



Frodsham Town Council

Guidelines for Contact with Media

1 Print Media, TV & Radio

- 1.1 The Town Clerk is responsible for issuing News Releases, which communicate new strategies, major projects and stories of local interest. The Town Clerk should agree the content of the News Release with the Chair of the Council prior to its issue.
- 1.2 Requests made under the provisions of Freedom of Information Act 2000 will be dealt with by the Town Clerk, taking full account of relevant prevailing legislation, including provisions of the Data Protection Act 1998.
- 1.3 Officers will only comment & be identified in order to confirm matters of fact or operational details and will not express a personal opinion on policy issues.
- 1.4 The Chair (or Chair of Committee or the leader of the Working Group responsible for the operational area) will issue statements on matters of policy. Normally any quotation will be prefaced with the phrase "Cllr [name], Chair of [the Council/name of Committee] said ..." or similar.
- 1.5 Members of the press & media wishing to contact the Council with an enquiry will contact the Town Clerk in the first instance (see below for contact details). Examples of local media include:
 - Frodsham Life
 - The Chronicle (Frodsham & Helsby Edition)
 - Radio Merseyside
 - Dee 106.3
 - BBC NWT
 - ITV Granada Reports

2 Social Media (see also Social Media Guidance)

- 2.1 Social media (Facebook, Twitter etc) is a powerful tool and, employed prudently, can help raise the Council's profile and improve communications between the Council & the people it serves.
- 2.2 It is critical that any interaction by Councillors & employees – with each other and/or with the public - is consistent with good practice, ie, it should be rooted in the principle of mutual respect and should not bring the Council into disrepute.

3 Using the FTC Logo

- 3.1 The Town Council adopted 'The Bee' as its symbol in honour of Rev William Charles Cotton (a former vicar and an authority on bee keeping), using it in its regalia and the blue plaques placed on buildings & structures of historical value. The volant bee logo (top left corner) was adopted in 2011.
- 3.2 The media may reproduce the logo with the Council's prior written permission.

4 Filming in Frodsham

- 4.1 Frodsham has a proud history of providing the setting for films and television programmes and we hope that this tradition continues to thrive. Films & TV programs shot on location in Frodsham include:
 - Robin Hood (1991, Hollywood)
 - Hollyoaks (1995, Channel 4)
 - Far from the Madding Crowd (1998, ITV)
 - Merseybeat (2001, BBC)
 - Antiques Road Trip (2012, BBC)
 - Location, Location, Location (2013, Channel 4)
 - Best of Both Worlds (2013, Channel 4)
- 4.2 The production company is responsible for ensuring that it has permission(s) from relevant bodies (FTC, Borough Council and Cheshire Police etc) to undertake location filming.

5 Contact Details

Town Clerk, Frodsham Town Council, Castle Park, Castle Park, Frodsham WA6 6SB
Tel: 01928 735150
Email: townclerk@frodsham.gov.uk

