

Report No.

London Borough of Bromley

PART 1 - PUBLIC

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**Decision Maker:** Executive and Resources  
Policy Development & Scrutiny Committee

**Date:** 27 March 2013

**Decision Type:** Non-Urgent                      Non-Executive                      Non-Key

**Title:** Communications Policy

**Contact Officer:** Susie Clark, Communications Executive  
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**Chief Officer:** Charles Obazuaye, Assistant Chief Executive (HR)

**Ward:** N/A

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1. Reason for report

1.1 The E&R PDS Committee requested an overarching policy for staff covering all forms of communication, both internal and external, including the internet, email and social networking.

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2. RECOMMENDATIONS

Members to recommend the policy with any amendments to the General Purposes and Licensing Committee for approval.

### Corporate Policy

1. Policy Status: Existing policy.
  2. BBB Priority: Excellent Council.
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### Financial

1. Cost of proposal: No cost
  2. Ongoing costs: N/A.
  3. Budget head/performance centre: N/A
  4. Total current budget for this head: £N/A
  5. Source of funding: N/A
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### Staff

1. Number of staff (current and additional): N/A
  2. If from existing staff resources, number of staff hours: N/A
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### Legal

1. Legal Requirement: No statutory requirement or Government guidance.
  2. Call-in: Call-in is not applicable.
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### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): N/A
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### Ward Councillor Views

1. Have Ward Councillors been asked for comments? N/A.
2. Summary of Ward Councillors comments: N/A

### **3. COMMENTARY**

- 3.1 The Communications Policy is an overarching policy for staff covering all forms of communication. It is drawn from existing guidance and contains a clear set of rules for all employees, including teachers, regarding the way in which they conduct themselves in all forms of communication both inside and outside the Council. The policy makes reference to electronic communication including the internet, email and social networking as well as covering telephone communication, letters and the Council's approach to dealing with the media.
- 3.2 A small officer working group with representatives from Human Resources, Communications, Bromley Knowledge and Information Systems worked on the policy to ensure that all forms of communication were considered and covered in the draft policy.

### **4. POLICY IMPLICATIONS**

- 4.1 Overarching policy for staff drawn from existing guidance.

### **5. LEGAL IMPLICATIONS**

- 5.1 As detailed in the attached policy.

### **6. PERSONNEL IMPLICATIONS**

- 6.1 As detailed in the attached policy.

<b>Non-Applicable Sections:</b>	Financial
Background Documents: (Access via Contact Officer)	None