

## Notice of Meeting

# Cabinet Member for Community Services Decisions

**Date & time**

Wednesday,  
9 October 2013 at  
3.30 pm

**Place**

Committee Room B,  
County Hall,  
Penrhyn Road,  
Kingston upon Thames  
Surrey

**Contact**

Anne Gowing  
Room 122, County Hall  
Tel 020 8541 9938  
[anne.gowing@surreycc.gov.uk](mailto:anne.gowing@surreycc.gov.uk)

**Chief Executive**

David McNulty

**If you would like a copy of this agenda or the attached papers in another format, eg large print or braille, or another language please either call 020 8541 9122, write to Democratic Services, Room 122, County Hall, Penrhyn Road, Kingston upon Thames, Surrey KT1 2DN, Minicom 020 8541 8914, fax 020 8541 9009, or email [anne.gowing@surreycc.gov.uk](mailto:anne.gowing@surreycc.gov.uk) .**

**This meeting will be held in public. If you would like to attend and you have any special requirements, please contact Anne Gowing on 020 8541 9938 or [anne.gowing@surreycc.gov.uk](mailto:anne.gowing@surreycc.gov.uk).**

**Cabinet Member for Community Services**  
Mrs Helyn Clack

## AGENDA

### 1 DECLARATIONS OF INTEREST

To receive any declarations of disclosable pecuniary interests from Members in respect of any item to be considered at the meeting.

### 2 PROCEDURAL MATTERS

#### 2a Members' Questions

The deadline for Member's questions is 12pm four working days before the meeting (3 October 2013).

#### 2b Public Questions

The deadline for public questions is seven days before the meeting (2 October 2013).

#### 2c Petitions

The deadline for petitions was 14 days before the meeting, and no petitions have been received.

### 3 REVIEW OF LIBRARY POLICY STATEMENT -POSTERS AND LEAFLETS

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The local library is a focal point for information in the community and continuously attracts a large number of requests to display notices posters and leaflets. Criteria for displaying material are drawn up using space, relevance and legal requirements, and to protect the Libraries standing in the community as an unbiased source of public information to which all users have access.

### 4 FIRE AND RESCUE ADVISORY GROUP

The Fire and Rescue Advisory Group is a cross party group of Members which has provided advice and support to the Cabinet Member with responsibility for the Fire and Rescue Service since 2010. The Fire and Rescue Advisory Group helps to provide resilience in respect of this portfolio area as well as helping the Cabinet Member and Cabinet Associate to discharge their roles in relation to Fire and Rescue. The advisory group also increases the expertise and involvement of other Members in the Fire and Rescue Service and its cross party nature helps with information sharing arrangements across the council. Following the election of a new Council in May 2013, it is proposed that the continuation of the Fire and Rescue Advisory Group and its terms of reference be confirmed.

#### RECOMMENDATION

It is recommended that the continuation of the Fire and Rescue Advisory Group be confirmed and that the Cabinet Member consider any updates to its terms of reference for the new Council.

#### Reason for recommendation

To support the Portfolio Holder in discharging her role in relation to the Fire and Rescue Service.

**David McNulty**  
**Chief Executive**

Published: 1 October 2013

#### **MOBILE TECHNOLOGY – ACCEPTABLE USE**

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- Interfere with the PA and Induction Loop systems
- Distract other people
- Interrupt presentations and debates
- Mean that you miss a key part of the discussion

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**SURREY COUNTY COUNCIL**

**CABINET MEMBER FOR COMMUNITY SERVICES**

**DATE: 9 OCTOBER 2013**

**LEAD OFFICER: SUSIE KEMP, ASSISTANT CHIEF EXECUTIVE**

**SUBJECT: REVIEW OF LIBRARY POLICY STATEMENT- NOTICES POSTERS AND LEAFLETS FOR DISPLAY**



**SUMMARY OF ISSUE:**

The local library is a focal point for information in the community and continuously attracts a large number of requests to display notices posters and leaflets. Criteria for displaying material are drawn up using space, relevance and legal requirements, and to protect the Libraries standing in the community as an unbiased source of public information to which all users have access.

Every year a very diverse range of individuals and organisations approach libraries asking them to display their material. The policy on what is acceptable or not acceptable for display is a sensitive issue. Some of this material is campaigning or contentious material and when declined, has produced difficult case issues in the past. In the light of this any changes to the policy and criteria for the display of notices, posters and leaflets is taken through the Council's decision making process.

The criteria have also been designed to help library staff both to make a judgement on what is acceptable and to explain that judgement to members of the public.

As a working tool, from time to time these criteria need updating, and must respond to change including increasing demand and the provision of information in some libraries on electronic display screens rather than in hard copy.

**RECOMMENDATIONS:**

It is recommended that:

1. the revised acceptability and handling criteria for notices, posters and leaflets in libraries, as set out in Annex 1 to this report, be agreed.
2. the application of the criteria be extended to the provision of information in libraries on electronic display screens.

**REASON FOR RECOMMENDATIONS:**

The introduction of electronic display screens in larger libraries increases the capacity of libraries to display information and reduce paper consumption, but criteria for display are still needed as for hard copy items.

Experience within the library service in 2012 of applying the criteria showed the need for revisions; in particular greater clarity for the public around the pressures on display space and why guaranteed display cannot be provided and the need for a final arbiter on suitability. In addition, greater clarity is needed to make decisions on

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materials raising support or funds for political campaigns.

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| <b><u>DETAILS:</u></b> |
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**Business Case**

1. The local library is a focal point for information in the community and there is always pressure on space and the need for guidelines and priorities on the use of this space. The criteria have to cover many types of printed material, now including new ways of displaying information such as electronic display screens in some libraries, as well as priorities for display.
2. The proposed revisions to the criteria, shown at Annex 1 in bold, are based on practical experience within the library service over the last two years. Revisions are based around practical handling of the display materials, and whether or not an item is suitable for display.
3. In order to ensure that the largest number of people possible have an opportunity to use the space, a limit on poster size which was already in place has now been made explicit, as has no guarantee on display or length of display time unless legally required. In order to support staff in making difficult decisions, and as a point of referral, the role of the Information Services Manager within the library service as final arbiter in suitability decisions is also made clear.
4. Priorities for display remain unchanged from current working practices, with an emphasis on local material, and flexibility for local managers where space is available to accommodate other material that is within the acceptable criteria.
5. A key clarification is around material from political parties and campaign groups. Material from any political party is not acceptable. This is a legal requirement under the Local Government Act 1986 which prevents any local authorities from displaying any material designed to "affect support for a political party". In addition the current guidelines prohibit material which seeks to lobby or pressure sections of the government, or the population. This needed to be clarified to include notices or posters of any events designed to raise support, or funds, for political campaigns or those campaigning against Surrey County Council. In accordance with the Government's Code of Recommended Practice on Local Authority Publicity the Council itself is not able to produce material whose primary purpose is to "persuade" the public to a particular point of view on a question of policy and it would be inconsistent to enable others to display similar material.
6. Clarification of the above points will both enable staff to deal more effectively and positively with requests for display and for the public to have realistic expectations of what can be displayed. Guidelines on how to display material in libraries is available on the libraries website and in leaflet format.

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| <b><u>CONSULTATION:</u></b> |
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7. These proposed changes are based on feedback from frontline staff and the Libraries Information Services team who deal with these issues on a daily basis. They have been discussed with the Libraries Senior Management Team, Strategic Director and Cabinet Member.

- 8. The views of the public were also sought through display of the proposed changes in all Surrey libraries during August 2013, one of the busiest months for footfall. No comments on the proposed changes were received.

**RISK MANAGEMENT AND IMPLICATIONS:**

- 9. There may be some dissatisfaction from individuals and organisations if libraries fail to display their material. These will be addressed on an individual basis by the Information Services Manager. The library service strives to maintain its standing in the community as an unbiased source of public information and in this it is important that staff have clear guidelines when making decisions, and a senior manager to support them if these decisions are difficult or not accepted by a member of the public or organisation. It is also helpful if clear guidance can be given to the public when they are thinking of displaying materials.
- 10. If accepted, the revised guidelines will be made available on the libraries web site and in leaflet format or via email.

**Financial and Value for Money Implications**

- 11. There are no direct financial implications by this revision of criteria. However it is hoped that staff time will be reduced by the greater clarity available to staff and public.

**Section 151 Officer Commentary**

- 12. The Section 151 Officer (Chief Finance Officer) confirms that there are no financial implications arising from these revised criteria and that all material business issues and risks have been considered and addressed.

**Legal Implications – Monitoring Officer**

- 13. Reference to the relevant legal provisions is made above. When looking at the modification to the policy preventing campaign groups from displaying material, it is not the monitoring officer’s view that Article 10 of the Convention of Human Rights regarding freedom of expression is engaged. There are many other ways in which such groups opposed to any Council policy can express this, through for example handing out their material to the public, public meetings, websites and blogs and making representations to the Council through democratic processes when such policies are being considered. In any event this is a proportionate approach given the limited space available, the fact that this is not paid advertising, and given the statutory restrictions on the Council and the publicity code. The Council also has a duty of care to assist its staff when dealing with these issues.

**Equalities and Diversity**

- 14. The clarifications in this policy may mean that campaign groups representing people with particular protected characteristics will not be able to display their material in libraries if they are campaigning against Council policies. There are however plenty of other avenues by which their views can be made known- examples are given above in the monitoring officer’s section.

**Climate change/carbon emissions implications**

15. Reduction in paper waste through change to electronic display and reduction in surplus and unused display materials will be a positive outcome.

**WHAT HAPPENS NEXT:**

16. Staff will be advised of changes through bulletins and staff meetings.
17. Revisions will be made to the web site advisory content and leaflets for the public.
18. The revised criteria will be introduced from 1 November 2013.

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**Contact Officer:**

Rose Wilson Library Operations Manager tel. 01932 794178

**Consulted:**

Peter Milton, Head of Cultural Services  
Libraries Senior Management Team and library staff  
Libraries Information Service Team Manager

**Annexes:**

Annex 1 - Posters and leaflets for Display - policy statement.

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## Posters and leaflets for display - policy statement

### *Proposed changes to the policy and criteria are shown in BOLD*

#### Introduction

The local library is a focal point for information about the community and attracts a large number of requests to display posters and leaflets, **both in hardcopy and on the electronic promotional screens**. Space and relevance have helped determine these criteria for displaying material in libraries.

A leaflet "Displaying your poster or leaflet in Surrey libraries" is available through the library service or on our website [www.surreycc.gov.uk/libraries](http://www.surreycc.gov.uk/libraries).

**The following criteria were agreed by the Cabinet Member for Community Services.** They have been drawn up to protect the Libraries' standing in the community as an unbiased source of public information to which all users have access. They have also been designed to help library staff both to make a judgement on what is acceptable and to explain that judgement to members of the public.

#### General

- **No guarantee will be made to display or return the material supplied, or to return any surplus.**
- **No guarantee will be made about the length of time material will be displayed, or the site for the display of material. Space permitting, posters and leaflets advertising a specific event will be displayed at least one week before the event. Posters will be displayed for a maximum of one month. Legal notices will be displayed for the appropriate legally required period.**
- Posters and leaflets that are poorly produced, handwritten, contain unclear, ambiguous or out of date information, will not be displayed.
- **Posters larger than A4 are not accepted.**
- Priority will be given to local material and items known to the Library Manager to be of local interest and according to the "Priorities for display" and unacceptable categories as listed below.
- **The decision of the Information Services Manager is final. No ensuing discussion or correspondence will be entered into.**
- Material is displayed on the clear understanding that Surrey County Council does not endorse or recommend any non-Surrey County Council services, events or products displayed in its libraries.
- In libraries where there is a suitable area, a display space may be booked through the Library Manager. Separate criteria are in place for this. **Static displays - policy statement.**
- **With the exception of content for the electronic promotional screens, posters and leaflets must be received in paper form. We will not print any posters or leaflets sent to us electronically as this incurs a cost to us.**

## Priorities for display

As there is more demand than space available, all leaflets must detail events, services or groups which take place within the area administered by Surrey County Council or within 15 miles of the county boundary, the exception being central London theatre and tourist attractions. Posters and leaflets will then be displayed according to the following set of priorities:

1. Information we are legally obliged to display.
2. Material relating to Surrey Library services and activities relating to its core roles of reading, information and learning **e.g. library author events.**
3. Material relating to Surrey Library partnerships and resultant activities e.g. The Reading Agency, **ACE (Arts Council England)**, Society of Chief Librarians.
4. Material relating to Surrey County Council, its services and Surrey County Council supported campaigns.
5. Local events\*, groups and services\*\* (including local support groups and membership recruitment leaflets, volunteer recruitment).
6. Brochures for theatres.
7. Information on tourist attractions.

**8. Any other material that can be accommodated - providing it does not fall into the categories noted below as being not acceptable.**

\* see "Material from any political party" below.

\*\* Material for any services must clearly identify the organisation and any parent organisations and will be accepted only if it clearly states relevant national standards which indicate the level of service offered, training undertaken by staff. If a service offers a learning element, then this must be clearly stated. For those services offered on a one-to-one basis, particularly those offered in an individual's home, there must be some indication of the level of safety assurance offered to users e.g. **DBS (Disclosure and Barring Service)** checks.

Material from faith organisations can be accepted provided that it meets the geographical criteria and represents a local organisation, and that the material seeks to inform, but not to lobby or pressure sections of government, **Surrey County Council**, or the population.

## Not acceptable

The following will not be accepted for display.

- Material from any political party. This is a legal requirement under the Local Government Act 1986 which prevents local authorities from displaying any material designed to "affect support for a political party".
- Material which seeks to lobby or pressure sections of government, **Surrey County Council**, or the population. **This includes any events designed to raise support, or funds, for political campaigns or those**

**campaigning against Surrey County Council.** The only exception will be material and areas supported by Surrey County Council

- Material advertising commercial goods and services (e.g. local plumbers, aromatherapists, employment agencies, children's activities with no learning aspect) except for those in the "Priorities for display" section above.
- Material from any charitable or other organisation which asks directly for money to support that charity/organisation e.g. raffle tickets, collection boxes or sponsorship forms. The sole exception Surrey County Council makes to this is the annual Royal British Legion Poppy Appeal in November.
- Material from organisations seeking non-monetary donations e.g. body organ donations, unless there is a specific local activity e.g. blood donation session at a local hall
- Material aimed at recruiting paid employees

### **Magazines offered for display in multiple copies.**

Material in magazines or newspaper format may be accepted on the basis that they:

- are available in multiple copies (5 or more)
- are intended for the public to take freely and with no charge
- conform to the criteria as stated for posters and leaflets

### **Distributing material to more than one library.**

Posters and leaflets must be offered to us at least 28 days prior to the event date or requested display date to allow for distribution.

Material offered to us for display in several of our libraries will be dealt with through a central distribution point currently based in Dorking.

Organisations or groups requesting that their material be displayed in more than one of our libraries will be asked:

- To deliver the relevant and negotiated quantity to our distribution point.
- To deliver the material ready bundled up with the required quantity for each library and clearly marked.
- To ensure that any parcel does not weigh more than 15 kilos (to comply with Health and Safety arrangements).

All arrangements should be made with the Information Services Team by email: [leaflets@surreycc.gov.uk](mailto:leaflets@surreycc.gov.uk) or by ringing 01483 543599.

**May 2013.**

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