

PURDAH RULES

Could a reasonable person conclude that you were spending public money to influence the outcome of the election?

What You Shouldn't Do

- Produce publicity on matters which are politically controversial;
- Make references to individual politicians or groups in press releases;
- Arrange proactive media or events involving candidates;
- Issue photographs which include candidates;
- Supply Council photographs or other materials to Councillors or political group staff unless you have verified that they will not be used for campaigning purposes;
- Continue hosting third party blogs or e-communications;
- Help with national political visits, as this would involve using public money to support a particular candidate or party. These should be organised by political parties with no cost or resource implications for the Council.

What You're Allowed to Do

- Continue to discharge normal Council business—including determining planning applications, even if they are controversial;
- Publish factual information to counteract misleading, controversial or extreme information;
- Use relevant lead officers rather than members for reactive media releases;
- Use a politician who is involved in an election when the Council is required to respond in particular circumstances, such as in an emergency situation;
- If you are in any doubt, seek advice from your returning officer and/or monitoring officer, legal or communications colleagues.

You must always be guided by the principle of fairness. It is crucial that any decision taken would be seen as fair and reasonable to the public and those standing for office.