

AGENDA

Meeting: STAFFING POLICY COMMITTEE
Place: Council Chamber, Council Offices, Monkton Park, Chippenham
Date: Wednesday 4 July 2012
Time: 10.30 am

Please direct any enquiries on this Agenda to Roger Bishton, of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line 01225 713035 or email roger.bishton@wiltshire.gov.uk

Press enquiries to Communications on direct lines (01225) 713114/713115.

This Agenda and all the documents referred to within it are available on the Council's website at www.wiltshire.gov.uk

Membership:

Cllr Allison Bucknell
Cllr Rod Eaton
Cllr Mike Hewitt
Cllr Jon Hubbard
Cllr David Jenkins

Cllr Francis Morland
Cllr John Noeken
Cllr Jane Scott OBE
Cllr John Smale

Substitutes:

Cllr Rosemary Brown
Cllr Chris Caswill
Cllr Ernie Clark
Cllr Mary Douglas
Cllr George Jeans

Cllr Bill Moss
Cllr Christopher Newbury
Cllr Mark Packard
Cllr Jonathon Seed

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PART I

Items to be considered while the meeting is open to the public

1 **Membership**

To note the membership of the Committee as appointed by Council at its annual meeting on 15 May 2012, as set out at the front of the agenda.

2 **Apologies for absence**

3 **Minutes of Previous Meeting** *(Pages 1 - 6)*

To confirm the minutes of the meeting held on 9 May 2012. (Copy attached)

4 **Declarations of Interest**

To receive any declarations of personal or prejudicial interests or dispensations granted by the Standards Committee.

5 **Chairman's Announcements**

6 **Public Participation**

The Council welcomes contributions from members of the public.

Statements

If you would like to make a statement at this meeting on any item on this agenda, please register to do so at least 10 minutes prior to the meeting. Up to 3 speakers are permitted to speak for up to 3 minutes each on any agenda item. Please contact the officer named on the front of the agenda for any further clarification.

Questions

To receive any questions from members of the public or members of the Council received in accordance with the constitution. Those wishing to ask questions are required to give notice of any such questions in writing to the officer named on the front of the agenda no later than 5pm on **Wednesday 27 June 2012**. Please contact the officer named on the front of this agenda for further advice. Questions may be asked without notice if the Chairman decides that the matter is urgent.

Details of any questions received will be circulated to Committee members prior to the meeting and made available at the meeting and on the Council's website.

7 **Appointment of Sub-Committees**

The Committee is asked to:

- (i) agree the size, and
- (ii) appoint the members and substitute members (up to three for each Party Political Group) to each of the following Sub-Committees:
 - (a) Senior Officers' Employment Sub-Committee – previous members being Cllr Mike Hewitt, Cllr Jon Hubbard & Cllr John Noeken.
(Substitute Members: Cllr Rod Eaton, Cllr Bill Moss, Cllr Mark Packard & Cllr John Smale.)
 - (b) Appeals Sub-Committee – previous members being Cllr Rod Eaton, Cllr John Noeken & Cllr Mark Packard.
(Substitute Members: Cllr Allison Bucknell, Cllr Mike Hewitt, Cllr John Hubbard & Cllr John Smale.)
 - (c) Grievance Appeals Sub-Committee – previous members being Cllr Allison Bucknell, Cllr Mike Hewitt & Cllr Francis Morland.
(Substitute Members: Cllr Ernie Clarke, Cllr Rod Eaton, Cllr George Jeans, Cllr Bill Moss, Cllr Christopher Newbury & Cllr Jonathon Seed.)

Under Paragraph 2.4.1 of Part 3 of the Council's Constitution, it is a requirement that at least one member of the Senior Officers' Employment Sub-Committee should be a member of the Cabinet when it discharges its function to dismiss and take disciplinary action against certain categories of officer in accordance with the officer employment procedure rules. Accordingly, it is recommended that a second Cabinet member be appointed to this Sub-Committee either as a member or as a substitute member.

8 **Personal Use of Social Media Policy** *(Pages 7 - 22)*

A report by the Service Director HR & OD is attached.

9 **Green Car Salary Sacrifice Scheme** *(Pages 23 - 30)*

A report by the Service Director HR & OD is attached.

10 **Date of Next Meeting**

To note that the next meeting is scheduled to be held on Wednesday 5 September 2012, starting at 10.30am.

11 **Urgent Items**

Any other items of business which, in the opinion of the Chairman, should be considered as a matter of urgency. Urgent items of a confidential nature may be considered under Part II of this agenda.

PART II

Items during whose consideration it is recommended that the public should be excluded because of the likelihood that exempt information would be disclosed

None

STAFFING POLICY COMMITTEE

DRAFT MINUTES OF THE STAFFING POLICY COMMITTEE MEETING HELD ON 9 MAY 2012 AT ORKNEY ROOM, 2ND FLOOR, COUNTY HALL EAST WING, TROWBRIDGE.

Present:

Cllr Allison Bucknell (Chairman), Cllr Rod Eaton, Cllr Mike Hewitt (Vice Chairman), Cllr Jon Hubbard, Cllr Francis Morland, Cllr John Noeken, Cllr Mark Packard, Cllr Jane Scott OBE and Cllr John Smale

31 **Apologies for absence**

There were no apologies for absence.

32 **Minutes of Previous Meeting**

Resolved:

To confirm and sign as a correct record the minutes of the Committee meeting held on 7 March 2012.

33 **Declarations of Interest**

There were no declarations of interest.

34 **Chairman's Announcements**

It was announced that the Council's new careers website had won an award for Best Recruitment Website at the 2012 Public Sector People Managers Association (PPMA) awards which had taken place at their annual conference in Birmingham recently. The project to design and develop a new careers website was led by the HR strategy and policy team in partnership with Penna, the Council's recruitment advertising agency.

Members of the Committee requested that their congratulations be extended to all those members of staff who had been involved in making the website such a success.

35 **Public Participation**

There were no members of the public present or councillors' questions.

36 **Senior Officers' Employment Sub-Committee**

Resolved:

To receive and note the minutes of the Senior Officers' Employment Sub-Committee dated 19 April 2012.

37 **Fixed Term Contract Dismissal Policy & Procedure**

Consideration was given to a report by the Service Director HR & OD which presented a new fixed term contract dismissal policy and procedure which would apply to all Wiltshire Council employees except teaching and non-teaching staff employed in locally managed schools.

After discussion,

Resolved:

To approve the Fixed Term Contract Dismissal Policy and Procedure, subject to the following amendment:-

Para 4, first sentence, under Notification of ending a fixed term contract to read:-

“The meeting will be arranged between 4 and 6 weeks before the expiry of your contract and must be no later than 4 weeks before your contract end date.”

38 **Dignity at Work Policy & Procedure**

The Committee considered a report by the Service Director HR & OD which sought approval to a revised Dignity at Work Policy & Procedure which had been updated to reflect changes in line with the Equality Act 2010. The Committee also had before them an associated guide for managers and employees which provided further information on a number of areas which were specifically covered by the Dignity at Work Policy & Procedure.

After discussion,

Resolved:

To approve the updated Dignity at Work Policy & Procedure.

39 **Corporate Driving at Work Policy & Procedure**

Consideration was given to a report by the Service Director, Neighbourhood Services which sought approval to a new Driving at Work Policy & Procedure.

It was noted that there were currently a number of separate policies and guidance relating to driving at work and the new policy aimed to bring together all responsibilities for driving at work into one clear policy and procedure.

After discussion,

Resolved:

- (1) To circulate the associated handbook to all Members of this Committee.
- (2) To approve the updated Driving at Work Policy & Procedure, subject to:-
 - (i) First sentence of the section *Who does it apply to?* to be amended to read:-

“This policy applies to all drivers, irrespective of their employment status, who drive at work on behalf of the council (with the exception of teaching and non-teaching staff employed in locally managed schools and elected Members).”
 - (ii) Para 27 being amended to read:-

“It is the employees responsibility to ensure that they drive in accordance with the law, and any other Council policies which might prevail, regarding consumption of alcohol, illegal substances, drugs & medications, the use of mobile phones.”
 - (iii) To authorise the Service Director HR & OD, after consultation with the Chairman, to delay the implementation of this Policy & Procedure, should Members identify anything in the handbook which might be at variance with the Policy & Procedure and to refer any such anomalies back to this Committee for determination.
- (3) To recommend the Standards Committee to consider introducing a similar policy & procedure applicable to Members of the Council.

40 **Vaccination Policy**

On considering a report by the Head of Occupational Health & Safety, Business Services,

Resolved:

To approve the new Vaccination Policy.

41 **Occupational Health Service Annual Report**

The Committee received a report by the Head of Occupational Health & Safety, Business Services, which gave an overview of the work outputs of the Occupational Health Service during 2011 as set out in the Occupational Health Performance Report.

During discussion, Members suggested that:-

- A cross reference between the percentage of referrals as set out in summary table 6 of the Annual Report and the number of staff in each location would be helpful.
- The inclusion of total numbers of staff per department be included in future in table 4 which set out numbers of new referrals per department.

Members congratulated the Head of Occupational Health & Safety, Business Services on the excellence of her report.

Resolved:

To note the contents of the Occupational Health Performance Annual Report.

42 **Stress/Depression, Mental Health & Fatigue Related Sickness Absence**

As requested at the last meeting, the Committee received a report by the Service Director HR & OD which set out further information about sickness absence caused by stress/depression, together with a comparison with staff from other local authorities suffering from similar ailments.

It was noted that Wiltshire's staff absences were similar to those experienced by other benchmarking authorities, i.e. Essex, Buckinghamshire, Oxfordshire & Hampshire. Members also noted that it was front line services, such as Waste Management, DCS Adult Care Operations and Children & Families Social Care, where absences were more prevalent.

Members noted that the Council had a range of practices and services in place which would help maintain levels of employee well-being and avoid or shorten stress-related absences, details of which were set out in the report.

Reference was made to the redesign of service delivery as part of systems thinking and behaviour and Members considered that it would be interesting to find out if this would lead to lower levels of sickness absence.

Resolved:

- (1) To note the contents of the report.
- (2) To request an update report in due course showing any areas of change.

43 **Quarterly Workforce Measures - Delivering the Business Plan - Quarter ended 31 March 2012**

The Committee received a quarterly workforce report, excluding fire, police and schools staff, for the quarter ended 31 March 2012 concerning:-

Staffing Levels
Workforce Information
Sickness Absence
Health and Safety
Disciplinary and Grievance Cases
Voluntary Staff Turnover

The report also provided information relating to Workforce Costs and benchmarking Data.

After discussion,

Resolved:

- (1) To note the contents of the report.
- (2) To request that a breakdown of the 15% staff turnover in Children & Families be provided and emailed to Members of this Committee.

44 **Date of Next Meeting**

Resolved:

To note that the next meeting was scheduled to be heard on Wednesday 4 July 2012, starting at 10.30am, to be held in the Council's Offices at Monkton Park, Chippenham.

45 **Urgent Items**

There were no items of urgent business.

(Duration of meeting: 10.30 am - 12.15 pm)

The Officer who has produced these minutes is Roger Bishton, of Democratic Services, direct line 01225 713035, e-mail roger.bishton@wiltshire.gov.uk

Press enquiries to Communications, direct line (01225) 713114/713115

WILTSHIRE COUNCIL

STAFFING POLICY COMMITTEE

4 July 2012

PERSONAL USE OR SOCIAL MEDIA POLICY

Purpose of Report

1. To present the newly developed “personal use of social media policy” for review and agreement.

Background

2. A requirement was identified for a policy to cover the personal use of social media by employees.
3. This policy applies when staff are using social media in their own time (i.e. not within their council job role)
4. It applies at all times, whether they are using council equipment (e.g. during lunch breaks) or their own personal equipment (e.g. home PC or personal smartphone).
5. Where employees are using social media on behalf of the council the “Social media and blogging” policy (developed by the Information assurance and Communication team) applies.
6. The requirement for this policy came from several sources including:
 - Employees contacting the communications team for guidance;
 - Managers asking for guidance on how to manage inappropriate social media content;
 - Both operational HR and legal team based on recent cases relating to social media where existing policies were not deemed to be strong enough to underpin the appropriate disciplinary action;
 - Recent case law which confirms the need for a policy which is clear and specific and makes employees aware of the consequences of posting inappropriate content
7. ACAS best practice advice is to have a policy on social media and this policy takes into account the guidance they provide, together with other best practice guidance.

Main considerations

Policy consultation

8. It was recognised that this policy would be one that could cause concern amongst staff and therefore full consultation has been carried out in order to ensure that an appropriate and “fit for purpose” policy was developed for Wiltshire.
9. The first draft of the policy was circulated to the unions, stakeholder panel, communications, IT, legal and other key stakeholders and generated a lot of feedback.

10. Main points from initial consultation were that the policy was too restrictive, too “big brother” and put people off using social media which is not the aim of the council.
11. Additional consultation was conducted, including the use of focus groups which were attended by a mixture of managers and staff from a variety of service areas as well as representatives from Unison and communications.
12. At the focus groups there was 100% support for a policy being needed and there was valuable discussion and feedback about the style, content and focus, as a result of which the policy was changed quite significantly.
13. The emphasis is now much more on employees protecting themselves and specific advice being contained within the FAQ’s section of the policy.
14. The revised policy went back to those who attended the focus groups, unions, equality impact assessment panel and stakeholder panel.

Policy roll out

15. Throughout the development process we have worked closely with the Communications team. The aim is to roll out this policy alongside the launch of access to additional webpages for all staff.
16. The Communication team plan to run training sessions on elements covered by this policy, including the use of privacy settings

Environmental Impact of the Proposal

17. None

Equalities Impact of the Proposal

18. No negative impacts were identified.

Risk Assessment

19. None

Recommendation

20. To approve the personal use of social media policy

Barry Pirie
Service Director
HR & OD

Report Author: Paula Marsh, Human Resources Policy & Reward team

The following unpublished documents have been relied on in the preparation of this Report: None

Wiltshire Council Human Resources

Personal use of social media

This policy can be made available in other languages and formats such as large print and audio on [request](#).

What is it?

Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources.

See [examples](#) of social media sites.

This policy provides guidance to employees who use social media sites in their personal time (either at home or during work time in line with the [acceptable usage policy](#)), with the aim of protecting both employees and the council from disrepute.

Who does it apply to?

This policy applies to all Wiltshire Council employees (with the exception of teaching and non-teaching staff employed in locally managed schools).

When does it apply?

This policy applies at all times when employees are making use of social media sites in a personal capacity.

It applies whether the employee is at home or at work and whether they are using a council laptop/smartphone or their own device.

When does it not apply?

This policy does not cover the use of social media sites by employees within their role and on behalf of Wiltshire Council.

For guidance on the use of social media on behalf of the council you should refer to the information security [Social media and blogging policy](#).

What are the main points?

Protecting yourself

1. Many employees make use of social media in a personal capacity and this policy is not intended to limit your use or enjoyment of social media.
2. However you should remember that, even when not acting on the council's behalf, you can be held accountable for content which you post on social media sites which could be potentially damaging to the council.
3. Damaging content includes any communication made in a personal capacity through social media which:

Brings the organisation into disrepute	E.g. criticising the council, service users or colleagues in an inappropriate manner, posting images that are inappropriate or links to inappropriate content.
Breaches confidentiality	E.g. revealing information owned by the organisation; giving away confidential information about an individual (such as a colleague or service user) or discussing the organisation's internal workings (such as council spending or business plans that have not been communicated to the public);
Is discriminatory against, or bullying or harassment of, any group or individual	E.g. making offensive or derogatory comments relating to sex, gender reassignment, race (including ethnicity), disability, sexual orientation, religion or belief or age; using social media to bully another individual; or posting images that are discriminatory or offensive, or links to such content.
Breaches copyright	E.g. by using someone else's images or written content without permission

4. Consider who can read what you are posting, being aware that some sites are open to all and other sites allow you to control who can see what you post.

5. Ensure that you have reviewed any privacy settings so that only those you would wish to read your content are able to do so.
6. Consider carefully whether you wish to include your workplace and/or job title on your profile – being aware that this may make it easier for service users and members of the public to contact you in your personal time.
7. If you choose to comment in a personal capacity on any issues relating to the council or your work you should make it clear that you are not representing the council and that the views expressed are personal and do not necessarily reflect the views of the council.
8. You should not comment on behalf of the council on a social media site unless you have been authorised to do so – you should refer to the [Social media and blogging policy](#) or seek advice from the communications team.

Accessing social media in work time

9. In line with the council's [Acceptable Usage policy](#) you may make occasional and reasonable personal use of the internet (for example during lunch breaks), as long as this does not interfere with the performance of your duties or the work of other staff.
10. Accessing social media for personal use on your own equipment (e.g. mobile phone, smartphone etc.) is only acceptable during official breaks.

How the council protects itself

11. We monitor social media websites in the same way as we monitor other media channels (e.g. local press etc.) for relevant content about Wiltshire Council.
12. We do not routinely monitor the webpages that you access from your council laptop, however full logs are retained and can be accessed as part of a genuine investigation.
13. We do not monitor your personal social media pages without reason. However, as with any allegation of misconduct, we will investigate where breaches of this policy are brought to our attention by any means (e.g. via members of the public, employees, partners or service users).

Investigations which involve social media content

14. Any investigation which involves social media content will take into consideration:
 - the intent of the content;
 - the “moral intensity” of the content – what damage has been done;
 - the implications – including the level of risk it places the council at (including reputation, data etc.) and management time;
 - the impact – on service delivery, service users, work colleagues, morale etc.;
 - the individual’s right to freedom of expression (provided it is not discriminatory, damaging, malicious or libellous).
15. Inappropriate content posted on social media sites either during, or outside of work time may lead to either informal or formal disciplinary action.
16. Serious breaches of this policy, for example incidents of bullying of colleagues, discriminatory behaviour or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.
17. Social media content which proves that employees have breached other council policies may be used in disciplinary investigations relating to these matters.

Roles and responsibilities

Employee responsibilities

18. To carefully consider, before posting content on social media sites, whether this will bring the council into disrepute, breach confidentiality or copyright or be considered offensive, defamatory, discriminatory, bullying or harassment.
19. If you are unsure of whether it is appropriate to post certain content on a social media site advice can be sought from the communications team by contacting socialmedia@wiltshire.gov.uk.

Line manager responsibilities

20. You are not expected to monitor personal use of social media by your team. However if a matter, relating to inappropriate use of social media, is brought to your attention you are responsible for looking into the

matter in line with the relevant council policy, taking into consideration the factors outlined in point 14 above.

21. Where relevant you should gather evidence (e.g. screen-shots, print outs, copies of complaints) in the same way as within any investigation into alleged misconduct. See Guidance for managers on carrying out investigations for further information.
22. You may need to call on the expertise of other teams within the council (e.g. information assurance, communications) as part of this evidence gathering exercise.
23. If the content has the potential to damage the reputation of the council you should immediately liaise with HR and the communications team so that steps can be taken to minimise the impact of the damage.

HR responsibilities

24. To advise managers investigating cases which are based on or include social media content.
25. To liaise with teams across the council where appropriate to minimise the impact of any damage.

Communications team responsibilities

26. To offer employees advice about whether content is appropriate to post on a social media site.
27. To work closely with managers, information security and HR to remove or respond to inappropriate content on social media sites in a timely and effective manner to minimise damage to the council.

Information Assurance responsibilities

28. To provide support and expertise in gathering information and evidence which is required for investigations in relation to social media content.
29. In conjunction with other teams across the council to take action to remove material from social media sites which could cause damage to the council.

Frequently asked questions

30. Why do we need a policy on personal use of social media?

This policy has been produced in response to requests from both managers and employees for guidance on the implications using social media in a personal capacity can have on them at work.

We have also taken [ACAS advice](#) which recommends having a policy in order to:

- help protect the council and employees
- give clear guidelines for employees on what they can and cannot say;
- help line managers to manage performance effectively;
- help employees draw a line between their private and professional lives;
- comply with the law on discrimination, data protection and protecting the health of employees;
- be clear about sensitive issues like monitoring and explain how disciplinary rules and sanctions will be applied.

31. Can something I post on my own Facebook page, in my personal time, be used as evidence in a disciplinary case at work?

Yes, provided that the evidence is obtained by lawful means. For example, hacking into an employee's Facebook account to monitor their activity would be unlawful. However if the information is accessed legitimately by the council, or brought to the council's attention by another employee who has accessed it legitimately, for example from their own account, it can be used.

32. Could I be disciplined for something that a friend has posted on my social media site (e.g. a comment about the council left on my facebook page)?

No, you are not held responsible for the opinions or comments of third parties. However we would hope that you would post an appropriate response or ask your friend to delete the post.

33. What if I post a comment using a different name or alias?

If the council is made aware of any content which reflects negatively on the council then an investigation may be undertaken. If an employee is found to be the source of the content then action (either informal or formal) may be taken, even if the employee did not use their real name, or state that they worked for Wiltshire Council.

Each case will be considered on an individual basis, with reference to those points outlined in paragraph 14 of the policy.

34. What if someone shares with me on facebook a joke or comment or video which does not comply with equalities legislation?

This policy is not designed to limit your use of social media sites. The council would only become involved if made aware of content which could reflect negatively on the council.

You need to regularly check your privacy settings to ensure that only those you would want to be able to see content on your personal sites are able to do so. Any investigation would consider each case on an individual basis.

35. What if an ex-employee posts inappropriate comments on a social media site?

This would be dealt with in the same way as any member of the public making comments about the council. The communications team would assess the comment and decide whether to post a reply, contact the member of public or ask for its removal. If the comment is defamatory then the individual(s) concerned may choose to pursue private action.

36. What is defamation?

Defamation is defined as posting damaging or libellous comments or content about an organisation, their products and services or an individual which are not based on facts or evidence and which serve to undermine their reputation.

37. I just posted something on a social media site and am now concerned that I may have breached this policy. What should I do?

If you have posted something in error you should remove the content immediately where it is possible to do so, and contact the communications team as soon as possible for advice.

38. In the past I may have posted something on a social media site which may have breached this policy. Could the council look back at old posts (e.g. via timeline on facebook) and take action based on things I did years ago?

The council would only become involved if made aware of content which could reflect negatively on the council. If the content was not current then the decision about whether to undertake any investigation would need to be based on the factors in point 14.

Whilst not a policy at Wiltshire Council you should be aware that some employers may review the personal social media sites of applicants as a tool during recruitment.

Employees can protect themselves by ensuring their privacy settings are regularly reviewed and updated.

39. Can I use the council network to access the internet on my personal mobile phone or smartphone?

No. If using your own device to access social media websites for personal use during breaks you must use your own network, you cannot use the council's network.

40. What should I do if a colleague has posted offensive remarks about me on either my own or another social media site?

If comments have been made about you by a colleague you should raise this with your line manager in accordance with the **dignity at work policy and procedure**.

41. What should I do if a service user or member of the public makes unwanted contact or posts offensive remarks about me on a social media site?

Wherever possible you should protect yourself from unwanted contact by ensuring that privacy settings are regularly reviewed. You can also make it harder for people to find you by removing searchable criteria (such as employer and job title) from your profile.

If you are receiving unwanted contact you should make your manager aware and contact socialmedia@wiltshire.gov.uk to see if there is a way to block the individual.

Some teams will have their own policies and guidelines about appropriate interactions with service users.

42. What if content on a social media site was made in the public interest?

If a statement made on a social media site was made in pursuance of some legal, moral or social duty in the public interest (ie whistleblowing) the council's **whistleblowing policy** will apply. The council always seeks to protect whistleblowers from reprisals taken as a result of raising their concerns, provided that those concerns were raised in good faith and without malicious intent

43. What is the council's stance on cyber bullying

Cyber bullying is defined as bullying, harassment and victimisation conducted via social networking channels, including using blogs or social networking sites to post photographs or offensive or threatening comments about colleagues.

Any instances of cyber bullying by a colleague will be dealt with under the council's **dignity at work policy and procedure** in the first instance, except in severe circumstances where a decision may be made to suspend the employee pending investigation in line with the disciplinary policy and procedure and/or to contact the police.

Incidents involving members of the public would be referred to the police for investigation.

44. Would the council pass information regarding web pages accessed from my Wiltshire Council laptop to the police?

Yes. If approached by the Police to provide information to them in respect of a criminal investigation regarding the possible illegal activities of an employee using a Wiltshire Council laptop we would be obliged to provide such access to them under Section 29 of the Data Protection Act.

45. Can I make any comments on social media sites of a political nature whilst in a politically restricted post?

If your role is politically restricted, you are prohibited from publishing works or comments which could affect support for a particular political party. This would include posting comments on social media websites. You must refrain from making any comments from which others could conclude support or non-support for a particular political party. This would include, for example, making comments about a particular party's manifesto or an issue arising from their manifesto.

Equal Opportunities

This policy has been Equality Impact Assessed ([link to EIA for policy](#)) to identify opportunities to promote equality and mitigate any negative or adverse impacts on particular groups.

Legislation and guidance

- Human Rights Act 1998
- Data Protection Act 1988
- Equalities Act 2011
- [ACAS Factsheets “Social Networking”](#)

This policy has been reviewed by our legal department to ensure compliance with the above legislation and our statutory duties.

Advice and guidance

If you require help in accessing or understanding this policy you should contact your line manager or trade union representative if you are a member.

If, due to the nature of your query, it is not appropriate to contact your line manager you should contact your head of service who will nominate an appropriate manager or colleague to help you.

See [guidance for managers – giving advice on policies](#).

Further information

There are a number of related policies and procedures that you should be aware of including:

- Information Security Social media and blogging policy
- Acceptable usage policy
- Code of Conduct
- Dignity at work
- Disciplinary policy and procedure
- Grievance policy and procedure
- Behaviours Framework

For further information please speak to your supervisor, manager, service director or contact your [HR case adviser](#).

Policy author	HR Policy and Reward Team – PM
Policy implemented	DD-MM-YYYY
Policy last updated	24-04-2012

Examples of social media sites

<p>Social networking sites (e.g. Facebook)</p>	<p>Users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile. Additionally, users may join common-interest user groups, organised by common characteristics.</p>
<p>Blogging and micro-blogging sites (e.g. Twitter)</p>	<p>A blog is a type of website or part of a website usually maintained by an individual with regular entries of commentary and descriptions of events (blogging). A micro-blog is simply smaller in size.</p>
<p>Professional networking sites (e.g. LinkedIn)</p>	<p>Business-related social networking sites mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship, called connections. This list of connections can then be used to build up a contact network, follow different companies and find jobs, people and business opportunities.</p>
<p>Online communities (e.g. MySpace)</p>	<p>An online community of users' personal profiles. These typically include photographs, information about personal interests and blogs. Users send one another messages and socialise within the community.</p>
<p>Video sharing websites (e.g. YouTube)</p>	<p>A website on which users can upload, share, and view videos. A wide variety of user-generated video content is displayed, including film and TV clips as well as amateur content such as video blogging. Most videos enable users to leave and exchange comments.</p>
<p>Collaborative web projects (e.g. Wikipedia)</p>	<p>Web-based projects where articles are written collaboratively by volunteers around the world, and almost all articles are freely editable by any visitor.</p>

Definitions to add to glossary

Social media	Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media sites include (but are not limited to) Facebook, twitter, Linkedin, Youtube and MySpace.
Cyber-bullying	Bullying, harassment and victimisation conducted via social networking channels, including using blogs or social networking sites to post photographs or offensive or threatening comments about colleagues.
Defamation	Making or posting damaging or libellous comments, statements or content about an organisation, their products and services or an individual which are not based on facts or evidence and which serve to undermine their reputation.

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WILTSHIRE COUNCIL

STAFFING POLICY COMMITTEE 4 JULY 2012

Green Car Salary Sacrifice Scheme

Purpose of Report

1. To present up to date information on the take up of employees joining the green car salary sacrifice scheme.
2. To present revised arrangements for the shortfall in the Wiltshire Pension Fund as a result of reduced contributions paid by green car scheme participants.

Background

3. The green car salary sacrifice scheme enables employees to have a new low emission car with an upper CO2 limit of 120g/km, which is fully maintained and insured by the scheme provider. Employees enter into a salary sacrifice arrangement for a period of 36 months, paying a monthly amount out of their gross salary therefore making savings in income tax, NI and pension contributions.
4. Wiltshire Council also makes savings in tax, NI and pension employer contributions which currently pays for the scheme so that it is cost neutral.
5. The scheme was first launched as a pilot in April 2011 to employees who were coming to the end of their subsidised lease car arrangement and launched to all employees (subject to eligibility criteria) in June 2011.
6. Take up rates were estimated at 2-5% of employees in years 1 to 2 and 8% of employees in year 3.
7. Staffing Policy Committee in December 2010 approved the launch of the green car scheme and agreed the use of employer national insurance savings to offset the loss of pension contributions to the Wiltshire Pension Fund.

Main Considerations for the Council

8. Take up for the scheme has been steady since the launch however this has reduced in recent months. To date there are 85 participants equating to 1.7% of the (non-schools) workforce (see appendix A).

9. Tusker provides management information to Wiltshire Council on a monthly basis detailing the cars requested, mileage allowance selected and salary sacrifice amount (see appendix B). This includes:
 - the average gross monthly salary sacrifice per employee of £326.47
 - the average CO2 emissions per car requested of 108g/km
 - the average annual mileage selected of 11,958miles
 - the three most popular vehicles (the Ford Fiesta, Peugeot 107 and Chevrolet Spark)
10. To date, one employee due to personal circumstances has chosen to terminate their green car scheme agreement earlier than the 3 year period. This has resulted in the employee incurring an early termination charge.
11. Discussions with the pensions team have concluded that the shortfall in contributions equates to a very small percentage of the total Wiltshire Pension Fund.
12. Therefore it has been agreed that in 2012 the NI savings from the green car scheme are not required to make up the shortfall in pension contributions at this time.
13. The pensions team will review this arrangement in 2013 and, if take up has increased, look at whether there is any requirement to recover the shortfall in contributions at this time.

Consultation

14. None

Environmental Impact of the Proposal

15. None

Equalities Impact of the Proposal

16. No negative impacts have been identified.

Risk Assessment

17. None

Financial Implications

18. The Wiltshire Pension Fund will remain with a very small shortfall in employer and employee pension contributions until these arrangements are reviewed.

Options considered

19. None

Recommendation

20. To ask Staffing Policy Committee to note that:

- a re-launch of the scheme will take place in the autumn to all employees (subject to eligibility criteria) with the aim of increasing take-up rates
- the pensions team will review the Wiltshire Pension fund in 2013 to determine whether a top-up in the shortfall in contributions due to the impact of the green car scheme is required.

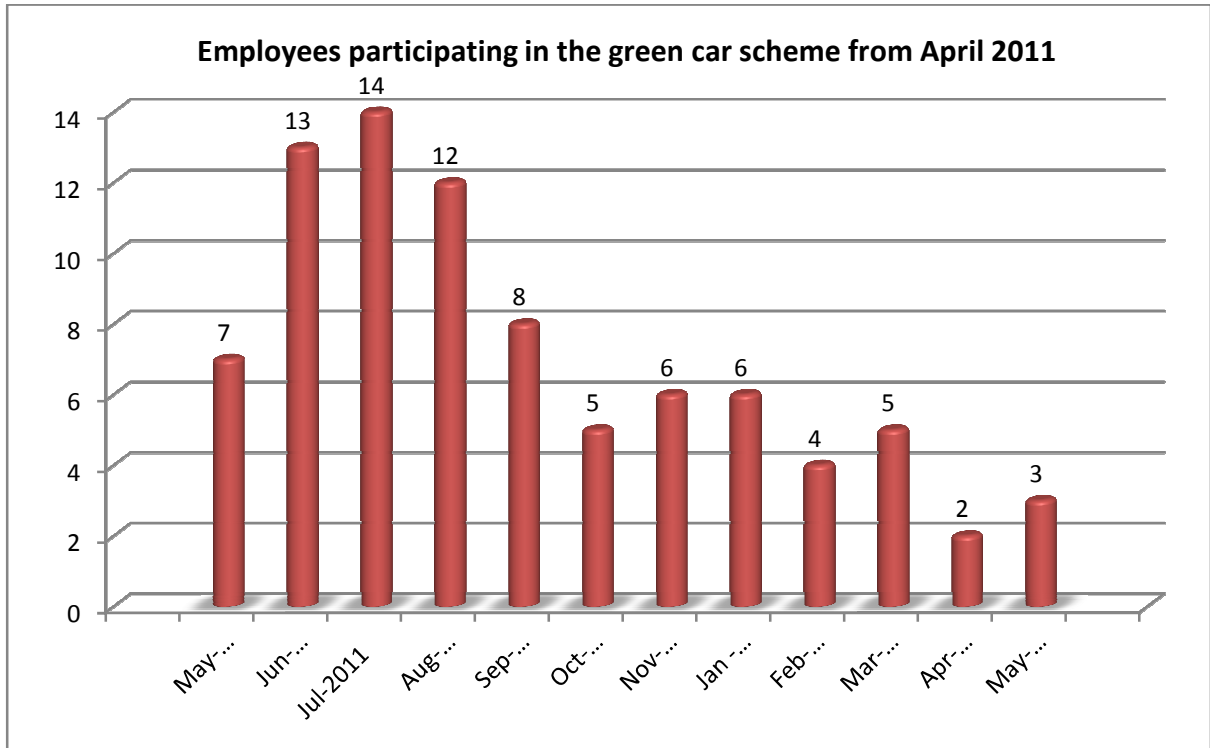
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The following unpublished documents have been relied on in the preparation of this report: None

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Rental Information

Average gross salary sacrifice	£326.47
Lowest gross salary sacrifice	£212.19
Highest gross salary sacrifice	£570.35

Vehicles

Most popular vehicles	Ford Fiesta Hatch	(9)
	Peugeot 107 Hatch	(8)
	Chevrolet Spark Hatch	(7)
	Citroen C1 Hatch	(6)
	Toyota Aygo Hatch	(5)
Average Co2 emissions (capped at 120g/km)	108g/km	
Average engine size	1313 cc	
Average P11d Value	£13,482	

Mileage allowance

Average annual mileage	11,958 miles
Most popular annual mileage	10,000 miles

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