

Wiltshire Council

Council

25 February 2020

From Councillor Ian Thorn, Calne Central

**To Councillor Allison Bucknell - Cabinet Member for Communications,
Communities, Leisure and Libraries**

Question (20-3)

During the six month period leading to the 2017 local elections Wiltshire Council produced a series of propaganda posters which appeared on Wiltshire Council property and cost Wiltshire tax payers £10,000. Is Wiltshire Council proposing a similar advertising campaign in the lead in to the 2021 local elections?

Response

Wiltshire Council regularly runs campaigns to promote council services and to highlight that Wiltshire is a great place to live and work.

To refer to this as “propaganda” does the work of our Council and our Communications team a disservice.

Specifically, the posters referred to were produced as part of the Get Involved campaign, which began in December 2016. This campaign was intended to encourage residents to engage with our services, whether that be volunteering, taking the Big Pledge, reporting a pothole or applying for a community grant. The campaign covered a wide range of service areas and was targeted to promote stronger communities, as part of the council’s business plan.

All campaigns in the lead up to the 2021 elections will, as always, be consistent with guidance on publicity in the pre-election period.