4566	5000	-434	27407
	Gross Income	4566	5000	-434	27407
	Net Expenditure	12978	14356	-1378	30747

Parks & Open Spaces

B

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
Employees					
5000/5001	Wages Costs	269152	269701	-549	647282
6000	Training	3099	11350	-8251	27240
6001	Travelling	0	70	-70	169
6002	Protective Clothing	6131	5435	696	5435
Premises					
6007	Contract Work	0	0	0	-80
6100	Repair & Maintenance	22370	22000	370	43206
6101	Rent	1178	1178	0	1395
6102	Local Authority Rates	540	540	0	847
6105	Play Equipment Repairs	0	1346	-1346	3230
6106	Seats, Gates ,Fencing	1239	552	687	1325
6107	Gritting	0	0	0	-42
6109	Idless Nursery	7583	7583	0	15166
Transport					
6200	Petrol & Oil	8721	4813	3909	11550
6201	Repair & Maintenance	11351	5483	5868	13159
6202	Hired Plant & Equipment	1475	0	1475	-815
6203	Licences	645	827	-182	1985
Supplies & Services					
6300	Gas & Electricity	6869	5599	1270	13438
6301	Water	1461	2362	-901	5669
6302	Plants & Seeds	13493	13500	-7	16193
6303	Equipment & Materials	14315	13000	1315	21399
6306	Health & Safety	4368	4400	-32	8579
6307	Insurance	9404	10430	-1026	10430
6404	Telephones	215	635	-420	1523
6407	Computer Costs	847	500	347	742
6408	Recharge for Administration	0	0	0	0
6409	Commission -Tennis	0	0	0	736
6708	Loan repayments Tennis	9720	9720	0	26000
6705	Summer Activities	3971	4000	-29	6142
6706	Gardens Competition	0	139	-139	333
6707	Britain in Bloom	3038	914	2124	914
6709	Advertising	0	208	-208	498
6799	Miscellaneous	13	45	-32	108
Gross Expenditure		401198	396329	4869	883754
Income					
4005 / 4006	Floral Displays	17795	20000	-2205	33313
4007	Contract Work	13973	11976	1997	28743
4008	County Council Agency	0	0	0	7577
4101	Use of Pitches	1002	2626	-1624	6302
4102	Tennis	11720	12418	-698	29804
4103	Trading Rights	7270	5422	1848	13012
4200	Site Rentals	96	1647	-1551	3952
4008	Sponsorship	1000	1833	-833	4400
4900	Miscellaneous	0	151	-151	363
4009	S106 Contribution	0	0	0	19000
Gross Income		52856	56073	-3217	146466
Net Expenditure		348342	340255	8087	737288

Coffee Bar : Boscawen park

Period 1st April 2023-31st August 2023

Vote No	Description	Aug Actual	Aug Budget	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£	£	£
Expenditure							
5000	Gross Pay Costs	14480	9595	55217	47975	7242	115140
6004	Purchases of Sale Items	6987	5558	31552	27788	3764	66692
6100	Repairs & Maintenance	140	155	1326	775	551	1859
6102	Local Authority Rates	272	565	1365	2823	-1458	6776
6103	Cleaning Materials	80	99	767	494	273	1186
6300	Electricity	0	0	0	0	0	2830
6301	Water Charges	0	0	0	0	0	1267
6303	Equipment & Materials	26	22	530	110	420	265
6307	Insurance	0	0	1499	1403	96	1403
6404	Telephones	41	71	440	353	87	848
6407	Computer costs	32	4	151	22	129	53
6409	Card charges	38	99	496	495	1	1189
	Admin recharge	0	0	0	0	0	1122
	Gross Expenditure	22096	16167	93343	82240	11103	200630
Income							
4004	Sales	16818	18450	66810	92252	-25442	221404
	Gross Income	16818	18450	66810	92252	-25442	221404
	Net Expenditure	5278	-2283	26533	-10012	36545	-20774

Public Conveniences

Period 1st April 2023-31st August 2023

Vote No	Description	2023-24 Actual to date	2023-24 Budget to date	Variance	2023-24 Estimate Total
		£	£	£	£
	Employees				
5000/5001	Salary & Wage Costs	37,093	37,655	-562	90,371
6000	Training	0	103	-103	247
6002	Protective Clothing	0	244	-244	585
	Premises				
6100	Repair & Maintenance	3,231	3,587	-356	8,608
6103	Cleaning Materials	11,244	8,223	3,021	19,735
	Transport				
6200	Fuel	0	0	0	704
6201	Repair & Maintenance	0	0	0	657
6203	Licences	323	323	0	326
	Supplies & Services				
6300	Gas & Electricity	2,410	1,697	713	4,072
6301	Water	6,997	8,396	-1,399	20,150
6306	Health & Safety	1,840	4,106	-2,266	9,855
6307	Insurance Premiums	1,258	1,381	-123	1,381
	Office Costs				
6405	Telephones	73	103	-30	247
6408	Administration Recharge	0	0	0	5,521
	Miscellaneous				
6708	Loan Charges	0	0	0	6,060
6799	Miscellaneous	0	45	-45	109
	Gross Expenditure	64,469	65,862	-1,393	168,628
	Income				
4007	Contract Work	1,075	1,075	0	1,908
	Gross Income	1,075	1,075	0	1,908
	Net Expenditure	63,394	64,787	-1,393	166,720

Statement of Funds

as at 1st April 2023

REVENUE BALANCE

Code 3200

£

Balance as at 1st April 2023

226,463.85

add

Contribution from Precept 2023-24

0.00

less

Balance**226,463.85****PARKS CAPITAL FUND****Parks Plant Renewals Fund**

Code 3000

Balance as at 1st April 2023

34,271.43

add

Contribution from Precept 2023-24

35,000.00

Interest

0.00

Sales69,271.43**Expenditure**

WK64 WTG

8995.00

Chainsaw

722.80

Scrubber

1509.00

Blower

470.85

Balance11,697.65**57,573.78****Parks Capital Maintenance Funds**

Code 3001

Balance as at 1st April 2023

62,164.00

add

Contribution from Precept 2023-24

56,500.00

Income118,664.00

less

Expenditure

April

3976.00

Aug

13827.73

Balance	17,803.73
	<u><u>100,860.27</u></u>

Parks Play Equipment Fund

Code 3002

Balance as at 1st April 2023	4,133.29
add	
Contribution from Precept 2023-24	20,400.00
	0.00

Income

 24,533.29
Expenditure

0.00

Balance	<u><u>24,533.29</u></u>
----------------	-------------------------

Victoria Gardens & Cemetery Lodges

Code 3003

Balance as at 1st April 2023	20,032.10
add	
Rent Receipts Victoria Gardens	1,315.95
Rent Receipts Cemetery	1,496.50
Interest	0.00
less	<u>22,844.55</u>

Expenditure

ShowerVG	340.90
Boiler CEM	85.00
Chimney	58.33

 484.23

22,360.32
Allotment Development Fund

Code 3004

Balance as at 1st April 2023	76,043.00
add	
Contribution from Precept 2023-24	0.00
less	

Expenditure

76,043.00
Resurfacing

Code 3005

Balance as at 1st April 2023	7,071.75
add	
Contribution from Precept 2023-24	14,700.00
Income	0.00

Less

Expenditure

0.00

21,771.75
Nursery Development Fund

Code 3006

Balance as at 1st April 2023	-4,189.52
add	
Contribution from Precept 2023-24	0.00
Transfer from Capital maintenance Fund 3001	0.00
less	

Expenditure

Idless Nursery

April
 May
 June
 July
 Aug
 Sept
 Oct
 Nov
 Dec
 Jan
 Feb
 March

1858.76
 7978.71
 11289.20
 10276.56

31,403.23

-35,592.75

Public Conveniences Redevelopment

code 3017

Balance as at 1st April 2023

41,755.06

add

Contribution from Precept 2023-24

0.00

less

Expenditure

April

1800.00

May

2545.00

June

3700.00

July

450.00

8,495.00

33,260.06

Tennis Development Costs

3008

Balance as at 1st April 2023

-309,680.88

Contribution from Precept 2023-24

0.00

Transfer from Towns Fund

0.00

Transfer from 3001

0.00

Sport England Grant

0.00

Costs

April

3524.21

May

5099.91

June

4460.38

July

11799.15

Aug

37685.15

Sept

Oct

Nov

Dec

Jan

62568.80

-372249.68

Tennis Court Refurbishment

3015

Balance as at 1st April 2023

43,200.00

Contribution from Precept 2023-24

9,600.00

0.00

52,800.00

Parks Capital Fund Total

-18,639.96

FINANCE COMMITTEE BUILDINGS FUND

Balance as at 1st April 2023

235,034.06

add

Contribution from Precept 2023-24

17,000.00

Less

Expenditure

#REF!

Finance Capital Fund Total

#REF!

Project details

		Available	Net	Balance
		Budget	Expenditure	£
		£	£	£
Municipal Buildings External Repairs (code 3022)	Brought forward £138922.29	138,922.29	#REF!	#REF!
Zeb's Building - Provision for repairs (code 3012)	Brought forward £9450	9,450.00	0.00	9,450.00
Truro Library (code 3016)	Brought forward £149515.25	149,515.25	12872.58	136,642.67
TIC 30 Boscawen St (code 3011)	Brought forward -£71053.48 + £17000 in 2023-24	-54,053.48	0.00	-54,053.48
Carrick Sports Hall (code 3013)	Brought forward £8200	8,200.00	0.00	8,200.00
		252,034.06	#REF!	#REF!

FINANCE COMMITTEE REVENUE FUNDS

Balance as at 1st April 2023	143,678.41
add	
Contribution from Precept 2023-24	13,800.00
Balance from revenue	0.00
Transfer from revenue	0.00
Interest	0.00
Less	
Expenditure	#REF!

Finance Revenue Fund Total**#REF!****Project Details**

		Available	Net	Balance
		Budget	Expenditure	£
		£	£	£
Community Work (code 3040)	Brought Forward £0.00	0.00	0.00	0.00
Municipal Buildings Internal Works (code 3060)	Brought forward £4910.29	4,910.29	0.00	4,910.29
Community Events (code 3062)	Brought Forward £-1291.92	-1,291.92	#REF!	#REF!
Community Grants (code 3063)	Brought Forward £12104.88	12,104.88	0.00	12,104.88
Election Expenses (code 3064)	Brought forward £11433.46 + £2000 IN 2023-24	13,433.46	#REF!	#REF!
Culture Strategy (code 3065)	Brought forward £5923.33	5,923.33	#REF!	#REF!
Computers (code 3066)	Brought Forward £16469.15 + £11,800 in 2023-24	28,269.15	#REF!	#REF!
Community Projects (code 3021)	Brought forward £38879.81	38,879.81	0.00	38,879.81
Bus shelters (code 3024)	Brought Forward £16666.51	16,666.51	#REF!	#REF!
CCTV (code 3014)	Brought forward £-4655.26	-4,655.26	0.00	-4,655.26
Website rewrite TIC (3025)	Brought forward £0.00	0.00	#REF!	#REF!
CIL Receipts (3026)	Brought forward £43238.16	43,238.16	#REF!	#REF!
		157,478.41	#REF!	#REF!

Hendra Development

Code 3100

code 3080

Balance as at 1st April 2023	5,983.87
add	
Contribution from Precept 2023-24	0.00
Income	
Rent	
Rent	
	0.00
less Expenditure	
Rates Apr	551.47
Rates May	550.00
Rates June	550.00
Rates July	550.00
Rates Aug	550.00
Rates Sept	
Rates Oct	
Rates Nov	
Rates Dec	
Rates Jan	
HDA light	90.00
	2,841.47
Balance	3,142.40

Tourist Information Centre

Period 1st April 2021-31st August 2021

Vote No	Description	2021-22 Actual to Date	2021-22 Budget to Date	Variance	2021-22 Estimate Total
		£	£	£	£
Employees					
5000/5001	Salary Costs	48,099	54,363	-6,264	130,472
6000	Training	25	461	-436	1,107
6002	Clothing	0	172	-172	412
Premises Costs					
6100	Repairs & Maintenance	420	850	-430	2,040
6101	Rent	18,026	14,063	3,964	33,750
6102	Rates	7,177	7,295	-118	17,508
6103	Cleaning	1,517	638	880	1,530
6104	Furniture & Equipment	123	213	-90	510
6300/6301	Power & Water	550	757	-207	1,817
Office Costs					
6307	Insurance	1,785	1,785	0	1,958
6400	Stationery	355	728	-373	1,747
6401	Printing	403	324	79	777
6403	Postages	0	60	-60	144
6404	Telephones	1,775	1,070	705	2,567
6407	Computer Costs	394	1,577	-1,183	3,785
6409	Card charges	944	1,110	-166	2,664
Purchase of Sale Items					
6802/6501	Tickets / Accom Register	672	6,880	-6,208	16,512
6502	All other sale items	23,170	23,250	-80	55,801
Miscellaneous					
6801	Truro Guide/Publicity	9,527	4,167	5,360	10,000
6722	Events	0	0	0	0
6799	Miscellaneous	0	490	-490	1,175
6408	Admin recharge	0	0	0	5,100
Gross Expenditure		114,962	120,251	-5,289	291,377
Income					
4003	Sales	28,240	39,444	11,204	94,665
4001	Tickets	441	7,230	6,789	17,353
4202	Events	0	0	0	0
4201	Rents	4,000	4,000	0	9,600
4007	Contract Work	3,125	4,792	1,667	11,500
4100/4107	Registration/Inspections	5,116	1,850	-3,266	4,441
4105	Truro Guide	0	0	0	0
4910	Parks recharge Tennis	0	0	0	2,000
	Furlough Income	2,469	2,500	31	2,500
Gross Income		43,391	59,816	16,425	142,059
Net Expenditure		71,571	60,435	11,136	149,318

Tourist Information Centre

Period 1st April 2022-31st August 2022

Vote No	Description	2022-23 Actual to Date	2022-23 Budget to Date	Variance	2022-23 Estimate Approved
		£	£	£	£
Information Centre					
Employees					
5000/5001	Salary Costs	33,490	32,299	1,191	77,517
6000	Training	25	230	-205	553
6002	Clothing	0	172	-172	412
Premises Costs					
6100	Repairs & Maintenance	847	850	-3	2,040
6101	Rent	18,240	17,763	477	35,526
6102	Rates	6,993	6,809	184	16,342
6103	Cleaning	1,533	1,758	-225	4,220
6104	Furniture & Equipment	0	213	-213	510
6300/6301	Power & Water	701	757	-56	1,817
Office Costs					
6307	Insurance	1,666	1,958	-292	1,958
6400	Stationery	1,249	728	521	1,747
6401	Printing	577	324	253	777
6403	Postages	3	60	-57	144
6404	Telephones	1,436	1,070	366	2,567
6407	Computer Costs	397	750	-353	1,800
6409	Card charges	1,015	1,110	-95	2,664
Purchase of Sale Items					
6802/6501	Tickets / Accom Register	416	6,880	-6,464	16,512
6502	All other sale items	20,170	23,250	-3,080	55,801
Miscellaneous					
6799	Miscellaneous	1,554	490	1,064	1,175
6408	Admin recharge	0	0	0	3,000
Gross Expenditure		90,312	97,470	-7,158	227,082
Income					
4003	Sales	29,907	39,444	-9,537	94,665
4001	Tickets	1,126	7,230	-6,104	17,353
4201	Rents	4,000	4,000	0	9,600
	Premises recharge	0	0	0	10,000
4007	Contract Work	7,125	7,125	0	11,500
4100/4107	Registration/Inspections	221	1,850	-1,629	4,441
4910	Parks recharge Tennis	0	0	0	2,000
Gross Income		42,379	59,650	-17,271	149,559
Info. Centre Net Expenditure		47,933	37,821	10,112	77,523
Digital Communications					
5000/5001	Salary Costs	21,303	21,091	212	50,619
6000	Training	0	231	-231	554
	Premises Recharge	0	0	0	10,000
6801	Truro Guide/Publicity	6,586	5,833	753	14,000
6722	Events	0	0	0	55,000
6408	Admin recharge	0	0	0	2,151
6407	Computer Costs	122	292	-170	700
		28,011	27,447	564	133,024
Income					
4202	Events	0	0	0	75,000
4105	Truro Guide	2,000	2,000	0	4,000
Gross Income		2,000	2,000	0	79,000
Digital Comms. Net Expenditure		26,011	25,447	564	54,024

Coffee Bar : Boscawen park

Period 1st April 2021-31st August 2021

Vote No	Description	2021-22 Actual to date	2021-22 Budget to date	Variance	2021-22 Estimate Total
		£	£	£	£
	Expenditure				
5000/5001	Wages	34464	29098	5367	69834
6002	Protective Clothing	0	0	0	0
6004	Purchases of Sale Items	23962	13472	10490	32332
6100	Repairs & Maintenance	0	1124	-1124	2697
6102	Local Authority Rates	1300	1103	198	2646
6103	Cleaning Materials	44	42	2	100
6300	Electricity	0	477	-477	1144
6301	Water Charges	0	302	-302	724
6303	Equipment & Materials	281	104	177	250
6307	Insurance	910	852	58	852
6404	Telephones	257	333	-76	800
6407	Computer costs	19	0	19	0
6409	Card charges	427	146	281	350
	Admin recharge	0	0	0	1100
	Gross Expenditure	61664	47051	14613	112830
	Income				
4004	Sales	74931	47250	27681	113400
	Furlough Income	0	0	0	0
	Gross Income	74931	47250	27681	113400
	Net Expenditure	-13267	-199	-13068	-570

Note:

In order to provide a pure trading account this section is not credited with the saving that its work provides to the Parks Department for the management of the tennis courts.

Coffee Bar : Boscawen park

Period 1st April 2022-31st August 2022

Vote No	Description	2022-23		2022-23		2022-23	
		Aug Actual	Aug Budget	Actual to date	Budget to date	Variance	Estimate Total
		£	£	£	£	£	£
Expenditure							
5000	Gross Pay Costs	6636	7024	31219	35120	-3901	84288
6004	Purchases of Sale Items	2321	3278	18870	16388	2482	39332
6100	Repairs & Maintenance	0	225	145	1124	-979	2697
6102	Local Authority Rates	259	221	1300	1103	198	2646
6103	Cleaning Materials	21	15	127	73	54	175
6300	Electricity	0	0	0	0	0	1144
6301	Water Charges	0	0	0	0	0	724
6303	Equipment & Materials	0	21	65	104	-39	250
6307	Insurance	0	0	1011	852	159	852
6404	Telephones	65	67	322	333	-11	800
6407	Computer costs	0	4	0	21	-21	50
6409	Card charges	38	54	421	271	150	650
	Admin recharge	0	0	0	0	0	1111
	Gross Expenditure	9340	10907	53480	55389	-1909	134719
Income							
4004	Sales	8151	11117	47547	55583	-8036	133400
	Gross Income	8151	11117	47547	55583	-8036	133400
	Net Expenditure	1189	-209	5933	-195	6128	1319

Note:

In order to provide a pure trading account this section is not credited with the saving that its work provides to the Parks Department for the management of the tennis courts.



Press and Media policy

Introduction

Truro has three local newspapers (West Briton, Truro Voice and Western Morning News) and is covered by two regional TV companies, three radio stations (Radio Cornwall, Pirate FM and community radio station CHBN) as well as online news sites such as Cornwall Live, and community and social media sites and blogs.

A significant number of people in Truro do not have regular access to the internet or use social media so we will need to continue to use more traditional methods such as newspapers, radio and TV, newsletters and advertising to communicate with these groups.

The media is a valuable method of communicating information and messages to the public. We need to have an effective working relationship with the media to get our positive messages across and to protect our reputation.

The media is also an important audience in its own right, as well as being a key way of communicating with our wider audiences. Editors and journalists are influential commentators and can sway public opinion so it is important that they are well informed.

It is, therefore, vital that we handle all media enquiries and media-related issues promptly and professionally. This will ensure that we meet the media's needs as far as reasonably possible while at the same time communicating accurate information that enables journalists to present a balanced picture to our audiences.

We need to ensure that we let everyone know about the positive things TCC is doing to improve people's lives in Truro. We also need to inform the local community about decisions which have been taken by the council and its committees.

The media operates in a completely different way to any other business and we cannot dictate what they should or should not publish (and nor should we). A free press is an essential part of any democracy, even if it means they sometimes publish things we disagree with or would rather not see in print!

It is also important to recognise that local government communications are governed by a set of strict rules enshrined in the law. This means we cannot and will not publicise anything which is of a party political nature because, if we do, we would be acting illegally.

This protocol sets out how we will work with the media. It also clarifies the level of service the media can expect regarding access to members and officers, provision of information and responses to enquiries.

Key principles

- To build a relationship of trust and mutual understanding that will benefit both the council and the media which is based on the principles of honesty, transparency, balance and clarity
- Provide information on the positive things the council is doing to improve people's lives in Truro
- Provide information on the decision taken and activities carried out by the council.
- A "no comment" response will be avoided wherever possible
- Interviews will be carried out rather than written statements issued wherever possible and appropriate.
- Ensure broadcast interviews on corporate and strategic issues are carried out by the Mayor or Deputy Mayor
- Ensure that, wherever possible, councillors are informed about media queries relating to local issues in their areas
- Ensure written statements are attributed to a named individual unless relating to a specific individual / legal case
- No corporate statements will be issued without the formal approval of the Clerk and Mayor

Positive and proactive publicity

As well as responding effectively to requests for information from the media, it is important to let people know the many good things the council is doing and to communicate public information messages etc.

All departments will be expected to provide information each month to show what their service is doing to improve the lives of people in Truro.

This information will be used as part of a planned programme of proactive communication, which will include media releases and features, short films and social media posts.

As well as being sent to the media, this information will be published on the council's website and on social media channels, in the bi monthly community newsletter and other newsletters and local publications as appropriate.

Decisions on what proactive communication should be published on behalf of TCC and its services will be made by the Clerk in consultation with the Mayor.

Members and political groups are free to issue their own press releases **but** they must clearly state that the views expressed are their personal views.

However they are not authorised to request or direct staff to produce corporate communications or to produce and / or issue press releases /articles / statements / mini films on their behalf to the media.

Producing press releases

- Press releases must be objective, balanced, informative and accurate and concerned with facts or explanations or both.
- Press releases must not be used to affect public support for a political party or seek to persuade the public to hold a particular view on a question of policy
- Releases should normally include quotes from the Mayor (and the local Member if appropriate). Quotes from third party advocates can also be used if appropriate.
- Press statements must not be used to publicise the views of individual members of the council.
- All press releases to be issued to the media via email, with copies placed on the council's website.
- Copies of major press releases to be sent to all members
- Embargoes will only be used when considered essential: eg when news releases are linked to a launch event / when an issue of confidentiality requires it; or when it is required by a third party

Producing mini films

The expansion of digital communications has led to an increase in the use of film and video to provide information and engage audiences.

The council will use film and video to support corporate communications when appropriate. This may include interviews with key staff and councillors.

Press conferences / briefings

- Press conferences to be used sparingly and use restricted to major incidents or other highly significant news stories
- All press conferences will be organised and co-ordinated by the Clerk in consultation with the Mayor
- Press briefings to be used to:
 - explain a complex issue that will aid the media's understanding of the subject and produce more accurate reporting
 - provide the media with an opportunity to meet and question some of the council's senior representatives
 - communicate an important story (good and bad news) that will attract media attention
 - launch an initiative, service or event
- Individual briefings –
 - will normally precede / follow a news release
 - provide material for a feature or

- maintain dialogue and contact.
- All media briefings will be organised and co-ordinated by the Clerk in consultation with the Mayor

Responding to media queries

The first contact between the media and the council will usually be through the Town Clerk who will liaise with the Communications Officer and the Mayor and discuss the best method of response and provide detailed briefings if required.

Media queries to be responded to within 24 hours wherever possible.

A 'No comment' response should be avoided wherever possible – a holding statement should be provided if necessary while a more detailed response is prepared.

Controversial or high profile media statements must be signed off by the Clerk and Mayor. More routine or factual statements can be signed off by the relevant head of service or member of staff dealing with the issue.

Copies of all media statements will be sent to the Mayor and Deputy Mayor and shared with all members as appropriate.

Written statements and comments should be attributed to a named person (rather than to a "spokesperson") wherever possible, unless the query relates to a specific person or legal issue when a generic "Council spokesperson" can be used.

Carrying out media interviews

Normally the Mayor, Deputy Mayor, or the Town Clerk, if appropriate, will carry out media interviews on behalf of the council.

On occasions local members may be required to talk to the media on issues within their wards.

If individual councillors are contacted by the media about an issue in their area they are involved with or have specific knowledge about, they can deal with the journalist direct.

It is important that councillors make it clear to the media whether they are speaking:

- officially on behalf of the council – in which case the Clerk should be kept informed, or
- officially on behalf of their particular political group (stating the name of that political group) ; or
- personally as a local member

All members and staff who deal with the media will be given support, advice and training to enable them to play a proactive role in presenting issues to the media, explain their work and manage controversial issues covered by the media.

Responding to major incidents

In the event of a major incident, the council will ensure that information and advice is provided to members, members of the public and key stakeholders, council employees and the media using appropriate channels.

Use of embargoes

Embargoes will only be used when considered essential:

- when news releases are linked to a launch event
- when an issue of confidentiality requires it; or
- when it is required by a third party

Embargoes are not legally enforceable and are adhered to by general local agreement.

Photography and film consent

Anyone who is photographed or filmed by the council must give informed consent for their image to be used in the future. For children, a parent or legal guardian must provide written consent in advance of the photography or filming taking place.

It is the responsibility of the person organising the film or photo shoot to ensure that consent has been obtained. A copy of all signed consent forms must be sent to the communications team for keeping on record in case of disputes.

Correcting inaccuracies

Factual inaccuracies / misleading information and biased reporting in print, online, broadcast and social media should be rebutted as quickly as possible.

This will include seeking apologies and / or clarifications where appropriate or commenting directly on Facebook / Twitter and blogs.

Factual comments will be led by the Clerk in consultation with the Mayor. However, responses to political statements made by members and MPs will need to be led by Mayor.

If an issue remains unresolved, and subsequent reports are unfair or not based on fact, a complaint should be made to the appropriate authority, including the Independent Press Standards Organisation (IPSO), OFCOM or the Advertising Standards Authority.



Truro City Council

Draft Communications Strategy

September 2023

Truro City Council is committed to working with all sectors of the community to make the city a thriving place that meets the needs of residents, businesses and visitors in a sustainable way.

We want people to be proud of our city.

Good communication between the council, residents, businesses and partners is vital. By improving communications, we can increase public support and ensure a high quality service for local people.

We need to ensure our vision, priorities and outcomes are clearly understood by residents, our workforce, our partners, local businesses and other stakeholders. This means informing people about all the services we deliver for residents and businesses, being clear about our purpose and showing how we are making a difference.

Importantly, we need to ensure it's easy for key information to be found.

Everyone in the council – members and staff - has a role in helping to promote the authority, the services we deliver and to raise awareness of our work. The way we communicate with residents, partners, the media and other stakeholders creates a lasting impression of the organisation.

This strategy outlines how we will plan and manage our communications activities over the next ???? years. It sets out our approach to communicating with residents, partners, businesses, with staff and councillors.

All communications should be clear, concise, consistent and timely. In addition,

communication channels and messaging should be appropriate and relevant to the specific target groups - be it residents, businesses, local interest groups, voluntary organisations, local authorities, visitors or internal communications to our staff and council members. The council's aims and values should underpin all our messages.

Once approved the strategy will be updated on an ongoing basis and will be supported by individual communications plans for specific campaigns, key projects and initiatives.

About the City Council

Truro City Council is split into four geographic areas: Boscawen & Redannick Ward, Moresk & Trehaverne Ward, Tregolls Ward and Malabar Ward.

The council is made up of twenty four councillors, each serving a four year term. The current term will end in May 2035.

We also operate in a consultation role with regard to planning, highways, city centre development and environmental issues. We support Truro's twinning (with Morlaix in Brittany and Boppard on the Rhine) and organise Mayoral and other civic events. We represent local views in liaison with other partners in the city, such as Cornwall Council, Truro Chamber of Commerce, Truro BID, Truro Town Deal, Truro Cathedral, Royal Cornwall Museum, Totally Truro and Hall For Cornwall.

We also work with a wide range of community and residents' organisations through our Community Development service. This supports communities to deliver positive action in their neighbourhoods and bring communities together.

TCC conducts its main business through four committees: Finance & General Purposes Committee; Parks & Amenities Committee; Burials and Cemetery Committee and the Planning Committee which fulfils the council's role as a statutory consultee on all planning applications.

TCC is responsible for maintaining a number of parks, play areas and open spaces throughout the city. These include Victoria Gardens, Boscawen Park, Hendra play and skate park, Tremorvah and Redannick playing fields, and Daubuz Moor. Our award-winning parks department is also responsible for maintaining the grounds in Truro public cemetery and Kenwyn Churchyard, and for the floral planting displays and hanging baskets. It also manages the city's involvement in the annual South West in Bloom competition.

We also manage Lemon Quay, Truro Community Library, 70 allotment plots and a number of public toilets throughout the city.

Our communications principles

- Strengthen the reputation of the council as a community leader, promoting both the work of the council and celebrating everything that makes Truro a great place to live, work and visit

- Support elected members in their role as community leaders
- Work with public sector partners and others to ensure that all communications are consistent and co-ordinated across all channels
- Promote the image of the council as an effective, efficient and listening organisation that is focused on the public and their needs
- Make people feel better informed about the council's aims, values, services and achievements
- Promote respect and trust between the council and its stakeholders and encourage feedback to help shape future service delivery
- Ensure all employees understand the priorities of the council and feel valued – celebrating their success - and supporting them in their role as ambassadors for the organisation
- Promote high quality customer service and ensure that everyone in the council understands their role in delivering this
- Respond positively to criticism and apologise when we get things wrong
- Deliver two-way communication, both informing and listening, and ensure that we reach specific groups of people more effectively using multiple channels eg. media, social media, web, print
- Be cost effective
- Maintain a strong and consistent brand identity for the council
- Retain a committed and motivated workforce by implementing a programme of effective internal communications
- Promote Truro as a leading place to do business and a great place to live, work, visit and invest in

All communications issued by TCC will be:

- **Open and honest** – direct, truthful and factual.
- **Timely** – up to date information communicated regularly, consistently and quickly.
- **Clear and concise** – Plain English and jargon free – easily understood by all sectors of the community.
- **Accessible** – easy to access through appropriate media / channels and in mixed format.
- **Relevant** – targeted at the needs of the intended audience, appropriate information, informative and useful.
- **Inclusive** – face to face communications wherever possible, designed to encourage and value discussion and feedback, with information available in formats suitable for people with disabilities and minority groups, including the Cornish.

Our audiences

Our audiences are wide and varied but will typically include:

- Truro residents
- Those working in / visitors to the city
- Community groups, including charities and voluntary organisations
- Local businesses and potential investors, including Truro BID, Truro Town Deal Board
- Councillors
- Council staff
- MP
- Neighbouring town and parish councils

- Cornwall Council
- Partner organisations eg Devon and Cornwall Police, Cornwall Fire and Rescue Service, NHS services,
- Housing associations.
- Central Government departments
- Print, online and broadcast media
- Social media influencers

Challenges and opportunities

Research by the Local Government Association has previously found that public awareness of what local government does is at best 'patchy'.

It has also suggested that the most important drivers of council reputation among local residents are:

- perceived quality of services overall
- perceived value for money
- media coverage
- direct communications
- council performance
- a clean, green and safe environment
- positive experiences of contact with council employees

If we are to build a strong reputation, effectively inform residents, engage and improve customer satisfaction, then these drivers must form the basis of our proactive and reactive communications.

At the forefront of our strategy is being mindful that communication is a two-way process. We need to listen and have a system which enables others to easily engage with us.

It is important that we convey to residents that we are working in their best interests. To do so we need to communicate.

- What we are doing for local people?
- How can it help them and their families?

Where we are now:

Currently communications are achieved through:

- The council's website
- Traditional media notices and press releases
- Articles in the bi monthly community newsletter
- Social media channels - Facebook
- Council agenda papers / correspondence
- Annual Meeting
- Customer service – on the telephone, by email and in person
- Councillor interaction
- Issue specific consultation
- Publications
- Wider consultations

Our approach:

Communication is the responsibility of every officer and councillor of the council.

We need to tailor our communications and engagement to maximise impact and reach groups of people more effectively. We also need to constantly evaluate our approach to continue to increase effectiveness.

Understanding our audiences is at the heart of delivering our strategy and we need to regularly evaluate both our proactive and reactive communications.

Where possible, we need to include a summary / narrative of our responsibilities and at least one of our key messages. This will help maintain our profile and build support for our work.

While we want to frequently demonstrate how we are working for our community, we should try to ensure communications have a firm objective - looking at outcomes rather than output.

We need to look at both our proactive and reactive communications – ensuring we have good strategies in place for giving people information to influence and change attitudes, and also for giving residents' information they have requested.

We need to nurture and build relationships with the local media and partners and ensure we respond to requests from journalists in a timely way.

We need to tailor our communications, so they are a fit for our key audiences and reach as many people as possible.

Our Town Clerk and management team are responsible for developing and delivering the associated plans that underpin this strategy. This team manages our communications and provides procedures, guidance and advice to ensure that information is exchanged in an accurate, effective and consistent way.

When looking at key messages, as well as specific messages, we should aim to take the approach of considering:

- Our message
- How we convey that externally
- Evidence to support the message (for example, data to back this up)

Our messaging should:

- focus on what we would like the target audience to know and do
- be tailored and avoid contradiction leading to unrealistic expectations
- use statistics and case studies where possible
- gain third party endorsements
- and encourage target audiences to sit up and take notice.

The above basic test should be applied to all internal and external communications proposals to ensure a more effective and efficient output.

Campaigns

Our residents are made up of people of all ages and backgrounds. They may not seek to increase awareness of, or engage with the council, unless driven to do so by a specific need.

Therefore, an audience-led campaign approach will help us identify how we can best increase the reach of our communications. By agreeing our priorities, we can focus on key messages and forward planning – rather than being reactive and working on an ad hoc basis. This is not only more time efficient but can ensure we keep our narrative clear.

Building campaigns around audiences rather than services ensures a sharper focus on customers and increases the relevance of the information they receive.

A robust campaign is a series of communications activities with a common objective or theme, designed to influence the target audience's perceptions, or effect a behaviour change. This applies to campaigns targeted within the council and outside.

We need to ask:

- What are we trying to achieve – is it relevant?
- Who are we communicating with?
- How does it fit in with our priorities?
- What is the possible impact of this – positive or negative?
- What is the most cost-effective way to achieve this and by when?

All internal and external campaigns should:

- be championed by senior management and councillors
- support council priorities and improve reputation
- show measurable outcomes, and demonstrate value for money
- engage with the audience rather than just informing
- incorporate research, analysis and evaluation where possible
- use an appropriate variety of channels.
- employ the council's key communications channels and functions to support campaign activity
- be led by an overarching strategy that drives effective communications through clear objectives and proactive tactics, identified target audience groups, consistent messaging, and a full range of communications tools
- Be supported by sustained monitoring and evaluation.

Branding

Having a clear and consistently applied brand is essential for any organisation. Our logo and the way we present ourselves to the outside world is one of the most important methods for promoting our shared vision in a clear and cohesive way.

Having a clear and defined brand ensures our residents relate or connect to our services and understand what we deliver. It also helps to ensure that the council is visible and it gives our information credibility and authenticity.

We provide a huge range of services to people across Truro. As a publically funded and democratically accountable organisation it is essential that our residents know where and how we spend our precept and any other funding we receive. This means ensuring that all our departments and the services they provide are easily recognised as being part of Truro City Council.

A consistent and strong brand presence is one way to let people know who is providing these services. By promoting a unified and professional image of the authority we are also giving people a very positive message about how we work and what we are like as an employer.

To ensure the council maintains its strong branding presence we will:

- Ensure that the council logo and brand are applied consistently across all council services
- Review existing guidelines on the use of the corporate brand and logo and assess the quality of communications materials and service material provided to our external audiences.
- Review the branding arrangements with all departments to ensure that the services they provide are recognisable as being delivered / funded by the council.
- Develop a suite of branded templates/documents for use by staff and councillors.
- Require all communications to be clearly branded with the council logo
- Require partner organisations in receipt of council funding to use or align to the council brand following a supplied toolkit that includes guidance on using the logo, colours and fonts
- Explore opportunities for displaying our brand in various different ways, including buildings and sites or events managed by the council

Council website:

Digital communications channels, particularly the website, play an increasingly important role in how we communicate and engage with our audiences.

The website is a key source of information and provides an alternative to face and face and telephone contact.

Following the development of a new website we will be reviewing and refreshing the content on the site to ensure that it is informative, attractive and easily accessible to all sectors of the community.

A growing number of our residents are now using digital forms of communication to seek information and engage with us – both in terms of service requests and general communications.

We will ensure that our social media channels signpost people to the website where additional information and advice will be hosted, services can be accessed or requests raised.

Social Media:

Research shows that the growth of social media will continue and will form a central part of communicating with local residents.

Social media is now one of the main ways in which people find information about TCC and its services.

The council currently has a Facebook page which is mainly utilised as a 'noticeboard' using images and text. It is suggested that the 'comments' function is disabled – largely due to staffing limitations which do not allow for constant monitoring and delivering replies.

Facebook will be updated by the Communications Officer and postings will link back to the TCC website for more comprehensive information.

While social media networking sites such as Twitter, Instagram, YouTube, TikTok and , along with blogs and chat rooms, provide positive opportunities for the Council to engage directly with the public and gain quick customer feedback and input, they require a different approach from the normal channels of communication. It is advised that the Council does not adopt these channels at this stage.

At a future date, the Council may look at displaying short films and consider the possibility of live streaming of meetings - if this could be done in an efficient and cost effective manner.

A Social Media Policy is being developed to support the use of digital communications. This will provide guidance and advice on acceptable practice for both staff and councillors.

PR activity/press releases:

Cornwall has one of the largest number of local media outlets in the country, with a number of local newspapers, two regional TV companies, five radio stations and news agencies, websites and blogs.

Our local and regional media are a trusted and well-used source of information. Positive, honest relationships between the council and journalists are paramount and can often help avert misinformed and /or negative press coverage.

The council also provides articles for the bi monthly community newsletter.

We plan to increase our PR activity and be more proactive in our communications. This will include producing positive and proactive articles on the work of departments and services as well as communicating the decisions and activities of the council and its committees.

This information will be published on the TCC website and promoted via our social media channels as well as in the community newsletter and other publications.

The council will also work alongside partner organisations, such as the BID and Cornwall Council - ensuring press releases accurately reflect the contributions of all parties.

All press releases will be signed off by the Mayor and the Clerk.

A Press and Media policy will be produced for use by all partners. This will set out the process for producing press releases and articles, as well as for responding to media queries and carrying out media interviews, press conferences and photo calls.

Media training will be provided for any staff or councillors who may be required to carry out media interviews.

Internal communications

Providing a regular flow of information between the council and its members and staff is key to maintaining a positive workplace culture. Keeping people informed about events, important policy developments, and the work and ambitions of the council helps create a sense of transparency and respect.

It also helps to improve wider understanding of the organisation as people are given regular insights into the work of other teams and services.

Members - elected members have a key role to play in giving information about the council and its services to their local communities and providing feedback to the council on issues and concerns in their local areas.

To fulfil this role we need to ensure that they have access to relevant and timely information about council actions, decisions and emerging issues. We will provide information to members on issues relating to their local areas as well as briefings on key issues and decisions.

Employees - engaging with our workforce and securing their trust, loyalty and commitment is crucial to maintaining positive employee relations and improving public understanding and perception of the council.

All staff need to understand how their actions contribute towards the overall achievement of priorities and how their behaviour affects the way the organisation is perceived internally and externally. Staff can only fulfil this ambassadorial role if they have a clear understanding of the council's objectives and believe that their views are both heard and, crucially, valued.

Partner organisations –we will develop communication protocols to ensure that partners receive corporate messages so they can understand the council's Strategy and priorities.

We will :

- Place communications with our employees at the heart of the organisation and factored into everything we do.
- Promote staff recognition schemes that celebrate achievement.
- Ensure all communications are real, honest and timely, with information relayed to staff at the same time, or preferably, before it is made public.
- Provide briefings and updates to staff via messages from the Clerk and service heads.
- Work with partners to ensure the council's corporate messages are delivered to all their employees.
- Provide elected members with information and briefings as required
- Carry out annual reviews of all existing communications channels to ensure that they meet the needs of staff and members

Annual Report: ?????

Noticeboards: ??????

Evaluation

The Communications Strategy is expected to help enable the following outcomes:

- Well informed and engaged residents who feel listened to and respected
- Recognition and improved perception of TCC and its services among residents and other key audiences
- Pride in Truro as a place to live, work and visit

To help us focus on these outcomes, rather than simply look at output, we need to monitor and evaluate all communications and make sure are effectively targeting our messages appropriately.

This will include:

- Carrying out 'in house' press coverage / PR monitoring – looking at 'tone' of media coverage (positive, neutral, negative).
- Carrying out surveys
- Questionnaires / focus groups as appropriate
- Monitoring / log of calls / correspondence
- Monitoring of website traffic and Facebook
- Monitoring of public sessions and Q&As.

Communication Policies

The following policies will be updated and will work alongside the Communications Strategy to offer procedural guidance to staff and councillors:

- Press & Media
- Social Media

These policies should be adhered to at all times when carrying out duties on behalf of TCC.

Next steps

- Adopt the new Communications Strategy, Social Media and Press and Media policies
- Ensure all staff and members have clarity and understanding of the Communication Strategy , Social Media and Press and Media policies
- Develop key messages for use in communications
- Review and refresh content on the council website
- Review use of branding across TCC and its partners
- Research how residents currently get their news and information and use this to influence where we get our focus
- Develop a Communications Action Plan to monitor all the key action points from the new strategy, together with expected outcomes and time frames.
- Produce an activity planner to enable the council to track and plan communications, including campaigns and proactive media activities.



Social Media Policy

September 2023

Introduction

Truro City Council strives to be an open and honest organisation which actively engages with residents, businesses, visitors and partners. Our communication with stakeholders should be a two-way process, so everyone's views can help shape the services we provide.

The objective of this policy is to provide councillors and staff with an overview of Social Media and outline the council's position on various aspects of their use. In addition, it includes guidelines on officer and councillor responsibilities when using such channels of communication.

Definition of Social Media

Social media is a term for websites based on user participation and user-generated content. They include social networking sites and other sites that are centred on user interaction. Examples of popular social media tools include Twitter, Facebook, Instagram, Wikipedia, You Tube, TikTok, Pinterest, Snip.It, Linked In and Google Plus.

Social media:

- Covers a wide variety of formats, including text, video, photographs, audio
- Allows messages to flow between many different types of device; PCs, phones and tablets (eg iPad)
- Involves different levels of engagement by participants who can create, comment or just view information
- Speeds and broadens the flow of information
- Provides one-to-one, one-to-many and many-to-many communications
- Enables communication to take place in real time or intermittently

Social media activity isn't something that stands alone, to be effective it needs to integrate as part of the general communications mix.

Any planned campaigns, promotions and activities can be plugged in to social

media platforms to increase reach and exposure. Please refer to the council's Communications Strategy for more information.

Purpose of the Social Media Policy :

Social media provides the council with the opportunity to communicate to a wide audience instantaneously on a range of subjects relating to its activities, providing updates, news, information and sharing relevant information from other sources.

It also provides an opportunity to communicate with the younger age group, the business community and, hopefully, the harder to reach groups.

The council will make use of approved social media tools to quickly disseminate information but needs to carefully control its use in order to minimise the potential risks .

The aim of this Policy is to ensure:

- Engagement with individuals and communities and successful promotion of council-based services through the use of social media
- A consistent approach is adopted and maintained in the use of social media
- That council information remains secure and is not compromised through the use of social media
- That users operate within existing policies, guidelines and relevant legislation such as but not limited to, the Criminal Justice and Public Order Act 1994, Obscene Publications Act, The Copyright, Designs and Patents Act 1998, Computer Misuse Act 1990.
- That the council's reputation is upheld and improved rather than adversely affected
- That communication by use of social media is effective, timely, appropriate, useful ,engages with a wider audience and utilises cross-promotion of other council communication tools (eg website, community newsletter etc

Understanding the risks of using social media

Whilst social media tools such as Facebook and Twitter are very useful to share information quickly with other people, there are some issues to be aware of:

- The information in most cases is shared in the public domain and can be viewed by anyone in the world. Even where sites allow users to set up privacy settings and to block unwanted contacts, the content published may be broadcast beyond a controlled audience. You do not even need to register in many cases to view the content. Registering is only required should you wish to participate and post to the site.
- Groups on specific themes can set up easily and posts are then edited by the owners of that group to reflect their single interest, ensuring theirs is the only voice heard. There is no guarantee of truth and ill-informed comment and gossip is as likely to be found there as useful information.
- The nature of these tools is that information is shared immediately and it is all too easy to respond instantaneously which can result in unintentionally inflaming a situation. Information can then be shared with other sites and be spread far beyond the intended audience. Friends of friends may not be our Friends.
- It is also very easy to spend a lot of time viewing and responding to messages

that would outweigh the value gained in the first place.

- The misuse of social media can result in both civil and criminal action. Users of digital communication channels need to have due regard for such consequences which can include significant fines and, in some cases, imprisonment
- The Data Protection Act applies to the use of digital communications. Therefore, whether using social media for work or personal purposes, you are advised to follow the principles of this act when referring to any other living individual.

Policy statement

There is considerable potential for using social media which can provide significant advantages. The responsible, corporate use of social media is actively encouraged.

This policy provides a structured approach to using social media and will ensure that it is effective, lawful and does not compromise council information or computer systems/networks.

Users must ensure that they use social media sensibly and responsibly, and ensure that its use will not adversely affect the council or its business, nor be damaging to the council's reputation and credibility or otherwise violate any council policies.

Any activity using social media, which could be deemed a breach of the code of conduct, will be subject to investigation in the same way that similar action would be in other circumstances, for example, verbally in the work-place, on the phone or in public.

We do not monitor the use of electronic communications or social media set up by individuals and not in the name of Truro City Council. However, where items are published electronically referring to the council, our business, activities or services, or to named employees in their council role, we may respond where it is brought to our attention.

No data about individuals or organisations collected for the council's business use should be published or distributed via social media because:

- We cannot control or secure the potential audience
- We cannot ensure ownership of this data remains with the council
- We must comply with UK and European laws which state all data must be held on servers in 'approved locations' (we cannot do so for social media providers)
- We must comply with relevant laws before sharing data with partners
- We have a duty of care to the data 'subject'.

The following guidelines apply to online participation and set out the standards of behaviour expected as a representative of Truro City Council.

They apply equally to staff and councillors. This includes agency, temporary or contract member of staff working for us or on our behalf, staff of third-party suppliers contracted to and/or providing services to the council, volunteers working with us on our projects and students on work placements with us.

- Be aware of and recognise your responsibilities identified in the Social Media

Policy.

- Remember that you are personally responsible for the content you publish on any form of social media.
- Never give out personal details of others such as home address and telephone numbers.
- Ensure that you handle any personal or sensitive information in line with the Data Protection Act.
- Use a disclaimer. When using social media for personal purposes, you must not imply you are speaking for the council. Avoid use of the council e-mail address, logos or other council identification. Make it clear that what you say is representative of your personal views only. Where possible, you should include a standard disclaimer, such as: "Statements and opinions here are my own and don't necessarily represent the council's policies or opinions".
- Know your obligations: you must comply with other council policies when using social media. For example, you should be careful not to breach council confidentiality and proprietary information policies.
- Show respect to all. You should be respectful of the authority and employees. Derogatory comments are always wrong.
- Use of the City Council's Facebook account must always reflect the council's position/decisions on a matter and in no circumstances must it be used to express personal opinion, particularly when used by a councillor. If unsure, say nothing.

Councillors are at liberty to set up accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect the council's view.

Councillors should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory, proprietary or libellous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language.

No content published or distributed as an internal communication or as a communication with or between trusted partner(s), may be copied or republished via a digital or social media channel without prior authorisation.

Responsibilities

The Clerk is the designated 'council' owner of social media channels agreed by the council. Only the Clerk or a member of staff nominated by the Clerk may disseminate information on the council's social media channels.

No account details may be changed without the permission of the Clerk.

Social media accounts should make it clear in the description that they are provided by Truro City Council. Our logo must be used as the profile image for service-led accounts unless agreed otherwise with the Clerk.

Staff should not use a separate social media site for content that could (and should) be published on our corporate Facebook sites or the council website.

Individual councillors are at liberty to set up their own accounts but they should ensure they comply with this policy and ensure the 'personal view' disclaimer is used.

Guidance for staff

Personal use of social media

The council does not want to prevent or restrict your use of social media in your own time and for your own purposes.

However, we need to make you aware that if your personal use of social media conflicts with your duties for the council, or your obligations as an employee, as a contracted supplier, a volunteer, then we may take action.

No private information you have as a representative of the council should be copied, published or commented upon when using social media for personal use.

Council employees must not promote personal financial interests, commercial ventures or personal campaigns through corporate social media accounts.

Our standards and codes of behaviour extend beyond the workplace in respect of your actions or communication(s) that could bring the council into disrepute.

Use of social media at work

We do not block access to social media sites at work but will restrict access to sites whose purpose or content are not consistent with our values and policies.

Personal use of social media sites is only permitted in your own time.

If you are suspected of using social media for personal use during working time, just as carrying out other personal activities in work time, you may be subject to investigation and potential disciplinary action.

Your use of social media and other electronic communications, whether for work or personal use, must be consistent with the standards of behaviour expected by the council at all times,

Guidance for Councillors

The council encourages councillors to keep residents informed of local issues and the use of social media can help with this, especially during official council meetings.

Social media channels such as Twitter and Facebook are a quick and direct way of feeding concise updates about a meeting.

The principles below are aimed at the use of Twitter but are equally applicable to other forms of social media.

- Handheld devices and laptops are permitted for use during meetings to allow environmentally friendly and effective communication. The use of such devices is intended to improve communication during meetings - not to interrupt or

distract anyone taking part. Ensure the volume on all electronic devices is turned to 'mute'.

- Councillors' tweets/blogs during council meetings should refer to the discussions which are taking place at the meeting - tweeting/blogging about other subjects will show the public and other attendees at the meeting that you are not engaging properly in the meeting.
- Councillors have a responsibility to take council business seriously and it is not appropriate for members to use social media to tease or insult other members. Truro residents expect debate and to be informed about council business, not witness petty arguments.
- Remember that if you break the law using social media (for example by posting something defamatory), you will be personally responsible.

Guidance on the use of social media is also available on the [LGA website](#)

Facebook strategy

Social networks are rapidly growing in popularity and are used by all ages in society. The most popular social networks are web-based, commercial, and not purposely designed for council use. They include sites like Facebook and TikTok

For individuals, social networking sites provide tremendous opportunities for staying in touch with friends and family. For TCC the sites provide a modern alternative means to communicate with residents of the city.

Facebook offers a rich platform allowing the sharing of unlimited content, including images and videos.

Example activity:

- Share articles / blog posts / expertise
- Start discussions and ask questions to encourage interaction
- Create surveys to encourage participation from visitors
- Upload images and videos
- Generic news – what's happening in the area

One of the hallmarks of online networks is the ability to "friend" others – creating a group of others that share interests and personal news. Care should be exercised when accepting invitations to friend others within personal social networking sites. Friends will gain access to the council's network of contacts on the site.

Good practice guidelines for the use of Facebook by the council as a body or councillors as individuals are:

- As a City Council, we have a professional image to uphold and how we conduct ourselves online impacts this image.
- Remember that people classified as "friends" have the ability to download and share your information with others.
- Post only what you want the world to see. It is not like posting something to your web site or blog and then realising that a story or photo should be taken down. On a social networking site, basically once you post something it may continue to be available, even after it is removed from the site.
- Do not disclose confidential matters or criticise council policies or personnel.

- Set your profile's security and privacy settings carefully. At a minimum, all privacy settings should be set to "only friends". "Friends of friends" and "Networks and Friends" open the content to a large group of unknown people.
- All activity on the council facebook page must follow the council's agreed statement of purpose and outcomes for the use of the networking tool.
- Do not post images that include young people without parental permission.
- Pay close attention to the site's security settings and allow only approved personnel full access to the site.
- Only add statements approved by either Full Council, a committee, the Mayor or the Clerk.
- Do not use commentary deemed to be defamatory, obscene, proprietary, or libellous. Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations.
- Weigh whether a particular posting puts your effectiveness at TCC at risk.
- To reduce security risks, do not install any external applications that work with the social networking site. Examples of these sites are calendar programs and games.
- Maintain updated anti-virus and malware protection to avoid infections of spyware and adware that social networking sites might place on your computer.
- Be careful not to fall for phishing scams that arrive via email or on your wall, providing a link for you to click, leading to a fake login page.
- If you find information on the social networking site that falls under the mandatory reporting guidelines then you must report it as required by law.
- Please stay informed and cautious in the use of all new networking technologies.

Other social media

At this stage it is not intended to have any other forms of social media for official use by Truro City Council. However this could be open to review in the future.

Councillors are entitled to use any form of social media they wish to but must abide by this policy at all times when so doing.

Although Truro City Council does not currently have a corporate Twitter account, we are aware that members of staff and councillors use Twitter.

Twitter is a 'microblogging' platform which allows users to post short messages and converse with other users. Unlike email or text messaging, these conversations take place in the open and engage audiences in discussions about services, products and issues– connecting a vast amount of likeminded people in an often targeted and purposeful way.

Example activity:

- Share relevant articles / blog posts / expertise
- Start discussions and ask questions to encourage interaction
- Link to Facebook content / surveys / pictures / videos
- Follow and participate in discussions with other related tweeters
- Comment on tweets and re-tweet other posts to build community

- Offer relevant Q&A sessions
- Provide information and news updates on council activities
- Disseminate information in emergency situations

Councillors are at liberty to set up their own accounts subject to following the guidelines :

Key questions when tweeting are:

- What do the followers really want to know?
 - When do they need to know it?
 - Why is the information you're sharing relevant?
- Am I the most appropriate person to be responding to queries/commenting on tweets if it is a council-related matter?

The acceptable use of social media by customers and residents

We recognise that social media has an important role to play in how we communicate with, engage and promote dialogue with our residents. For some people social media channels are their preferred method of interacting with the council.

We are pleased to be able to offer this method for people to get in touch, to ask us questions, reporting issues and to seek our help or support.

We have an existing process for dealing with complaints – visit our website for more information.

We acknowledge that everyone has a right to free speech. This is enshrined in law. But, a right to free speech must be balanced with UK laws covering matters such as libel and defamation, contempt of court, harassment, the Communications Act, Computer Misuse Act and what is generally acceptable.

As a council, we also have a duty of care towards our staff and councillors.

What is and isn't acceptable

We know that there will be times when people will be unhappy with what the council does (or doesn't do) or the decisions it takes.

Criticism is a fact of life and we know organisations like ours are in the public spotlight. We encourage public debate and it's good that people are free to share their views about the city and the council.

However we draw the line at posts or messages, on whatever channel or social media site, that cross the line in terms of acceptability. This includes targeting named members of staff or members with direct, unacceptable, criticism.

We will reserve the right to take action in relation to social media posts or messages which:

- Are abusive
- Are harassing

- Are threatening
- Use sexist, racist or other unacceptable language/swear words which are intended to cause concern/harm
- Are defamatory or libellous.
- May be in contempt of court
- Break any other law (such as hate crime)
- Are spam
- Contain inappropriate material (photographs or video)
- Incite someone/people to break the law.

How we will deal with unacceptable behaviour

In the first instance, the Clerk will issue a written warning to the author in private via a direct message, or email if appropriate and any inappropriate material will be immediately removed from the council's social media feeds.

The council will make all efforts to identify the person responsible, but where they cannot, or, in the case unacceptable content continues to be published, it will remove posts, messages or content considered to be unacceptable, from the council's social media feeds.

If unacceptable behaviour continues the council will consider blocking users from interacting with the council's social media channels.

A decision to block a user will be made by the Clerk in consultation with the Mayor.

If a block is imposed, the Clerk will write to the person concerned, explaining the reasons and setting out the terms of when the council will review the block. The Clerk will use their discretion and a decision whether to continue blocking a user will be made on a regular basis.

Unacceptable behaviour may also be addressed by restricting the way someone can communicate with the council, or their participation / attendance at meetings.

We may also report the matter to the police where behaviour amounts to abuse or harassment or a criminal offence is suspected. All decisions on these matters will be made by the Clerk in consultation with the Mayor.

And, the council reserves the right to take whatever legal action that may be necessary in the case of libellous or defamatory posts/messages.

Correspondence

Update on Clock Tower from Helen Nicholson.

Planned completion date is 13th October, with a significant withdrawal from the site from 20th September when the tower crane is expected to be removed from site, and then again between 25th September and 6th October when the scaffold is dismantled. See key dates below:

- Crane removal - 20/09/23
- Scaffold dismantling - 25/09/23 - 06/10/23
- Hoarding removal - 09/10/23 - 13/10/23