

# Pre-election publicity guidance

Police and Crime Commissioner  
Election – Dyfed Powys Police Area

2 May, 2024



Cyngor Sir  
**CEREDIGION**  
County Council



# Guidance for Councillors and Employees in the run up to the Police and Crime Commissioner Election – 2 May, 2024

## INTRODUCTION

The Police and Crime Commissioner elections will be taking place on **2 May, 2024**.

Each of the four Local Authorities in the Dyfed Powys Police Area will be administering the election for their Local Authority voting areas (Carmarthenshire, Ceredigion, Pembrokeshire and Powys).

The election will be administered by Eifion Evans, Ceredigion County Council as the Police Area Returning Officer.

This guidance applies to all Council Members, employees and Council's contractors.

The Election Notice will be published on **25 March, 2024**, and the period between this notice and the election is called '**the election period**'. This protocol applies during the election period i.e. from 25 March 2024 – 2 May 2024 (inclusive).

## GUIDANCE

1. During the election period the Council needs to ensure that it remains impartial.
2. The Council should not give prominence or publicity to any political party and/or particular candidate. During this period, care is therefore needed regarding matters presented to Council, Executive Board/Cabinet and Committees or matters which receive public attention and which are seen to be linked to any political party and/or an individual candidate.
3. The Council should strive to take a neutral stance and should avoid doing anything or saying anything that could be perceived as promoting any political party and/or an individual candidate.
4. Council publicity should not deal with controversial or politically sensitive issues at a local or national level or report views, proposals or recommendations in such a way that identifies them with any political parties and/or an individual candidate.

5. The law in relation to this matter does not silence the Council, but seeks only to prevent public money being used to support political parties and individual candidates.
6. Candidates can legitimately issue their own press releases or public information, to seek to influence their electorates. It should be clear that these represent the views of those political parties and/or an individual candidate however and not that of the Council.
7. During this period the Council, councillors and employees will not make statements that could in any way affect any political party and/or an individual candidate.
8. The Council should not undertake engagements or make any announcements or decisions, which are or could be construed as conferring any political party and/or an advantage on a particular candidate.
9. Consultation exercises should continue as normal during the election period provided there is no reference or link to any political party and/or an individual candidate.
10. Employees must be impartial and ensure that public resources are not used for the purposes of any political party and/or an individual candidate. Letters or e-mails from all candidates should receive equal treatment and Council facilities must not be used for the printing, translating and posting of candidates', publicity. Employees must not provide briefings for use in election campaign debates/literature and publicity material relating to individual candidates and the Council's website or intranet will not be used for these purposes.
11. County Councillors and Officers are not permitted to use their Council e-mail account for any election campaigning purposes.
12. During the election period, events organised by the County Council or that are held within a Council establishment cannot publicise or support any presence or messaging from any political party and/or an individual candidate.
13. During the election period, meetings with candidates, politicians or current post-holders should be avoided unless they are regular meetings (for example, of a partnership body) in which the individuals concerned normally take part. Officers should therefore generally refrain from inviting candidates to meetings, conferences, openings or launches during the election period including any virtual/online events.
14. Candidates are not permitted to use schools and public meeting rooms during the pre election period for campaigning purposes. Also, it is not appropriate for any political party or/and any candidates' posters or stickers to appear in, on or within council offices, residential homes, depots, schools, vehicles etc.
15. We may publish factual information about candidates if requested to do so by the Returning Officer.

16. All contact with the press should be via the relevant authority's Marketing and Media team/Communications and any Council statements attributed to a named senior officer, as per the relevant authority's Press and Media Protocol. For the avoidance of any doubt, elected officials should not give media interviews during this period - such interviews should instead be given by an appropriate senior officer.
17. No photographs of candidates in the election will be issued or published by the Council.
18. Particular care is needed by all in relation to the use of X (Twitter), Facebook, Instagram, blogging as well as all other social media.
19. Regular media column pieces by elected officials should be suspended during this period.
20. If Members or Officers have any questions in relation to particular circumstances they should contact:

### **Ceredigion**

<b>Name</b>	<b>Role</b>	<b>Contact Details</b>
Elin Prysor	Monitoring Officer and Corporate Lead Officer: Legal and Governance	01545 572120 <a href="mailto:Elin.Prysor@ceredigion.gov.uk">Elin.Prysor@ceredigion.gov.uk</a>
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Communications Team	Communications Officers	<a href="mailto:pressoffice@ceredigion.gov.uk">pressoffice@ceredigion.gov.uk</a>
Eifion Evans	Police Area Returning Officer and Local Returning Officer	01545 572004 <a href="mailto:RRO-PARO@ceredigion.gov.uk">RRO-PARO@ceredigion.gov.uk</a>

## Carmarthenshire

Name	Role	Contact Details
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## Pembrokeshire

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Will Bramble	Local Returning Officer	<a href="mailto:will.bramble@pembrokeshire.gov.uk">will.bramble@pembrokeshire.gov.uk</a>

## Powys

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