

Central  
Bedfordshire  
Council  
Priory House  
Monks Walk  
Chicksands,  
Shefford SG17 5TQ



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| <b>CONSTITUTION ADVISORY GROUP</b>     |
| <b>DATE: 1<sup>st</sup> April 2010</b> |

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| <b>TITLE</b>     | <b>Guidance for the Management of Events and Media Relations</b> | <b>ITEM NO.</b> |
| <b>REPORT OF</b> | Assistant Director (Communications)                              |                 |

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| <b>PURPOSE</b> | To suggest that corporate guidance be considered in order to support appropriate and consistent management of publicity events and activities of Central Bedfordshire Council. |
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| <b>ORIGIN OF PROPOSAL</b> | The draft guidance was prepared by the Assistant Director (Communications) following a number of incidents and enquiries that demonstrated that there was confusion about appropriate publicity protocols. |
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| <b>RECOMMENDATION:</b>                                                                                                                                                                  |
| (1) That the substance of the draft guidance note be considered by the Constitution Advisory Group.                                                                                     |
| (2) That the Constitution Advisory Group considers whether this guidance should form part of the Council's constitution or be circulated as less formal advice to officers and Members. |

**SUPPORTING INFORMATION**

1. The Council is involved in the organisation of many formal events, the vast majority of which should involve Elected Members.

2. Members have a variety of roles and responsibilities within the Council and consequently within formal events that the authority organises.
  3. In order to ensure that all Member roles are recognised and that Councillors can therefore be appropriately engaged in events and publicity activities, the attached guidance note has been developed.
  4. The document is drawn from existing constitutions of other authorities in the Eastern region.
  5. It addresses the issues of Member engagement and invitations in civic, ceremonial and official events.
  6. It also reflects an informal protocol relating to the representation of Members in news releases of the Council.
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| <b>Contact Officer Details:</b>                                                                                                                                                         |
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| <b>Key Background Papers:</b> |
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