



Borough of Tamworth

Marmion House,
Lichfield Street, Tamworth,
Staffordshire B79 7BZ.

Enquiries: 01827 709 709
Facsimile: 01827 709 271

APPOINTMENTS AND STAFFING COMMITTEE

13 July 2021

Dear Councillor

A meeting of the Appointments and Staffing Committee will be held in **Council Chamber, Marmion House, Lichfield Street, Tamworth, B79 7BZ on Wednesday, 21st July, 2021 at 6.00 pm.** Members of the Committee are requested to attend.

Yours faithfully

A handwritten signature in black ink, consisting of a stylized 'A' followed by a long horizontal line that tapers to a point.

Chief Executive

A G E N D A

NON CONFIDENTIAL

- 1 **Apologies for Absence**
- 2 **Minutes of the Previous Meeting (Pages 5 - 6)**
- 3 **Declarations of Interest**

To receive any declarations of Members' interests (pecuniary and non-pecuniary) in any matters which are to be considered at this meeting.

When Members are declaring a pecuniary or non-pecuniary interest in respect of which they have dispensation, they should specify the nature of such interest. Members should leave the room if they have a pecuniary or non-pecuniary interest in respect of which they do not have a dispensation.

4 Temporary Growth and Enterprise Officer (Pages 7 - 12)

(Report of the Assistant Director, Growth and Regeneration)

5 Pay Policy Statement 2021 (Pages 13 - 26)

(Report of the Head of Human Resources and Organisational Development)

6 Social Media Policy (Pages 27 - 50)

(Report of the Assistant Director, People)

7 Exclusion of the Press and Public

To consider excluding the Press and Public from the meeting by passing the following resolution:-

“That in accordance with the provisions of the Local Authorities (Executive Arrangements) (Meeting and Access to Information) (England) Regulations 2012, and Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting during the consideration of the following business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 1 of Part 1 of Schedule 12A to the Act and the public interest in withholding the information outweighs the public interest in disclosing the information to the public”

At the time this agenda is published no representations have been received that this part of the meeting should be open to the public

8 Summary of HR Changes to 31st March 2021 (Pages 51 - 66)

(Report of the Head of Human Resources and Organisational Development)

Access arrangements

If you have any particular access requirements when attending the meeting, please contact Democratic Services on 01827 709267 or e-mail democratic-services@tamworth.gov.uk. We can then endeavour to ensure that any particular requirements you may have are catered for.

Filming of Meetings

The public part of this meeting may be filmed and broadcast. Please refer to the Council's Protocol on Filming, Videoing, Photography and Audio Recording at Council meetings which can be found [here](#) for further information.

If a member of the public is particularly concerned about being filmed, please contact a member of Democratic Services before selecting a seat.

FAQs

For further information about the Council's Committee arrangements please see the FAQ page [here](#)

To Councillors: J Oates, D Cook, S Doyle, R Pritchard and S Peple.

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MINUTES OF A MEETING OF THE APPOINTMENTS AND STAFFING COMMITTEE HELD ON 6th APRIL 2021

Present: Councillor D Cook (Chair), Councillors S Doyle, J Oates,
Dr S Peple and R Pritchard

The Following Officers were present: Anica Goodwin (Executive Director Organisation), Sarah McGrandle (Assistant Director Operations and Leisure), Anna Miller (Assistant Director – Growth & Regeneration), Matthew Fletcher (Head of Economic Development and Regeneration), Adey Ramsel (Theatre, Artistic and Events Manager), Tracey Pointon (Legal Admin & Democratic Services Manager) and Jodie Small (Legal, Democratic and Corporate Support Assistant)

29 APOLOGIES FOR ABSENCE

There were no apologies for absence

30 MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 4th March 2021 were approved and signed as a correct record.

(Moved by Councillor S Peple and seconded by Councillor J Oates)

31 DECLARATIONS OF INTEREST

There were no Declarations of Interest.

32 FUTURE HIGH STREETS FUND PROGRAMME TEAM

Report of the Assistant Director Growth and Regeneration to agree new posts associated with the delivery of the Future High Street Fund programme of building works.

RESOLVED: That the Committee

1. Approved the creation of the following three posts:
Programme Manager – Grade J + Market Supplement of £7.5k – 3 years min
Project Officer – Grade G – 3 years min

Project Officer – Grade G – 2 years min

2. Authorised the Chief Executive to implement the changes and;
3. Agreed that in the first week of May 2021 the Future High Street Fund Board will email members of the Appointments and Staffing Committee with progress on the appointments of the posts.

(Moved by Councillor D Cook and seconded by Councillor R Pritchard)

33 TAMWORTH ASSEMBLY ROOMS RELAUNCH

Report of Assistant Director Operations & Leisure and the Theatre Artistic and Events Manager to agree the new staffing structure to support the existing Arts & Events team, to enable the reopening of the Tamworth Assembly Rooms and Conferencing Centre and to deliver the full events programme for the Castle and outdoor events 2021/22.

RESOLVED: That the committee

1. Approved the proposed organisational structure for the Arts and Events Team (detailed at Appendix 1) and;
2. Delegated implementation of the new structure identified at Appendix 1 (including consultation) to the Executive Director Organisation.

(Moved by Councillor J Oates and seconded by Councillor R Pritchard)

Chair _____

WEDNESDAY, 21 JULY 2021

REPORT OF THE ASSISTANT DIRECTOR GROWTH AND REGENERATION

TEMPORARY GROWTH AND ENTERPRISE OFFICER

EXEMPT INFORMATION

None

PURPOSE

To agree an additional but temporary post of Growth and Enterprise Officer, associated with delivering specific projects around Street Trading Policy and Car Park Operations focused on income generating activities with designated targets and outputs.

RECOMMENDATIONS

That the Committee:

1. Approves the creation of an additional Growth and Enterprise Officer at Grade F, 3 days a week, temporary for 18 months.
2. Authorise the Chief Executive to implement the changes.

EXECUTIVE SUMMARY

The Economic Development and Regeneration Service had additional essential income generating responsibilities added to its service areas in 2019 / 2020:

- car parks, in terms of strategy, infrastructure and operations (not enforcement)
- street trading
- market operations

Due to wider service priorities such as the Future High Streets Fund and service delivery arising as a direct result of the pandemic, it has taken time to understand the baseline position of these service areas for the following reasons:

- FHSF workload;
- Covid related workload around the distribution of grants;
- Reset and Recovery; and
- The transfer of duties were not supported by the transfer of staff.

These new and unforeseen workloads has unfortunately meant that the necessary service improvements to new work streams has not progressed as anticipated. Given that FHSF workload will again create capacity issues with the delivery of a new enterprise centre and flexible space around Middle Entry, that will require the ED and Regen team to contribute to, there is becoming an urgency to create capacity to move income generating workload forwards.

The service is involved in the delivery of outcomes related to the Corporate Reset and Recovery Programme specifically leading on the Economy, Business and Regeneration work stream. Currently work on this workstream is resourced from within existing capacity but as requirements grow, there will be limitations on resource.

To meet income targets, legislative / regulatory requirements there is an immediate need to fund a temporary post of an additional Growth and Enterprise Officer on a part time basis (3 days per week) for up to 18 months to increase capacity in order to deliver the following specific work streams:

- Project manage the review of Street Trading Policy, associated licences / permits, secondary policies and relevant processes from inception to completion with launch in September 2022
- Lead on consultation of policies and processes and seek approval through relevant governance processes.
- Oversee the implementation of the policy dealing with all matters related to its launch.
- Support the development of the Car Parking estate specifically focusing on the implementation of new contracts and services to support income generation, not day to day operations.
- Cover duties at the TEC, where the permanent Growth and Enterprise Officer is unavailable / on leave, in order to provide service resilience.

RESOURCE IMPLICATIONS

The role and core functions of this role will be the same as the current, permanent, full time Growth and Enterprise Officer.

The primary focus of the role will be to ensure the Council has all policies, procedures and processes in place and consulted upon around the wide remit of activities identified under Street trading policy, by September 2022, when current temporary government legislation around pavement licences end.

In order to ensure policies are developed to the correct details, stakeholders are consulted and correct governance is followed, an officer is needed for start by no later than 1st September 2021.

The following shows key timelines of activity for this officer in delivering outputs in support of the permanent G&E officer.

- **September 2021 to March 2022**
 - Engage with relevant stakeholders
 - Draft policies and procedures
 - Agree and design internal processes

- Lead project working group
- Engage members
- **March to September 2022**
 - Lead and respond to Public consultation
 - Amend policy based on consultation
 - Set fees and charges
 - Engage Members
 - Go through relevant Governance committees; ISG; Licencing Committee; Cabinet.
 - Support TEC and G&E capacity during TEC 2 design phase.
- Support development of car park strategy / review
- **September 2022 to end Feb 2023**
 - Oversee implementation of policy going live.
 - First point of contact for internal and external stakeholders – queries / complaints.
 - Review processes to ensure working correctly.
 - Close Street trading policy project
 - Support TEC and G&E capacity during TEC 2 build phase.
 - Support development of car park strategy / review.

The costs for this additional role are as follows and will total £33,416 for 18 months.

Grade F – scp 23	2021/2022 (7months)	2022/2023 (10 months)	TOTAL
Basic Pay (2.5% uplift per annum)	£9,952	£16,568	£26,520
On costs (26%)	£2588	£4,308	£ 6,896
Total	£12,540	£20,876	£33,416

This role will be funded from existing budget within in the wider Economic Development and Regeneration Service. £17,600 will be funded from salaries underspend in 2021/22. £6800 from growth hub retained fund & £9052 from economic development retained fund.

LEGAL/RISK IMPLICATIONS BACKGROUND

Without additional resource, there are the following risks to service delivery:

- New Street trading processes and policies are not ready in time for September 2022.
- Opportunities to increase income from areas such as car parking and street trading policy is not realised, with no strategy for improvement or development put in place.
- The Head of Service will not have capacity to bring forward significant corporate priorities as per expectations.
- Relevant strategies are not developed to allow a clear structure for future service delivery resource planning – town centre, car parks, visitor economy, business support.
- Not enough capacity and resource is committed to acting client side on the TEC / Middle Entry FHSF projects in the enabling phases to ensure correct products.

EQUALITIES IMPLICATION

None

SUSTAINABILITY IMPLICATIONS

This role, whilst identical to that of the current Growth and Enterprise Officer will have a specific focus on two areas (street trading policy / car parks) that have the potential to create significant additional revenue for the Council, if given the correct level of investment. Growing income in these areas will contribute to the wider financial sustainability of the Council.

BACKGROUND INFORMATION

The current workload of the core EDR team, excluding temporary contracts and day-to-day roles, is vast and diverse. The team is effectively split into three specialist services, Economic Development, Regeneration and Commercial Services.

This part of the business case specifically looks at the commercial services team, which has responsibility for the following:

- Operation and development of Tamworth Enterprise Centre.
- Development and future operation of TEC 2 and Middle Entry project - FHSF.
- Contract management and development of Tamworth Market.
- Operation and development of Car Parking estate.
- Operation and development of street trading policy and linked policies, processes.

The current Growth and Enterprise Officer is primarily responsible for this area with support from the Head of Service. The commercial services team faces the following challenges in context of the resource it has available:

- Legacy issues – car parks / street trading policy have ongoing issues that have not been fully resolved and require detailed interventions in a short time period.
- Low income - Street trading budgets and related activity need to be reviewed to ensure they are fit for purpose and that correct fees and processes are in place. Due to the pandemic car parks revenues have more than halved with severe uncertainty about future revenue. This has been exacerbated by critical issues with current machine infrastructure.
- The Street Trading policy is a significant project that touches upon and impacts across broader corporate themes, the project actually is more about how the council licenses and approves activity across the wider public realm – private ownership and public. Whilst street trading policy could be looked at very much in isolation, to do a wider piece of work would assist with a coordinated approach to generating and managing commercial focused incomes in a consistent and clear manner.
- The nature of the work streams require intensive consideration, consultation, stakeholder engagement and many must go through corporate governance structures.
- Capacity within the wider team is very limited and in some areas, particularly around the commercial work streams is only enough to keep services running at a minimum, with little or no capacity to continue the development of programmes / projects.

The wider EDR team has the following Critical work streams, on top of day to day work, that are going to need the most investment over the next 2 years:

- Gungate
- Town Centre Strategy / Masterplan
- ARG business support
- Levelling up fund submission
- Amington Local Centre, community woodland and local nature reserve extension
- TEC 2 client side
- Middle Entry Client side
- Street trading policies and implementation
- Car park policies, review and delivery implementation.
- Market operator implementation
- Shared prosperity fund
- R&R work streams – Economy, Business and Regeneration

REPORT AUTHOR

Matthew Fletcher – Head of Economic Development and Regeneration

LIST OF BACKGROUND PAPERS

Business Case

APPENDICES

None

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WEDNESDAY, 21 JULY 2021

REPORT OF THE HEAD OF HR AND OD

PAY POLICY STATEMENT 2021

EXEMPT INFORMATION

None

PURPOSE

This report details Tamworth Borough Council's Pay Policy Statement so that statutory guidance as set out in S38 of the Localism Act is adhered to.

RECOMMENDATIONS

It is recommended that:

The Committee approve the Pay Policy Statement 2021 to be presented to Full Council for adoption and publication in line with the Localism Act 2011.

EXECUTIVE SUMMARY

Under section 112 of the Local Government Act 1972, the Council has the "power to appoint officers on such reasonable terms and conditions as authority thinks fit". The Pay Policy Statement (Appendix 1) sets out the Council's approach to pay in accordance with the requirements of Section 38 of the Localism Act 2011.

The purpose of the statement is to provide transparency with regards to the Council's approach to setting the pay of its employees by identifying:

- The methods by which salaries of all Tamworth Borough Council employees are determined,
- The detail and level of remuneration of Tamworth Borough Council's most senior staff i.e. 'Chief Officers', as defined by the relevant legislation,
- The Committees responsible for ensuring the provisions set out in this statement are applied consistently throughout the Council and recommending any amendments to Full Council.

Once approved by Full Council, this policy statement will come into effect and will be subject to review on a minimum of an annual basis in accordance with the relevant legislation prevailing at that time.

The Equality Act 2019 (Specific Duties and Public Authorities) Regulations 2017 require Tamworth Borough Council to calculate and publish the pay gap between male and female employees each year. The data is based on the pay situation as at 31st March each year and is published on Tamworth Borough Council's and the Government's website. The report was ratified by Council on 16th March 2021.

RESOURCE IMPLICATIONS

There are no resource implications associated with this report. All pay is accounted for with the approved Council budget; current salaries are budgeted at £11,650,820 for 2021/22.

LEGAL/RISK IMPLICATIONS BACKGROUND

Section 38 of the Localism Act must be complied with, therefore, so as to minimise the risk this report must be approved by full Council.

EQUALITIES IMPLICATION

The Localism Act was subject to consideration in terms of compatibility with the European Convention of Human Rights and contains a statement by the then Secretary of State that the provisions are compatible with equalities legislation. The Pay Policy Statement is now part of a wider transparency and equalities framework alongside gender pay gap reporting requirements.

SUSTAINABILITY IMPLICATIONS

None

BACKGROUND INFORMATION

The Council has published a pay policy on an annual basis, in line with legislation, since 2012. The first annual Gender Pay Gap report was published in 2018 to meet new legislative requirements.

REPORT AUTHOR

Jackie Noble – Head HR and Organisational Development

LIST OF BACKGROUND PAPERS

Pay Policy 2020

APPENDICES

Appendix 1 Pay Policy Statement 2021

PAY POLICY STATEMENT 2021

Document Status: DRAFT

Document Ref: HRPP2021

Originator: Jackie Noble

Owner: Zoe Wolicki/ Anica Goodwin

Version: 01.01.09

Date: 02.07.21

For Approval by Full Council

Classification: SEC1 - Routine

Document Location

This document is held by Tamworth Borough Council, and the document owner is Anica Goodwin. Printed documents may be obsolete; an electronic copy will be available on Tamworth Borough Councils Intranet. Please check for current version before using.

Revision History

Revision Date	Version Control	Summary of changes
17.01.13	2013	Update figures and spinal column points
09.01.14	2014	Reviewed & updated with 2013 pay settlement
10.02.15	2015	Updated following 2015 settlement
04.03.15	2015	Finalised figures based on recommendations of Leader & Appointments & Staffing Committee 26.2.15
17.02.16	2016	Reviewed & Updated
16.02.17	2017	Reviewed and updated
20.03.17	2017 final	Finalised for Full Council Approval
13.04.18	2018	New format, reviewed information and updated with 2018 pay settlement Addition of gender pay information
04.04.19	2019	Reviewed information and updated with 2019 new grade structure and gender pay information
24.08.20	2020	Reviewed and updated
07.09.20	2020	Updated to take into account 2020 pay settlement
17.05.21	2021	Reviewed and updated

Key Signatories

Approvals Creation and Major Change

Name	Title	Approved
Appointments & Staffing	Head of Paid Service	
Full Council	Leader of the Council	

Approval Path

Major Change

Anica Goodwin
Andrew Barratt
Trade Union Liaison Group
Appointments & Staffing
CMT / Cabinet
Full Council

Action

Submission
Sponsor
Consultative Group
Approval
Corporate Approval
Council Approval

Document Review Plans

This document is subject to a scheduled annual review. Updates shall be made in accordance with business requirements and changes and will be with agreement with the document owner.

Distribution

The document will be published on our internet site.

Security Classification

This document is classified as SEC 1 Routine with access restricted to Tamworth Borough Council Staff and business partners.

1. Purpose and Scope of the Policy Statement

- 1.1 Section 38 (1) of the Localism Act 2011 requires the Council to prepare an Annual Pay Policy Statement.
- 1.2 The purpose of this statement is to provide transparency with regard to the Council's approach to setting the pay of its employees by identifying:
- The detail and level of salary for each of the Chief Officers as defined by relevant legislation
 - The salary of the lowest paid employee
 - The relationship between the salaries of Chief Officers and other employees
 - The methods by which salaries and grades of employees are determined
 - The committee responsible for ensuring the provisions set out in this statement are applied consistently throughout the council and recommending any amendments to full council
- 1.3 In determining the pay of all of its employees, the Council will comply with all relevant employment legislation. This includes the:
- Equality Act 2010 (incorporating the Gender Pay Gap Regulations 2017)
 - Part Time Employment (Prevention of Less Favourable Treatment) Regulations 2000,
 - Agency Workers Regulations 2010 (amended 2020)
 - Transfer of Undertakings (Protection of Earnings) Regulations 2006
 - National Minimum Wage (Amendment) Regulations 2018
- 1.4 This Pay Policy Statement applies to the Council's Chief Officers. It addresses the legal requirement to set out how pay is determined for this group. This includes the following posts within Tamworth Borough Council:
- Chief Executive
 - Executive Directors
 - Assistant Directors
- 1.5 This Pay Policy Statement is a supplement to Tamworth Borough Council's overarching pay and associated policies which form part of the terms and conditions of employees. These include but are *not limited to*:
- Tamworth Borough Council Pay Policy
 - Job Evaluation Scheme
 - NJC Terms and Conditions of Employment (Green Book)
 - JNC Terms and Conditions for Chief Executives
 - JNC Terms and Conditions for Chief Officers (Executive Directors & Assistant Directors within Tamworth Borough Council are appointed to these Terms and Conditions).
 - Honorarium Policy
 - Travel, Subsistence & Expenses Policy
 - Market Supplement Policy
 - Flexible retirement Policy
 - Additional Payments Policy
 - Other Payments Policy
 - Employer Pension Discretion Policy

1.6 Once approved by full council, this policy statement will come into immediate effect and will be subject to review on a minimum of an annual basis.

2. Arrangements for Officer Pay

- 2.1 The general terms and conditions of employment are governed by the following national agreements:
- Chief Executive, Executive Directors and Assistant Directors - JNC for Chief Officers of Local Authorities,
 - All other Employee Groups - NJC for Local Government Services
- 2.2 The Council uses two forms of Job Evaluation to identify officer pay. This is either through the Council's Gauge Job Evaluation Scheme or the Hay Evaluation Scheme. The Hay Job Evaluation scheme is used to evaluate the following roles within the Council:
- Chief Executive
 - Executive Directors and Assistant Directors
 - Heads of Service are evaluated under Gauge and Hay (this is due to the cross over point of the two schemes).

All other posts within the Council are evaluated under the Gauge evaluation scheme in accordance with the agreed policies.

TBC conforms with the Local Government Association "Diverse by Design Guide" which provides a range of steps to positively influence a culture of equality and inclusion. In order to have a transparent and fair reward and recognition scheme, the Job Evaluation Scheme brings equity and fairness to the way TBC values and rewards jobs, it brings pay transparency and reduces pay inequality by providing a framework which is applied consistently. Job Evaluation evaluates the job and not the person and judges the demands of the job in a way that is as objective as possible. Furthermore, it removes any element of discretion, which can introduce bias.

- 2.3 Based on the application of the relevant Job Evaluation process; the Council uses the nationally negotiated pay spine as the basis for its local grading structure. The Council remains committed to adherence with national pay bargaining in respect of the national pay spine and any annual cost of living increases negotiated within this.
- 2.4 The pay award, effective from 1st April 2021 has not yet been agreed and is subject to ongoing negotiation between the recognised Trade Unions and National Employers for Local Government Services. **Appendix 1** details the Council's pay scales for 1st April 2020 to 31st March 2021.
- 2.5 In determining its grading structure and setting remuneration levels for all posts, the Council takes account of the need to ensure value for money in respect of the use of public expenditure, balanced against the need to recruit and retain employees who are able to meet the requirements of providing high quality services to the community, delivered effectively and efficiently and at times at which those services are required.
- 2.6 The Executive Director Organisation (Head of Paid Service) under the general scheme of

delegation within the Council will determine the terms and conditions of employment of all officers.

- 2.7 The Council also recognises that it may need to make additional payments to individuals taking on temporary assignments and responsibilities under the scope of the Council's Review of Grade/ Honorarium Policy. Where the level of remuneration cannot be determined using the job evaluation framework, this may be a discretionary payment of either one or two spinal column points (SCP). The Council retains the right to make payments not set within the pay scale, where these can be objectively justified.
- 2.8 All other pay related allowances are the subject of either nationally or locally negotiated rates, having been determined from time to time in accordance with collective bargaining machinery and/or as determined by Council Policy. The Additional Payments Policy and Other Payments Policy specify such payments that may be made.
- 2.9 Additional payments are made to any Council Officers who act as Returning Officers and carry out duties at elections. These payments are calculated according to the approved scale or set by a government department depending on the nature of the election. For the year commencing 1st April 2021 the annual payment has been calculated as £4,232.17, with 70% of this amount paid to the Deputy Returning Officer.
- 2.10 New appointments will normally be made at the lowest point of the relevant grade, although this can be varied where necessary to secure the best candidate with approval from the Head of Paid Service and will be subject to an equality impact assessment. Employees who transfer within the organisation to a job of the same grade will transfer on their current spinal column point.
- 2.11 Tamworth Borough Council employees enjoy the benefit of a company paid healthcare cash plan at a cost of £10.95 per month per employee.
- 2.12 In exceptional circumstances the Council may make a payment to an individual under a Settlement Agreement. Such agreements protect the Council where there is a risk of compensation and/or damages claim, which could have high financial impact and/or damage the Council's reputation. Payments for all officers would be authorised by the Head of Paid Service. In the event a Settlement Agreement involving the Chief Executive or Head of Paid Service, the decision would be made by Full Council.

3. Chief Officer Remuneration

3.1 For the purposes of this statement, senior management means Chief Officers as defined within S43 of the Localism Act. The posts falling within the statutory definition are set out below, with details of their basic salary and allowances as at 1st April 2021.

Job Type / Allowance	Scale Point	Salary	Car Allowance
Chief Executive Returning Officer Fee	CE1	£117,381.60 £4,232.18	£963
Executive Director, Head of Paid Service and Deputy Chief Executive	EX1	£96,420.60	£963
Executive Director	EX2	£91,180.32	£963
Executive Director	EX2	£91,180.32	£1239
Assistant Director	AD4	£68,123.28 Plus £11,000 exgratia payment	£963
Assistant Director	AD4	£68,123.28 Plus £11,000 exgratia payment	£1239
Assistant Director	AD4	£68,123.28	£963
Assistant Director	AD4	£68,123.28	£1239
Assistant Director	AD4	£68,123.28	£963
Assistant Director	AD4	£68,123.28	£1239
Assistant Director	AD3	£66,027.12 plus £11,500 exgratia payment	£963

4. Additions to Salary of Chief Officers

- 4.1 In the event that a Chief Officer vacancy is covered by the distribution of duties to other Chief Officers ex gratia payments will be made.
- 4.2 The salary details given in **3.1** also provides details of additional payments made to chief officer salaries including:
- Essential Car User Allowances as determined by the Council's Travel, Subsistence & Expenses Policy and reviewed and updated in line with NJC rates.
 - Returning Officer/Registration of Electors duties are determined by Electoral Registration Officer Section 8 Representation of the People Act 1983 and Returning Officer Section 35 Representation of the People Act 1983. They are based on the size of the electorate multiplied by a figure set by County Council on an annual basis.
- 4.3 Assistant Directors are subject to performance related incremental rises.
- 4.4 The council does not apply any bonuses to its Chief Officers.

5. Relationship between the Remuneration of Chief Officers and others

- 5.1 In comparing the Chief Executive pay with the wider workforce the Council will use the following definitions:
- The lowest-paid employee: the employee or group of employees with the lowest salary (full-time equivalent) employed by the Council at the date of assessment.
 - The median: the mid -point salary when full-time equivalent salaries are arranged in order of size (highest to lowest). Based on salary levels of staff on the date of assessment.
 - This excludes those employed on casual contracts of employment, but includes part time employees where their salaries are normalised to the full-time equivalent. It also excludes Apprentices who are employed on the Tamworth Borough Council apprentice pay grade, which mirrors age related national minimum wage.

Statutory guidance recommends that the most appropriate metric for measuring the relationship between pay rates as a multiple of Chief Executive pay to median salary. Tracking this multiple will allow the Council to ensure that public services are accountable for the relationship between top pay and that paid to the wider workforce.

	Annual Salary	Ratio to Highest
Highest Salary	£117,382	
Median (Mid-point) value	£25,481	1:4.6
Lowest full time salary	£17,842	1:6.6

6. Lowest Paid Employee

- 6.1 The lowest paid persons employed under a contract of employment with the Council are employed on full time 37 hours equivalent salaries in accordance with the minimum spinal column point currently in use within the Council's grading structure. As at 1st April 2021, the lowest spinal column point is spinal column point 1 (£17,842).

The Council employs Apprentices who are not included within the definition of 'lowest paid employees' as they are paid the age related Apprenticeship rate. From 1st April 2021 the National Living Wage (for 23 and over) and National Minimum Wage rates paid are:

23 and over	21 to 22	18 to 20	Under 18	Apprentice
£8.91	£8.36	£6.56	£4.62	£4.30

7. Recruitment of Chief Officers

- 7.1 The Council's policy and procedures with regard to recruitment of Chief Officers is set out within the Officer Employment Procedure Rules as detailed in Part 4 / Schedule 8 of the Constitution. When recruiting to all posts the Council will take full and proper account of its own Equality and Diversity, Recruitment and Selection, Employment Stability and Re-engagement Policies. The determination of the remuneration to be offered to any newly appointed Chief Officer will be in accordance with the pay structure.
- 7.2 Where the Council remains unable to recruit Chief Officers under a contract of service, or there is a need for interim support to provide cover for a vacant substantive Chief Officer post, the Council will, where necessary, consider and utilize engaging individuals under 'contracts for service' (subject to the relevant tests for compliance with IR35 Intermediaries Regulations). These will be sourced through a relevant procurement process ensuring the council is able to demonstrate the maximum value for money in securing the relevant service. The Council does not currently have any Chief Officers engaged under such arrangements.

8. Payments on Termination - Chief Officers

- 8.1 The Council's approach to statutory and discretionary payments on termination of employment of chief officers, prior to reaching normal retirement age, is set out within its policy statement in accordance with Regulations 5 and 6 of the Local Government (Early Termination of Employment) (Discretionary Compensation) Regulations 2006. We have chosen not to adopt Regulations 12 and 13 of the Local Government Pension Scheme (Benefits, Membership and Contribution) Regulations 2007.
- 8.2 Any other payments falling outside the provisions (such as Settlement Agreements) or the relevant periods of contractual notice shall be subject to a formal decision made by the Chief Executive and Head of Paid Service with delegated authority to approve such payments.

9. Gender Pay Gap Reporting

- 9.1 The Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017 require

Tamworth Borough Council to calculate and publish the pay gap between male and female employees each year. The data is based on the pay situation as at 31st March 2020 and is published on the Tamworth Borough Council's and the Government website. The report was ratified by Council on 16th March 2021.

10. Accountability and Decision Making

10.1 In accordance with the Constitution of the Council, the Appointments and Staffing Committee are responsible for decision making in relation to employment policies including recruitment, pay, terms and conditions and severance arrangements in relation to employees of the Council. Where appropriate implementation of these policies may be delegated to the Chief Executive and Head of Paid Service the scheme of delegation.

11. Publication

11.1 Once approved by Full Council, this policy statement and any subsequent amendment will be published on the Council's website. Human Resources will be responsible for the annual review to ensure an accurate pay policy is published each financial year and that the Council remains compliant with legislation.

11.2 In accordance with the Code of Practice on Local Authority Accounting, the annual Statement of Accounts must include pay details of Senior Officers (as defined by the Accounts and Audit (England) Regulations 2015) where the salary is above £50,000 per annum. The following aspects must be included:

- Salary, fees or allowances paid to or receivable by the person in the current and previous year;
- Any sums payable by way of expenses allowance that are chargeable to UK income tax;
- Any compensation for loss of employment and any other payments connected with termination;
- Any benefits received that do not fall within the above – including contribution to the person's pension

The Council complies with this requirement and publishes the data on the Tamworth Borough Council website.

Tamworth Borough Council Grade Structure from 01/04/2020		
Grade	Spinal Column Point	
A	1	17842
	1	17842
B	2	18198
	3	18562
C	4	18933
	5	19312
	6	19698
D	7	20092
	8	20493
	9	20903
	10	21322
	11	21748
	12	22183
Not used	13	22627
	14	23080
	15	23541
	16	24012
E	17	24491
	18	24982
	19	25481
	20	25991
	21	26511
	22	27041
F	23	27741
	24	28672
	25	29577
	26	30451
	27	31346
	28	32234
G	29	32910
	30	33782
	31	34728
	32	35745

H	33	36922
	34	37890
	35	38890
	36	39880
Not used	37	40876
	38	41881
I	39	42821
	40	43857
	41	44863
	42	45859
	43	46845
J	44	48016
	45	49234
	46	50446
Assist Directors	AD1	62,883.00
	AD2	64,455.12
	AD3	66,027.12
	AD4	68,123.28
Executive Director	EX2	91,180.32
Executive Director - Head of Paid Service	EX1	96,420.60
Chief Exec	100	117,381.60

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WEDNESDAY, 21 JULY 2021

REPORT OF THE ASSISTANT DIRECTOR PEOPLE

SOCIAL MEDIA POLICY

EXEMPT INFORMATION

None

PURPOSE

This report details the development of a Social Media Policy for employees, casual workers and contractors of Tamworth Borough Council which provides a framework for employees in their use of social media.

RECOMMENDATIONS

It is recommended that:

- 1. That the Social Media Policy for employees, casual workers and contractors is formally approved for immediate implementation.**

EXECUTIVE SUMMARY

Social media is now at the centre of our interactions, whether that's with each other as individuals, councillors interacting with constituents or Tamworth Borough Council as an organisation, interacting and engaging with its customers.

This represents both opportunities and challenges for Tamworth Borough Council. While it can be challenging in some areas, social media is an integral communications tool in the modern world.

The aim of the policy is:

- To preserve and protect the reputation of Tamworth Borough Council and its employees
- To support the development of Tamworth Borough Councils social media sites to promote customer engagement, promotion of council services, increase transparency, share key messages, and improve digital-based customer services
- To inform employees and other users about the acceptable use of social media in their professional capacity, ensuring the council is not brought into disrepute by affiliation with unsuitable sites or through comments posted onto public online forums.

The key is in understanding how to use social media appropriately and effectively, while understanding some of the potential pitfalls.

This policy provides a framework for the safe, responsible and legal use of social media, setting out guidance for employees when using social media, either through their personal accounts or when managing an account on behalf of Tamworth Borough Council. It also includes relevant laws, such as Copyright, Libel and Data Protection and existing Tamworth Borough Council policies, such as the Acceptable Use Policy and the Code of Conduct Policy.

Once approved, the policy will be implemented through Astute which will provide all employees with on-line training and will be available on the InfoZone. All employees will be

expected to complete the training and further support will be available for those that may need it.

RESOURCE IMPLICATIONS

Minimal resources will be required for implementing the policy and will initially be required during the 'roll-out' stage to provide support where necessary. In addition, daily monitoring by the Communication and Marketing Team of all social media is already in place

LEGAL/RISK IMPLICATIONS BACKGROUND

A number of legal documents have a bearing or impinge on the rational of this policy which have been considered.

The risks associated with this report are:

1. Employees refuse to sign the policy
2. Employees see the policy as an infringement of their human rights
3. Employees breach the guidance within the policy in their social media usage

Mitigation of the above risks:

1. Training provided will ensure clear messages of the use of this policy
2. Trade union have already been consulted and are fully supportive of the policy
3. The capability and Conduct Policy will be invoked for employees breaching the Social Media Policy

EQUALITIES IMPLICATIONS

There are no adverse equality implications from implementing this policy, an equalities impact assessment has been undertaken and forms part of the policy.

SUSTAINABILITY IMPLICATIONS

There are no sustainability implications from implementing this policy

BACKGROUND INFORMATION

The Social Media Policy will be reviewed on a 3 year cycle to ensure it is legally compliant, meets best practice and remains up to date for employees. The policy has undergone consultation with the recognised Trade Unions.

REPORT AUTHOR

Zoe Wolicki – Assistant Director People

LIST OF BACKGROUND PAPERS

None

APPENDICES

Appendix 1 – Social Media Policy



SOCIAL MEDIA POLICY FOR EMPLOYEES

Document Status: Draft

Document Ref: COMMS - 002

Originator: Anna Toone

Updated: Anna Toone

Owner: Zoe Wolicki

Version: 01.01.02

Date: July 2021

Classification: SEC1 - Routine

Document Location

This document is held by Tamworth Borough Council, and the document owner is Communications.

Printed documents may be obsolete; an electronic copy will be available on Tamworth Borough Council's Intranet. Please check for current version before using.

Revision History

Revision Date	Version Control	Summary of changes
	01.01.01	Draft for consultation
August 2020	01.01.02	Draft for consultation
July 2021	01.01.03	Approved final version

Approvals Creation and Major Change

Name	Title	Approved
TULG	Consultation	October 2020
CMT	Corporate Approval	September 2020
Appts & Staffing	Approval	

Approvals Minor Change and Scheduled Review

Name	Title	Approved

Approval Path

Major Change

Originator
Assistant Director People
TULG
CMT
Appts & Staffing Committee

Action

Communications

Consultative Group
Corporate Approval
Council Approval

Minor Change

Communications
TULG
Director

Submission
Consultative Group
Delegated Approval

Document Review Plans

This policy/ procedure will be reviewed on a 3 yearly basis unless it has:

- A monetary value included within it, in which case an annual review will be required, and/ or
- A legislative change is required as directed by government.

Distribution

The document will be distributed through Astute and will also be available on the Intranet and paper based copies.

Security Classification

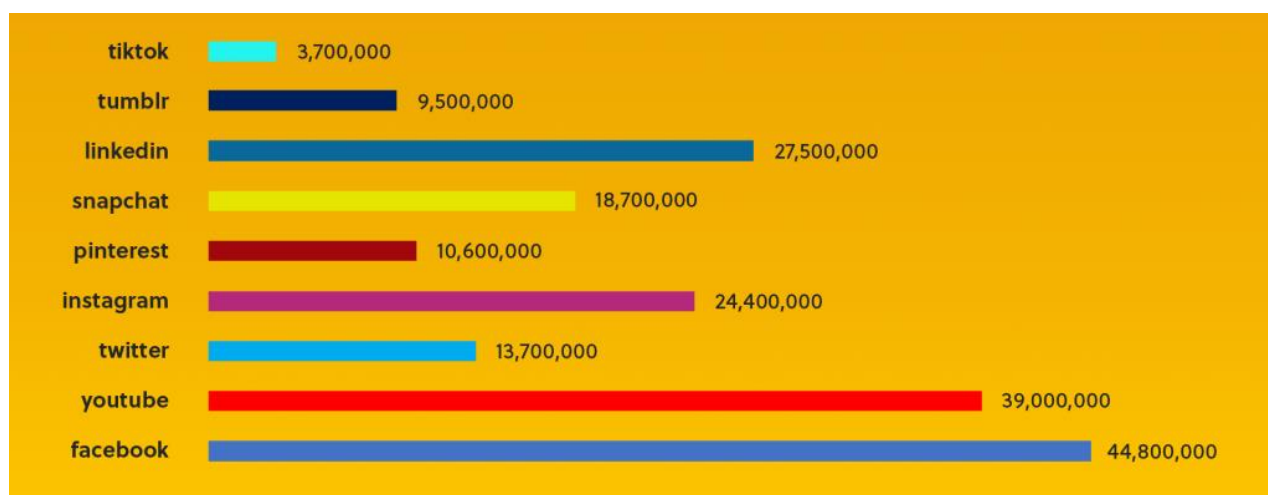
This document is classified as SEC 1 Routine with access restricted to Tamworth Borough Council Staff and business partners.

1. Introduction

Social media is the term commonly given to online tools, channels and interactive media which allow people to interact with individuals, groups or organisations by sharing information, opinions, knowledge, interests and asking questions or participating in online discussion.

Social media includes a range of channels - such as Facebook, Twitter, LinkedIn, Flickr, YouTube, Instagram, TikTok, blogs and forums – which are gradually replacing traditional media and mass communication methods.

According to Ofcom's 2021 Online Nation Report, 94% of UK homes have internet access and 93% of adults are online, and this is almost universal among those under 55 (96% of 45-54s, increasing to 98% of 16-24s.) The report also states that the average time spent online is 3 hours 37 minutes a day and more than eight in ten adults in the UK who go online (82%) have a social media profile, such as a Facebook or Twitter account. According to Facebook's own statistics there are 60,000 people (aged 18+) on the platform within a 1 mile radius of Tamworth.



UK users on social media (Source: Revive.digital - April 2020) See Appendix 1 for breakdowns of social media usage by channel and age.

These tools present opportunities and challenges for Tamworth Borough Council. Social media allows us to respond to news and views and also encourage people to get involved. We no longer have to wait to be asked for an opinion by the print media – we can generate our own content and place ourselves as a key commentator on Tamworth, sharing interesting and relevant material. It can assist us to communicate more widely and help reach groups in ways the authority has not done so before. It provides an opportunity to create a wider awareness of who we are and what we do, reach and interact with our target audiences, drive people to our websites and aid digital transformation.

Social media should not be seen as a special set of tools which needs a dedicated strategy. It is a 'business as usual' tool which should form part of every campaign strategy, where it is relevant to the target audience.

Council social media accounts will only be authorised by the Council's Communications and Marketing Manager with approval from the relevant Assistant Director.

Currently Tamworth Borough Council has four corporate social media channels:

1. Facebook - www.facebook.com/TamworthBoroughCouncil
2. Twitter – <https://twitter.com/tamworthcouncil>
3. YouTube - www.youtube.com/user/TamworthCouncil
4. LinkedIn - www.linkedin.com/company/tamworth-borough-council

We also run channels for TBC-operated venues such as the Castle, TIC (Visit Tamworth), Enterprise Centre and Assembly Rooms. The primary purpose of these channels is promotion of the events and services offered at these venues. A full list of channels and authorised users is maintained by the Communications & Marketing Team.

This document provides comprehensive guidance around the standards expected in relation to both work-related and personal use of social media.

Both internally and externally officers must be consistent in their social media behaviour, regardless of which part of the organisation it originates from. Social media needs to be joined up, rather than individual parts of the organisation acting in an uncoordinated way. To ensure we have consistency, our online presence will be managed and monitored by the Corporate Communications & Marketing team through a corporate social media management tool.

The purpose of this policy is to state the social media guidance for Tamworth Borough Council (TBC). This includes the corporate use of social media, and provides information on the expected behaviours of users on these and other sites. It also outlines the governance process around how social media sites will be set up to promote council services or the delivery of services, and how social media can be managed in a safe and responsible way.

The aim of this policy is:

- To preserve and protect the reputation of TBC and its employees
- To support the development of TBC's social media sites to promote customer engagement, promotion of council services, increase transparency, share key messages, and improve digital-based customer services
- To inform staff and other users about the acceptable use of social media in their professional capacity, ensuring the council is not brought into disrepute by affiliation with unsuitable sites or through comments posted onto public online forums.

2. Social Media and the Law

Libel and copyright laws exist on social networks in exactly the same way they do in traditional print media. There are a number of potential legal issues arising from the growing popularity of social media.

Due to the sharing nature of social networks, defamatory messages can reach large audiences very quickly and, once posted, can be shared by others, making the message hard to ever remove from the site entirely.

The Communications Act 2003 (section 127) states:

“It is illegal to send messages that are “grossly offensive or of an indecent, obscene or menacing character” or “for the purpose of causing annoyance, inconvenience or needless anxiety to another, persistently makes use of a public electronic communications network”.

An individual found guilty of an offence under this section could face a fine or prison sentence of up to six months. There have been cases of elected members being reported to the police for breaching this section.

Potential legal issues:

- **Libel** – If you publish an untrue statement about a person which is damaging to their reputation, they may consider it as defamatory and consider legal action. The same thing may happen if, for example, someone else publishes something defamatory on your social media profile; you know about it and don't take swift action to remove it. A successful legal claim could result in the award of damages against you.
- **Copyright** – Placing images or text on your site from a copyrighted source (for example extracts from publications or photos), without obtaining permission, is likely to breach copyright laws. Therefore don't publish anything you are unsure about, or obtain prior permission. Again, a successful claim for breach of copyright would be likely to lead to an award of damages against you.
- **Bias and Predetermination** – if you are involved in making planning, licensing or other quasi-judicial decisions, **do not** say anything through social media (or indeed anywhere) that suggests you have made your mind up on an issue that is due to be formally decided. While your likely view on a particular application may be well known, you need to be able to show that you attended the committee or hearing prepared to take on board and weigh all the evidence, and were genuinely persuadable to a different view, otherwise, the decision may be later challenged as invalid. If a person has suffered some sort of detriment as a result of such an invalid decision, they may have a claim against the council for damages.
- **Obscene material** - It goes without saying that you should avoid publishing anything that people would consider obscene. Publication of obscene material is a criminal offence.

Criminal Offences

Don't panic! These generally apply to day to day life, but it is worth considering them as they impact the use of social media too:

- **Harassment** - It is a criminal offence to repeatedly pursue a campaign against someone where this is likely to cause alarm, harassment nuisance or distress.
- **Data Protection / General Data Protection Regulation (GDPR)**. - It is illegal to publish personal data about individuals unless they have given you their consent. This might apply to your constituents or service users. As an elected member or officer you are a data controller in your own right and therefore personally responsible for what you publish. Make sure you understand the requirements of the GDPR and Data Protection Act. Contact the Information Governance Manager for more information.
- **Incitement** - It is a criminal offence to incite any criminal act.

3. Personal Use of Social Media

Employees and members are encouraged to use social media. However, as a Tamworth Borough Council employee or elected member, there are considerations to take into account.

In some respects, engagement through social media is no different to engagement through traditional channels or even talking to someone face to face. The same conventions and codes of conduct apply in terms of how you represent yourself and the council. At all times - in or out of working hours - you are an ambassador for the council. Be aware that your actions captured via images, posts or comments online can reflect on the organisation. Personal digital activity could have an adverse impact on the employee's professional role, council's image and reputation.

Employees are required to always act in accordance with the [Acceptable Use Policy](#) and the [Code of Conduct Policy](#), of particular note is section 5:

5.4 Employees should not bring the council into disrepute by placing on record personal opinions about the council; recording footage not conducive with council business whilst on the premises or engaged in council business on social media sites. Employees are urged to be cautious when using social media sites and understand that anything posted on such sites are available to a wide audience and will reflect on the Council, even if they are your personal views. Care should be taken to ensure any comments should not undermine your position as a professional, trusted and responsible person. Employees should be aware that any disrespectful comments - including bullying and harassment will be dealt with under our Capability and Conduct Policy and may result in disciplinary action.

Remember:

- If your personal profile discloses you work for Tamworth Borough Council, you and your views could be seen as being representative of TBC. Even though you are acting in your own personal capacity, you are on show to your friends and anyone else who sees what you write. You should make clear that the views expressed are personal, and not those of the council.
- Even though social media is considered informal, don't criticise your colleagues, council decisions or reveal confidential TBC information. Breach of confidentiality could result in disciplinary action.
- You should make sure that others cannot access any content, media or information from that profile that (a) you are not happy for them to have access to; and (b) which would undermine your position as a professional, trusted and responsible person.
- Council logos and trademarks may not be used without written consent.
- Ensure you are always respectful towards employees, customers, members, suppliers etc. Employees should be aware that any disrespectful comments - including bullying and harassment – could be seen as libellous and could result in disciplinary action under the council's Conduct and Capability policy.
- You must not disclose politically sensitive information. Politically sensitive information may relate to matters that are being considered or debated, or are due to be considered or debated by the Council or Cabinet or one or more of the Council's committees.

As a basic rule, if you are not happy for others you work with to see particular comments, media or information simply do not post it in a public forum online.

Recommendations:

- Check the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Review who is on your 'friends list' on your personal profile. In most situations you should not accept friend requests on your personal profile from 'clients' you work with (This includes young people, parents, organisations etc.)
- You must consider carefully 'friends requests' from service users, their families or friends or others e.g. contractors, elected members and accept them only if you are quite sure this will not put you in a position of having a real or apparent conflict of interest as a council employee.
- Ensure personal blogs have clear disclaimers that the views expressed are yours and do not represent the views of the organisation. Make it clear that you are speaking for yourself and not on behalf of Tamworth Borough Council.
- The Council will not tolerate any of the following in relation to social media posting:
 - abusive or threatening behaviour
 - inappropriate comments or material that may be regarded as discriminatory
 - inciting or supporting somebody to commit a crime. This can include sharing content originated by others as this could be regarded as tacit approval of that content.

While on the Council network, the ICT service monitor the use of social media and websites in relation to any access of excessive or inappropriate content and ensure that any appropriate blocking or filtering of access is applied.

4. Guidance for Employees Posting on behalf of TBC

This section covers additional advice specifically for staff that post on Tamworth Borough Council channels.

The Council's Communications and Marketing Team will co-ordinate Council-wide social media accounts on the most relevant social media sites. This includes providing access to services to deal directly with customer contact and/or other communications messages where there is a valid business case for services to do so. Where appropriate, other team members will be permitted limited access.

All social media channels will be checked on a daily basis and responded to in a timely manner by the Communications and Customer Services Team. Corporate channels are currently monitored five days a week during office hours. Where possible, posts should be coordinated through the social media management software (AgoraPulse.) This saves time by allowing posts across multiple channels at once, tracks usage and allows for timely scheduling of posts to take advantage of peak user viewing times that may be outside of office hours.

Principles

The Council will use social media in a safe, appropriate and purposeful way to inform and engage with the public, stakeholders, the media and employees in support of the Council's strategic vision and priorities.

The Council will abide by any relevant or applicable laws, terms, and conditions, so that the Council is not exposed to risks. Use of social media sites will at all times be consistent with the Council's duty to safeguard children, young people and vulnerable adults, in accordance with relevant statutory requirements and service specific protocols. Employees must act in accordance with the law and be aware of the risk of legal action against them individually and the Council as employer if social media is used inappropriately - including breaching any standards outlined in this guidance.

What to bear in mind when posting:

Tone of voice – should be human and written in plain English, and where possible in line with our vision. Celebratory news will be done in a natural and friendly way.

Criticism - We will not get into an argument but will seek to correct people if they portray us unfairly. We should respond as we would do to criticism received via any other method. However, we do not have to endure online abuse on our own channels. Filters are in place to limit this on Facebook. **Please refer to Appendix 2 for guidelines on how to handle negative comments.**

Be clear upon expectations and limitations - If it is going to take a few hours or a few days to get the answer to a question, be honest and say so. Keep the customer informed throughout the time period. Users of social media expect an answer within hours, not days. If this isn't possible we should tell them so, and explain why.

Political neutrality - During the course of their work, employees using social media sites for business purposes must maintain political neutrality and not indicate individual political opinions. In addition to this there are strict rules during Purdah; usually in the month running up to an election. Purdah is a prohibition on local authority publishing "any material which, in whole or in part, appears to be designed to affect public support for a political party"; so Councillors should not be quoted, pictured or their posts shared during this time.

Copyright - You must not breach copyright, for example by: using someone else's images or written content without permission or failing to give acknowledgement where permission has been given to reproduce something.

Discrimination - You should not do anything that could be considered discriminatory against, or bullying or harassment of, any individual.

You must not:

- make offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age.
- post images that are discriminatory or offensive or links to such content.
- criticise customers or colleagues or make defamatory comments about individuals or other organisations or groups

Channel shift - Where possible, signpost users to the relevant place for information. To encourage channel shift, signposting should be to online methods first such as our website rather than to a telephone number.

GDPR/Data Protection - You must always treat ALL information that is posted into ANY Social Media service as being in the public domain (including apparently 'closed' or 'restricted' groups). No personal data should be posted to ANY social media channel. Be aware when replying to posts whether your answers might contain personally identifiable information, whether for yourself or for others. You must not post confidential information about an individual (such as a colleague or customer contact) or organisation. If in doubt consult the [Information Security Policy](#) for further advice. Similarly, no commercially sensitive data should ever be posted.

Procedures

Complaints/reports – As we are promoting channel shift, complaints and 'report it' issues from customers should be signposted to the official digital channels wherever possible, either the online form on our website or to email enquiries@tamworth.gov.uk so that they can be logged as per all other requests. If this is not possible, the details should be emailed to Customer Services enquiries@tamworth.gov.uk by the officer.

Compliments – These should also be emailed to Customer Services enquiries@tamworth.gov.uk so they can be logged.

Freedom of Information requests - can be accepted via social media channels. However they must meet the criteria of Section 8 of the Act. Requirements in brief must: be in writing; state the name of the requester and provide an address for correspondence; and describe the information being requested. If we are signposting, as advised to Customer Services, a record still be kept due to the right to request an internal review. Requests can be emailed to our Data Protection Officer: FreedomofInformation@tamworth.gov.uk

Key actions

Employees are responsible for upholding this guidance and should ensure that they take the time to read and understand it. Any misuse of social media must be reported promptly to the employee's line manager.

Line managers will ensure that their employees are aware of this guidance (and all other relevant policies and guidance related to the professional and personal use of social and streaming media). Line managers are responsible for ensuring that their employees act in accordance with requirements.

Mistakes do happen – if you post something you didn't mean to, or get a message or response wrong, employees should advise their line manager and the Communication and Marketing Team immediately to agree remedial action and minimise embarrassment and reputational damage.

Electronic communication which is intimidating or threatening commonly known as Cyber bullying will not be tolerated.

If any employee is found to have breached this guidance, they may be subject to the Council's Conduct and Capability procedure.

The Council's Human Resources (HR) team will maintain relevant HR policies and guidance to ensure individual access to social and streaming media from Council devices is appropriate to official duties. It will also provide advice to managers on any individual performance or conduct issues relating to the appropriate use of social media.

Communications in a crisis

Procedures are in place for communicating in a crisis. Please refer to the Emergency Planning documentation.

Monitoring

Quarterly key performance indicators have been established for the main social media channels. These are analysed on an annual basis by the Communications and Marketing Team for channel success, audience suitability and for future recommendations. Messages, comments, mentions and responses are monitored and logged through our Social Media Management tool (AgoraPulse) Reports for individual channels can be run off at any time. The most effective posts and times to post are also generated through these reports and help us to identify key areas of improvement for future campaigns. These are reviewed after any major campaign and on an annual basis alongside the KPIs.

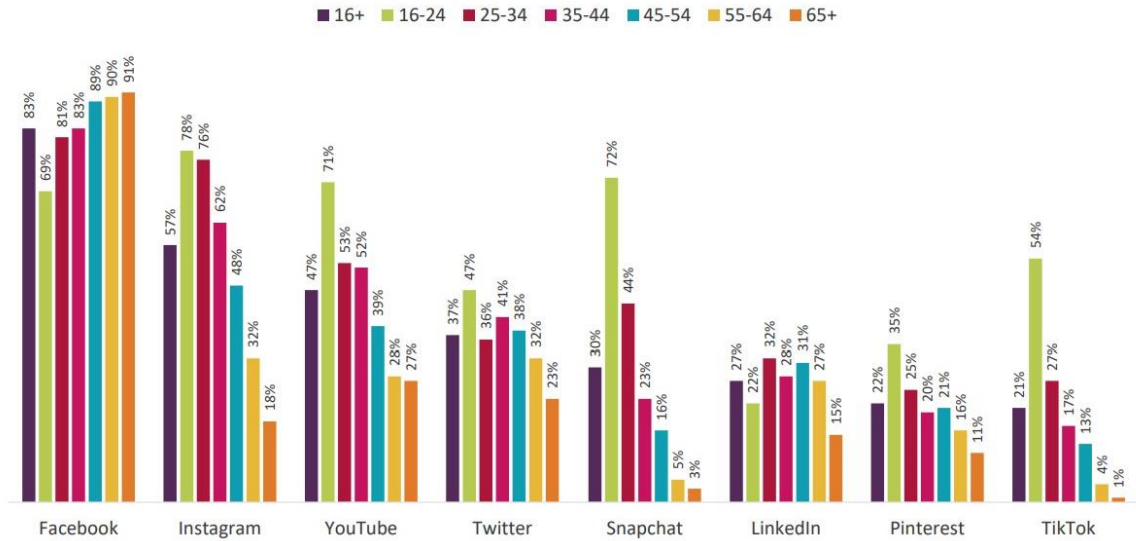
5. Guidance for Employees using Social Media for Research & Investigations

The use of social media and internet research to obtain information to assist with regulatory and enforcement functions is covered by the Regulation of Investigatory Powers Act 2020 Policy and must be referred to prior to carrying out such activity.

Appendices

Appendix 1 – social media account usage, UK

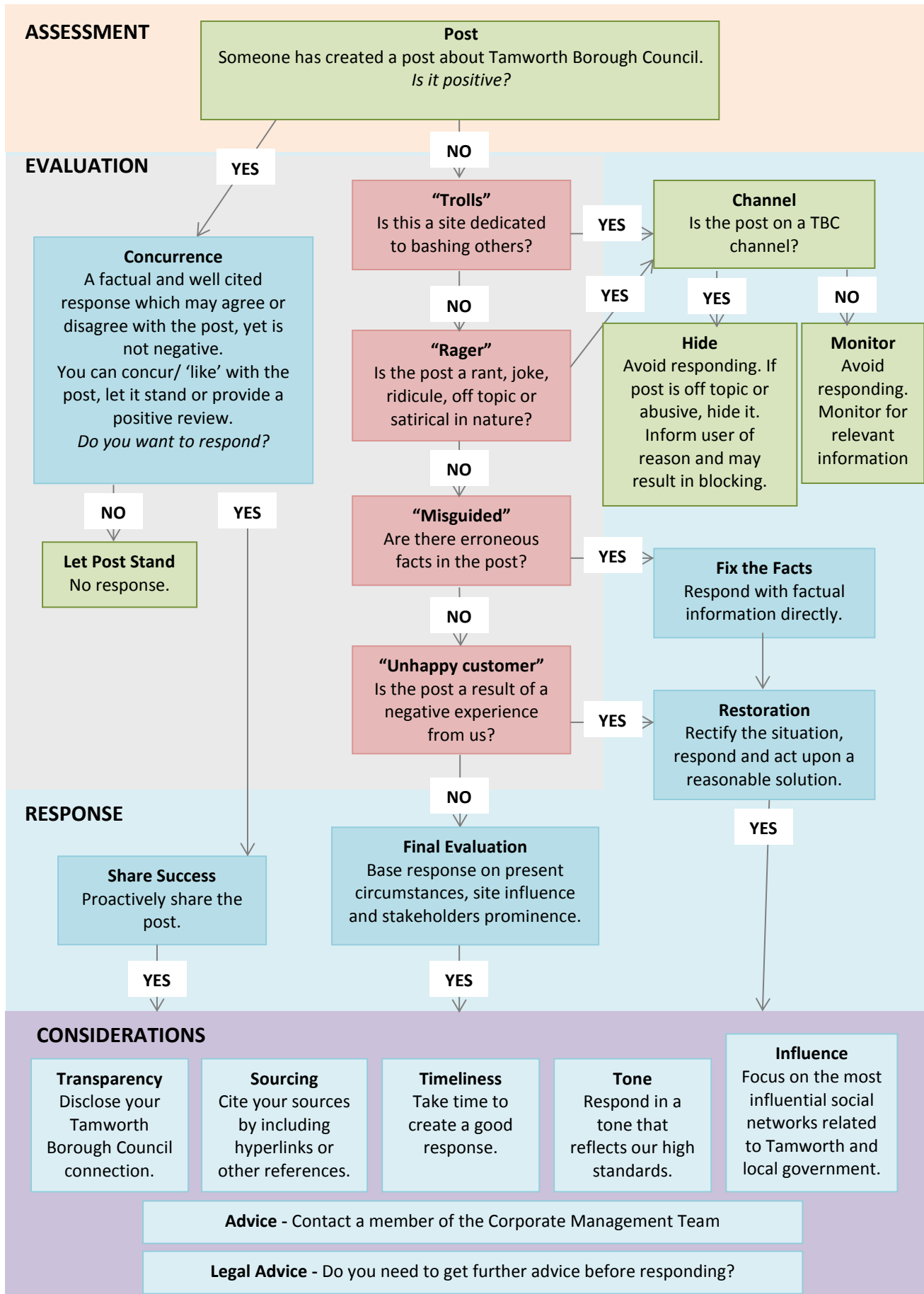
Use of social media sites in 2020 (Source: Ofcom report June 2021)



Media use by age (Source: Ofcom Media use report April 2021)



Appendix 2 – Guidelines on how to assess and respond to social media posts



Appendix3 – Glossary of Terms

Archive - An archive may refer to topics from an online discussion that has been closed but saved for later reference. On blogs, archives are collections of earlier items usually organised by week or month. You may still be able to comment on archived items.

App - Popularized in the general lexicon by the iPhone, an app is simply an application that performs a specific function on your computer or handheld device. Apps run the gamut from Web browsers and games to specialized programs like digital recorders, online chat or music players.

Alerts – Tool to get a search engine to tell you whenever a new page is published on the web which includes your specific keyword.

Blog – Editorless web publishing tool. E.g. WordPress, Blogger, MovableType

Blogsphere – General term for all the blogs on the internet.

Blog roll – List of recommended blogs.

Cloud computing - Internet-based computing whereby shared resources, software and information are provided to computers and other devices on-demand, like the electricity grid. Crucially, private files are stored off the owner's terminal – so they can be accessed anywhere in the world.

Cyberspace - Widely used as a general term for the Internet or World Wide Web. More recently blogsphere has emerged as a term for interconnected blogs.

Facebook - An example of social networking.

Flickr - Photo sharing site.

Follower – A user who has chosen to subscribe to your content, e.g. on Twitter.

Friend List – A user's personal sub-categorisation of friends on a social network eg. Co-workers, Current Friends, Clients, Old Friends.

Hashtag - Invented by HubTag and popularised by Twitter, a hashtag enables users to find all the tweets linked to a topic when they use a Twitter search engine such as Twitter Search. For example, the hashtag: #leadersdebate was used to see what people were saying on Twitter about the General Election 2010.

Instagram - A platform for sharing photos and videos.

Instant messaging / IM - chat with one other person. Using an IM tool like AOL Instant Messenger, Microsoft Live Messenger or Yahoo Messenger. The tools allow you to indicate whether or not you are available for a chat, and if so can be a good alternative to emails for a rapid exchange. Problems arise when people in a group are using different IM tools that don't connect. One way around this is to use a tool like Skype that also provides IM.

"Like" - a way to give positive feedback or to connect with things you care about on Facebook. You can like content that your friends post to give them feedback or like a Page that you want to connect with on Facebook. You can also connect to content and Pages through social plugins or advertisements on and off Facebook.

Microblog - Short blog e.g. Twitter using a maximum of 140 characters.

Online means being connected to the Internet, and also being there in the sense of reading or producing content. Offline means not online, that is, not connected to the Internet. It may refer to an unconnected computer, or activities taking place without the benefit (or perhaps distraction) of a connection.

Offline means not online, that is, not connected to the Internet. It may refer to an unconnected computer, or activities taking place without the benefit (or perhaps distraction) of a connection.

Page – (aka Brand Page, Fan Page) – the anthropomorphic representation of a brand within a social network. E.g. Nutella Fan Page. This works both ways and can be the brand representation of a person within a social network – e.g. Michael Phelps fan page, British Cycling (www.becomeafan.com/cycling)

Pinterest - A virtual pinboard for creating and sharing images.

Retweeting is an integral part of the Twitter experience. The retweet (or “RT”) allows Twitter users to share the best links, tweets, and gems they find from others using the service.

RSS is short for Really Simple Syndication. This allows you to subscribe to content on blogs and other social media and have it delivered to you through a feed.

Snapchat - A photo messaging application for photos, videos, drawings and text

Spam - Electronic junk mail

Status is a description of what a user is doing right now. E.g. James is eating dinner.

Tags are keywords attached to a blog post, bookmark, photo or other item of content so you and others can find them easily through searches and aggregation. Tags can usually be freely chosen - and so form part of a folksonomy - while categories are predetermined and are part of a taxonomy.

Threads are strands of conversation. On an email list or web forum they will be defined by messages that use the use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks.

TikTok is a social network for sharing user-generated videos.

Trending - Current popular people or conversations as in trending on Twitter now...

Troll - Someone who disrupts online communities or discussions through unhelpful or irrelevant posts.

Tweet - A message sent on Twitter.

Twitter - An example of microblogging.

Vimeo - A platform for sharing videos and photographs.

Vlogger – A video platform blogger – e.g. on YouTube.

Wall – shared discussion board specifically about an individual and displayed on the individual profile.

Wiki - A tool which enables anyone to add or edit content on a website.

Wikipedia - Online encyclopaedia which works using this method and is therefore not always accurate.

Yammer, Inc. is an enterprise social network service that was launched in September 2008. Unlike Twitter, which is used for broadcasting messages to the public, Yammer is used for private communication within organizations or between organizational members and pre-designated groups.

You Tube - A platform for sharing videos and photographs.

Useful links:

Twitter - Sign on to Twitter here: <https://twitter.com/>

Guide to getting started with Twitter: <https://help.twitter.com/en/twitter-guide>

Facebook - Sign up to Facebook here: <https://en-gb.facebook.com/>

Beginner's guide: <https://www.facebook.com/help/570785306433644>

Instagram - How to create an Instagram account: <https://help.instagram.com/1642053262784201>



Tamworth
Borough Council

Community Impact Assessment

Part 1 – Details		
What Policy/ Procedure/ Strategy/Project/Service is being assessed?	Social Media for Employees	
Date Conducted	July 2021	
Name of Lead Officer and Service Area	Linda Ram Corporate Communications	
Commissioning Team (if applicable)	N/A	
Director Responsible for project/service area	Anica Goodwin	
Who are the main stakeholders	Employees	
Describe what consultation has been undertaken. Who was involved and what was the outcome	CMT TULG Members	
Outline the wider research that has taken place (E.G. commissioners, partners, other providers etc.)		
What are you assessing? Indicate with an 'x' which applies	A decision to review or change a service	<input type="checkbox"/>
	A Strategy/Policy/Procedure	<input checked="" type="checkbox"/>
	A function, service or project	<input type="checkbox"/>
What kind of assessment is it? Indicate with an 'x'	New	<input checked="" type="checkbox"/>
	Existing	<input type="checkbox"/>

which applies	Being reviewed	<input type="checkbox"/>
	Being reviewed as a result of budget constraints / End of Contract	<input type="checkbox"/>

Part 2 – Summary of Assessment

Give a summary of your proposal and set out the aims/ objectives/ purposes/ and outcomes of the area you are impact assessing.

The Social Media policy is intended to provide clear guidance regarding the acceptable use of social media by employees both within and outside of work.

Who will be affected and how?

All employees and contractors temporary and permanent - This policy provides guidance on the use of Social Media.

Are there any other functions, policies or services linked to this impact assessment?

Yes No

If you answered 'Yes', please indicate what they are?

All employees
Dignity and Respect policy
Capability and Conduct policy
Acceptable Use Policy
Harassment, Assault and Threats Policy
Regulation of Investigatory Powers Act 2020 Policy

Part 3 – Impact on the Community

Thinking about each of the Areas below, does or could the Policy function, or service have a direct impact on them?

Impact Area	Yes	No	Reason (provide brief explanation)
Age	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of age. However it is recognised that the different age groups utilise social media in varying proportions
Disability	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of disability. Social Media sites have assistive technologies built in to make them accessible to

			disabled people
Gender Reassignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of gender reassignment
Marriage & Civil Partnership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of marital status
Pregnancy & Maternity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of pregnancy and maternity
Race	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of race
Religion or belief	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of religion or belief and explicitly references adjustments for religious observance
Sexual orientation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of sexual orientation
Sex	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of sex
Gypsy/Travelling Community	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those with Caring/Dependent responsibilities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The policy applies consistent and fair treatment irrespective of those with caring responsibilities
Those having an offending past	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Children	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Vulnerable Adults	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Families	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those who are homeless	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those on low income	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those with Drug or Alcohol problems	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those with Mental Health issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Those with Physical Health issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not a factor
Other (Please Detail)	<input type="checkbox"/>	<input type="checkbox"/>	

Part 4 – Risk Assessment

From evidence given from previous question, please detail what measures or changes will be put in place to mitigate adverse implications

Impact Area	Details of the Impact	Action to reduce risk
All areas	The policy is explicit that any form of discrimination will be dealt with under the Capability and Conduct Policy	Regular equality training and 3 yearly review of the Social Media Policy which will then be cascaded to staff.
Age	It is recognised that different proportions of age profiles access social media	Ensure that a variety of communication channels are used to

Part 5 - Action Plan and Review

Detail in the plan below, actions that you have identified in your CIA, which will eliminate discrimination, advance equality of opportunity and/or foster good relations.

If you are unable to eliminate or reduce negative impact on any of the impact areas, you should explain why

Impact (positive or negative) identified	Action	Person(s) responsible	Target date	Required outcome
n/a				

Date of Review (If applicable)

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