



**Planning & Highways Committee
Wednesday 17 June 2026**

Agenda Item 6.4 – Actions from the Previous Meeting

**Draft statement for inclusion in Press, Media and Social Media
Policy**

Planning Applications

Planning applications, and other matters related to planning, often receive a great deal of interest among residents. This is understandable because people care deeply about how their communities are shaped. The parish council has a duty to communicate its activities to residents in a clear and transparent manner, and uses the local press and its own social media channels to do this. However, social media can often be difficult to monitor because residents may be inclined to comment without necessarily being equipped with all the relevant facts, which can lead to the spread of misinformation.

When considering how to communicate planning applications, the parish council must first consider if it is in the public interest to do so. If members decide that it is, then care must be taken, when posting on Facebook, to set out the facts and the parish council's position clearly, with as much supporting information provided as possible. The wording of any communication will be agreed between the Clerk and/or the Deputy Clerk, and the Chair and Vice Chair of the P&H Committee, with the Chair given the final say.

The parish council recognises that Facebook is an extremely useful tool to engage the community, and that responding to comments is generally considered to be best practice. However, the parish council only has a small office team without the resources to respond to every Facebook comment. The parish council will therefore only respond to Facebook comments in relation to planning matters in order to correct overt misinformation.

At the bottom of the post, the parish council will ask anybody who wishes to comment on a planning application to email the parish office on the address provided.