



## **Personnel Committee**

Date: Wednesday, 20 January 2021

Time: 2.10 pm

Venue: Virtual meeting at <https://vimeo.com/event/608387>

**The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020**

Under the provisions of these regulations the location where a meeting is held can include reference to more than one place including electronic, digital or virtual locations such as internet locations, web addresses or conference call telephone numbers. To attend this meeting it can be watched live as a webcast. The recording of the webcast will also be available for viewing after the meeting has ended.

## **Membership of the Personnel Committee**

**Councillors** - Ollerhead (Chair), Akbar, Bridges, Craig, Leech, Leese, Murphy, Rahman, Richards, Sheikh and Stogia

## Agenda

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- 1. Urgent Business**  
To consider any items which the Chair has agreed to have submitted as urgent.
- 2. Appeals**  
To consider any appeals from the public against refusal to allow inspection of background documents and/or the inclusion of items in the confidential part of the agenda.
- 3. Interests**  
To allow Members an opportunity to [a] declare any personal, prejudicial or disclosable pecuniary interests they might have in any items which appear on this agenda; and [b] record any items from which they are precluded from voting as a result of Council Tax/Council rent arrears; [c] the existence and nature of party whipping arrangements in respect of any item to be considered at this meeting. Members with a personal interest should declare that at the start of the item under consideration. If Members also have a prejudicial or disclosable pecuniary interest they must withdraw from the meeting during the consideration of the item.
- 4. Minutes of the last meeting** 5 - 8  
To agree the minutes of the meeting held on 11 November 2020 as a correct record.
- 5. Revised Employee Code of Conduct, Smoking and Vaping and Digital Media Policy** 9 - 88  
The report of the Deputy Chief Executive and City Treasurer, and the City Solicitor is attached
- 6. Kickstart Scheme** 89 - 98  
The report of the Director of Human Resources and Organisation Development is attached

## Information about the Committee

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The Personnel Committee is made up of the Leader of the Council, the other eight Members of the Executive, the Assistant Executive Member (Finance and Human Resources), and the Leader of the Opposition.

Amongst its responsibilities, the Personnel Committee considers department staffing and organisational reviews; determines collective and corporate terms and conditions of staff and 'market rate' supplements. The Committee also determines the assignment and re-grading of certain posts and policies relating to local government pensions.

The Council is concerned to ensure that its meetings are as open as possible and confidential business is kept to the strict minimum. When confidential items are involved these are considered at the end of the meeting at which point members of the public are asked to leave.

The Council welcomes the filming, recording, public broadcast and use of social media to report on the Committee's meetings by members of the public.

Agenda, reports and minutes of all Council meetings can be found on the Council's website [democracy.manchester.gov.uk](http://democracy.manchester.gov.uk)

At this time admission of the public is not allowed to Council buildings.

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## Further Information

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For help, advice and information about this meeting please contact the Committee Officer:

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## **Personnel Committee**

### **Minutes of the meeting held on Wednesday, 11 November 2020**

**Present:** Councillor Bridges – in the Chair

**Councillors:** Akbar, Craig, Leech, Murphy, Rahman, Richards, Sharif-Mahamad, Sheikh and Stogia

**Apologies:** Councillors Leese and Ollerhead

#### **PE/20/19 Appointment of a Chair for the meeting**

In the absence of the Chair Councillor Bridges was appointed to chair the meeting.

#### **Decision**

To appoint Councillor Bridges as Chair for the meeting.

#### **PE/20/20 Minutes of the previous meeting**

#### **Decision**

To approve the minutes of the meeting held on 28 October 2020 as a correct record.

#### **PE/20/21 Efficiency Early Release Scheme (comprising Efficiency Severance and Early Retirement)**

The Committee considered a report of the Deputy Chief Executive and City Treasurer and the Director of Human Resources and Organisation Development which presented proposals for the application of an Efficiency Early Release Scheme (comprising Efficiency Severance and Early Retirement). The Committee was asked to agree the adoption of the Scheme. The proposal had been developed to achieve a targeted reduction in workforce numbers to support the delivery of planned changes to the organisation over the coming two years and deliver associated efficiencies. A reduction of c200 fte staff had been proposed through officer budget options as a result of the significant financial impact that the Coronavirus pandemic had had on the organisation, with a reported a budget gap of £105m for 2021/22, rising to nearly £160m in the following financial year. Existing policies on voluntary severance and early retirement were set out in the report alongside skill base considerations and the impact on business continuity / long-term priorities of the organisation.

The Deputy Chief Executive and City Treasurer explained the context, operation and timeline of the approach of the Scheme as well as the added complexities brought about by the impact of the Local Government exit pay cap. The Chair stressed the

importance of transparency and clear communications from the outset with staff who expressed an interest in the Scheme about the requirements of the decision-making process.

There was a discussion about the targeted approach to redundancies. The Committee sought assurances that the approach would take into consideration the organisation's equality and diversity objectives. The Deputy Chief Executive and City Treasurer advised that an Equality Impact Assessment was being conducted on the Scheme itself to provide reassurance that the Scheme's decision-making outcomes were fair, transparent and equitable and any unintended consequences were avoided.

Comments from the Trades Union (UNISON) were noted. Mindful of the organisation's current financial circumstances, and the steps taken to ensure parity, the Committee welcomed the enhanced Scheme and endorsed recommendations.

### **Decision**

1. To confirm that the Council's policy on Voluntary Early Release, as set out in the Severance and Early Retirement (Efficiency) Policy Statement be amended by increasing the maximum discretionary lump sum payment from a maximum of 30 weeks' pay to a maximum of 36 weeks' pay for individuals leaving the organisation in support of the delivery of the 2021/22 and 2022/23 budgets. Applications received under the enhanced scheme will be given consideration under these arrangements with the intention of supporting the release of staff prior to or early in the 2021/22 financial year.
2. To confirm that such an amendment is workable, affordable and reasonable having regard to the foreseeable costs.
3. Subject to the approval of Council to release the reserves required to implement this proposal, to confirm that the Deputy Chief Executive and City Treasurer, in consultation with the Director of HROD and the Executive Member with responsibility for Human Resources, may release staff who make such applications subject to the criteria set out in the report.
4. To recommend that 25 November 2020 Council formally confirm release of funds from reserves where appropriate to fund agreed releases.

### **PE/20/22 Exit Pay Cap**

The Committee considered a report of the Director of Human Resources and Organisational Development which set out the recently enacted exit pay cap which established an overall cap on a range of public sector bodies including local authority exit payments. The cap had been set at a maximum of £95,000 and became law on 4 November 2020. Further regulations which were subject to consultation via the Ministry of Housing, Communities and Local Government (MHCLG) had closed on 9 November 2020. The combined effect of both the exit regulations and the

consultation regulations that relate to changes within the Local Government Pension Scheme Regulations were to limit the value of public sector exit packages.

The report described a distinct level of concern around the process, drafting, and substantive legality of the regulations which had resulted in several challenges to Government from a variety of different organisations, Manchester City Council included. A copy of the organisation's representation to Government was appended to the report.

The Director of Human Resources and Organisation Development expanded on the challenges that are associated with the cap. In essence, this was described as a contradiction that existed across the two sets of regulations with regard to the impact of arising early retirement pensions costs. This, it was argued was unworkable and would serve to impact disproportionately on a large proportion of long serving local authority employees.

The Committee acknowledged the need for fairness and consistency in the approach to exit pay and, noting the comments from the Trades Union (UNISON) welcomed the organisations representation to Government.

### **Decision**

1. To note the representations made to Government in response to the implementation of the exit pay cap and the MHCLG proposals for reforms to local government exit pay.
2. To give the Committee's support to representations made by the Council in response to the MHCLG consultation.

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**Manchester City Council  
Report for Resolution**

**Report to:** Personnel Committee – 20 January 2021

**Subject:** Revised Employee Code of Conduct, Smoking and Vaping and Digital Media Policy

**Report of:** Deputy Chief Executive and City Treasurer, City Solicitor

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**Purpose of Report:**

To outline new revised employment policies for the Committee's consideration: the revised Employee Code of Conduct, Smoking and Vaping Policy (previously titled Tobacco Control Policy) and Digital Media Policy (previously titled Social Media Policy).

**Recommendations:**

The Committee is requested to approve the new policies attached to this report. Given that the Employee Code of Conduct forms part of the Council's Constitution, the Code will be submitted to the Constitution and Nominations Committee and full Council on 3 February 2021.

**Wards affected:** All

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**Background reports and policies (available for public inspection)**

The Employee Code of Conduct  
The Employee Code of Conduct Guidance  
Current Tobacco Control Policy  
Declarations of Interest (proposed new form)

## **The Employee Code of Conduct**

### **1. Summary**

- 1.1 The Employee Code of Conduct sets out the minimum standards required of all employees working for Manchester and forms part of our Constitution. As part of our commitment to review all core HR Policies, a comprehensive review of the Code has taken place through engagement with staff focus groups across Directorates, key stakeholders and trade union colleagues.
- 1.2 As the Employee Code of Conduct directly references our existing Social Media Policy, Internet and Email Policy, and our Tobacco Control Policy, it has been necessary to review these policies in line with the updated standards of behaviour within the new Code.

### **2. Purpose of the Code**

- 2.1 The Employee Code of Conduct serves three key purposes:
- It provides the ethical framework that informs our decisions and actions in line with our Corporate values and behaviours.
  - It is a crucial source of information for employees on our core employment policies and has a vital role in setting out our expectations within the induction process.
  - It outlines the basic standards that are expected of all employees and the consequences of non-compliance.

### **3. Context for the Review**

- 3.1 The existing Employee Code of Conduct has been in place, largely unchanged, for around 16 years. There have been significant changes to legislation and our employment policies since the implementation of the existing Code. These include, for example, the Equalities Act (2010) and The General Data Protection Regulation (2018). The current Code also predates the introduction of new or revised core Employment policies that include:
- Employee Dispute Resolution Policy (2008)
  - Equal Opportunities in Employment Policy (2011)
  - Social Media Policy and Code of Practice (2014)
  - Attendance Management Policy (2016)
  - Capability Policy (2012)
  - Disciplinary Policy (2012)
  - Alcohol and substance Misuse policy (2014)
  - Health and Safety Policy (2020)
  - Flexible Working Policy (2019)
  - Employer Supported Volunteering Policy (2018)
  - Internet and Email Policy (2017)
  - Data Protection Policy (2014)

- Whistleblowing Policy (2019)
  - Anti-Fraud and Corruption Policy (2019)
  - Anti-Bribery Policy
  - Tobacco Control Policy (2016)
- 3.3. The new Code of Conduct is aligned with all current legislation and employment policies as well as the new Digital Media and Tobacco Control and Vaping Policies that are put forward for approval in this Personnel Committee Report.
- 3.4. In relation to the sections of the Code covering Declarations of Interest and Gifts and Hospitality, External and Internal Audit have highlighted areas where improvements of governance arrangements are required, and the new Code provides a more robust framework for managers and staff to act within.
- 3.5. The Manchester Strategy and Our Manchester Behaviours implemented in 2016 have provided an opportunity for a refresh of the key principles articulated in the Code and the new Code aligns the ethical standards set out in the Nolan Principles and the values that guide our organisation.

#### **4. Review Approach**

##### **4.1. Benchmarking**

Detailed comparisons have been undertaken with Core Cities which has been formative in the development of the 'Seven Key Principles of Working' at Manchester and reflecting good practice across all sections of the Code.

##### **4.2. Engagement activity**

4.2.1 The Code has been developed by drawing on specialist expertise held across a broad range of services. Extensive collaboration has taken place to ensure that the content reflects Service as well as Corporate priorities.

4.2.2 There has also been significant trade union and staff input into the new Code. This has included a number of focus groups with staff across Directorates to help shape the seven principles of working at Manchester as well as critical sections within the Code.

4.2.3. Trade Union colleagues have been fully engaged in shaping the development of the Code. At the outset of the review process in September 2019, colleagues highlighted a number of areas for inclusion in the new code including the use of Social Media, behaviour outside work and the provision of more comprehensive guidance in relation to Declarations of Interest, which we have actioned. In addition, we have collaborated closely with the Unions on the development of the new code.

## 5. Content

- 5.1. The Code has been rewritten to ensure that both the content and the language reflects our current priorities and values as well as the legislative and policy environment. The areas of significant impact are highlighted for the consideration by Personnel Committee. A copy of the proposed new Code is attached as Appendix 1.
- 5.2. The Seven Principles of Working at Manchester
  - 5.2.1 These new principles are modelled on the Seven Principles of Public Life (or the 'Nolan principles') that were implemented by the Committee for Standards in Public Life in 2015. The principles set out the ethical values and behaviours that are expected of all people working in the public sector.
  - 5.2.2 The language has been adapted in response to staff feedback to ensure accessibility. The principles of 'we serve the public' and 'respect for others' have been added to ensure that Our Manchester core values and behaviours are incorporated. The adaptation of the Nolan principles is an effective approach used within other Core Cities that were benchmarked.
- 5.3. Use of Social Media
  - 5.3.1 Whilst there are many benefits both for staff and citizens in the Council's use of Social Media as a communication tool, inappropriate use of Social Media is an area which frequently arises in disciplinary cases. The Code sets out the principles that support appropriate use of Social Media and outlines the types of behaviour on Social Media that are unacceptable. The existing Social Media Policy (Appendix 2) and Code of Practice (Appendix 3) has been reviewed and brought into line with the advice contained within the Code. The changes are detailed in section eight of this report.
- 5.4. Declarations of Interest
  - 5.4.1 As outlined in the report to SMT in May 2020 External Audit recommended that we request all Members and Senior Officers update the Register of Interests on a yearly basis. In response to the Audit, we committed to implementing a process to ensure the annual update of the register of interests. A Corporate form has also been developed within the SAP infrastructure supports which strengthens our approach in this area. Given that conflicts of interest can occur across a wide range of roles, the Code outlines the requirement that all staff complete a declaration of interest form on a yearly basis and submit a new form if there are new interests to declare. This will ensure a consistent and robust approach across services.
  - 5.4.2 The new Code also reflects feedback from staff and stakeholders indicating that clearer guidance on the criteria for a conflict of interest is required, as well as examples of the range of actions managers can take to respond to identified conflicts.

## 5.5 Gifts and Hospitality

5.5.1 The Internal Audit Report covering the use of Purchase Cards produced in September 2018 indicated that a proportion of purchase card spends were used to provide entertainment or hospitality inappropriately. In order to more effectively manage the risk of real or perceived misuse of public funds, it was recommended that we provide guidance on the provision of hospitality. The new Code outlines the key principles of providing hospitality including several exceptional circumstances which would constitute appropriate provision of hospitality.

5.4.2 In addition, the full breadth of the gifts and hospitality guidance has been refreshed to ensure that there is a clear process for decision making, an effective audit trail and appropriate levels of authorisation in this area.

## 5.5 Behaviour Outside Work

5.5.1 We recognise the right for employees to a private life, however, if the behaviour of employees violates our core values and damages public trust in the individual or the services we deliver, this can constitute a breach of the Code. This area is frequently the subject of disciplinary cases, particularly in relation to employee behaviour at work events. The new Code outlines the key considerations for staff in relation to this.

## 6. Accompanying guidance

6.1 There is currently a guidance document that supports the Employee Code of Conduct which is a summarised version of the full Code. Stakeholder commented that the document duplicates rather than adds value to the current Code. Given that in most cases, the Code signposts staff to more detailed guidance in other documents, instead of additional guidance, a succinct Frequently Asked Questions document will support the Code. This will focus on areas where there are significant changes in policy or feedback has highlighted a lack of understanding or awareness.

## 7. Implementation of the new Code

7.1. Corporate Communications have developed an engaging and accessible layout for the new Code which will allow easy reference to all relevant sections. The Code will also be embedded within the new Intranet to allow rapid navigation and access to specific information required through searches.

7.2. There will be a communications campaign to support the implementation of the new Code and develop awareness in key areas. The campaign will span across the full spectrum of the Code and will be structured in line with the key principles. There will also be a focus on new areas of policy contained within the Code as well as those areas where we have identified low levels of staff knowledge and awareness.

- 7.3 Training on key areas of the Code is currently being incorporated into broader training plans that are currently being developed, particularly in relation to Manager and Leadership training.

## **Digital Media Policy**

### 8.1 Existing policy

- 8.11 We have several policy documents relating to online communication, including:

- Social Media Policy (Appendix 2)
- Social Media Code of Practice (Appendix 3)
- Introduction to Internet and Email Policy (Appendix 4)
- Internet and Email Policy (Appendix 5)

- 8.12 Given the significant content overlap of our existing policy, and the changing nature of online communication, maintaining separate policy and guidance for each medium as above is no longer practical.

- 8.13 The new Digital Media Policy (Appendix 6) defines any form of media that can be viewed on digital devices such as computers, tablets or smartphones as digital media. This includes but is not limited to:

- Email
- Social Media
- The Internet
- The Intranet
- Any integrated social features within the Intranet

- 8.14 By unifying our policy position in this way, it is intended that the expected standards of online behaviour are made more accessible to staff by presenting them in a single document. This also reduces repetition around information security, GDPR, and monitoring of the Council network.

- 8.15 Moving forward, we can focus on the key issues that are common to all online communications – how employees can safely advocate for the Council, and how to take personal responsibility for what they say online.

- 8.16 The Council recognises that many members of staff make use of digital media in a personal capacity, and that particularly with social media the line between personal and professional has become increasingly blurred. This trend has accelerated as we have become more dependent on remote working following the Covid-19 crisis.

- 8.17 The policy is very clear of the standards of behaviour expected in both personal and professional use of all digital media by directly referencing the new Code of Conduct. The purpose of these standards is not to prevent staff from expressing themselves online; the new policy contains an important statement to ensure that the full context of any breaches of the Digital Media policy are considered:

*“The Council’s response to any reported misuse of social media will be reasonable and proportionate to the perceived offence, the nature and context of the material, and the impact or potential impact on the Council.”*

- 8.18 It is, however, vital that staff understand that it is not possible to draw a clear line between expectations of staff in their private and public life: the nature of online communications and its ability to be shared widely to our citizens, stakeholders and service users means that we need to ensure staff are mindful of appropriate standards of behaviour in all communications whether conducted in private or public.

*“Even if a member of staff does not identify as Council staff, this policy will still apply if a connection with their employment can be made. Staff should be mindful that they are responsible for their words and actions in an online environment, and unacceptable conduct may result in disciplinary action’.”*

- 8.19 The grey area between personal and professional use can be difficult to navigate but, as recent case law has shown, even if online posts are made with the expectation that they are private or anonymous, they may end up in the public domain.

## 8.2 Information Security

- 8.21 The key principles of information security have been retained in the Digital Media Policy, however instead of a comprehensive list of standards and behaviours which are contained elsewhere within the policy framework, the 12 Golden Rules, Cyber Security and GDPR are signposted for those who require further information.

## 8.3 Social Media

- 8.3.1 Policy on the use of official Council social media accounts, much of which is procedural, is substantially unchanged.

- 8.3.2 However, there is one key difference in that our current social media policy regards official and personal use of social media as completely distinct, which no longer reflects how social media is commonly used. Staff at all levels now use personal social media accounts to positively engage with communities as representatives of the Council. The new Digital Media Policy is clear that there are circumstances where it is appropriate for employees to use their personal accounts in this way.

- 8.3.4 The wording has been refreshed to clarify aspects of personal use; however, the key principle remains the same - staff should conduct their personal social media activity with the Code of Conduct in mind.

## 8.4 Email

- 8.4.1 Key elements of information security that are specific to email remain in the policy, such as the need to be vigilant in ensuring that only those who need to

know are copied into emails. The policy is now explicit that staff must not use a Council email to register for personal use, such as online streaming services, due to ICT reporting a significant increase in 'phishing' scams. The 12 Golden Rules, Cyber Security and GDPR are again signposted for those who want further information.

8.4.2 Informal alternatives to internal email (such as WhatsApp groups) are covered as we are aware that staff use these, and we need to emphasise that the Code of Conduct still applies to this kind of communication.

8.4.3 Overall, there are no significant changes to the email policy, although the language and terminology have been updated where necessary.

## 8.5 Internet

8.5.1 The Internet policy is largely unchanged, and as such the section on the internet is relatively brief as key behaviours are covered by the Code of Conduct and Information Security.

## 8.6 Accompanying Guidance

8.6.1 Use of digital media will be covered in the Frequently Asked Questions produced alongside the Employee Code Conduct. Additionally, more detailed guidance specific to the Digital Media Policy will be developed for the new intranet that focuses on the most accessible language in terms of reading age.

## **Tobacco Control Policy**

### 9. Context for the review

9.1 The Tobacco Control Policy is a key policy that is referred to in the new Employee Code of Conduct although it was omitted in the original policy. Feedback from engagement activity was that it was important to ensure staff are clear from entering into the Council the standards that apply to smoking and vaping.

9.1.1 Another main driver for the review of this policy was to include reference to the use of e-cigarettes (vaping), which is a major omission in the existing policy.

9.1.2 Vaping has rapidly become the most popular stop smoking aid in England. Figures from Action on Smoking and Health (2019) suggest that the number of people vaping in the UK has reached 3.6 million. Recent evidence indicates that vaping is an effective way to help smokers quit. However, the long-term health effects of vaping are not yet well understood.

9.1.3 The draft policy is appended as Appendix 7. It has been developed in light of best practice advice published by Public Health England (PHE) and following benchmarking with the policies of other Local Authorities. Colleagues in Population Health and Wellbeing and our recognised Trade Unions have also been consulted.



9.1.4 Best practice advice from PHE regarding workplace vaping policies states there should be a distinction between smoking and vaping, as smoking in workplaces is prohibited under the Smoke Free Regulations (2006), whilst vaping is not. PHE also advise that policies should seek a balance between maximising the benefits of vaping as a stop-smoking aid, whilst mitigating the risks that can result in the workplace.

## 9.2 Content

9.2.1 In support of simplicity and usability, one policy covering both smoking and vaping has been developed, which focuses on the employment provisions and expectations of employees. It is proposed that further contextual information, including data in relation to the prevalence of smoking and vaping, and smoking related conditions in Manchester is positioned on the intranet as supplementary to the policy.

9.2.2 Although from a public health perspective vaping is considered to be less harmful than smoking and an effective stop-smoking aid, the long-term health effects of vaping are unclear. Benchmarking and feedback from Trade Union colleagues suggested that the policy provisions should bring vaping in line with smoking. The policy therefore prohibits vaping inside Council buildings and vehicles and on Council grounds. This will support with consistent messaging to the workforce about what is acceptable whilst at work.

9.2.3 The draft policy highlights the distinction between smoking and vaping and acknowledges that vaping is a popular stop-smoking aid. The policy also sets out the risks that can result from vaping in the workplace; vapour can become a nuisance or distraction for people nearby, as well as an irritant for people with respiratory conditions such as asthma. All other provisions within the policy remain the same as the previous version.

## 10. Comments from Trade Unions

10.1 To follow

## 11. Comments from the Director of HR

11.1 No further comments to add

## 12. Conclusion

12.1 The Personnel Committee is requested to approve the Digital Media and Smoking and Vaping Policy, and to commend the Employee Code of Conduct to the Council.

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## The Employee Code of Conduct

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## Introduction

1. The [Our Manchester Strategy](#) sets out all that we have achieved so far as a City: our proud industrial history through to transformational regeneration, harnessing the diverse talents of our workforce and communities. We are known for our spirit of innovation, ambition, enterprise and ability to do things differently. The Strategy sets out how we can accomplish even more as a city through the continued commitment of our workforce.
2. The Employee Code of Conduct supports you to contribute to the achievement of our ambitions by providing a clear set of principles that underpin how we work and the behaviours and standards that are needed to achieve this vision.
3. The council exists for the benefit of the people of Manchester and we are accountable to them. Working in accordance with the code also helps us provide the best possible service to the public. It helps protect our reputation and ensure that we are trusted to deliver high quality services, with the public interest at the heart of everything we do.
4. The Code of Conduct has been developed in line with the statutory requirements. It is part of our constitution and covers all staff employed by Manchester City Council. It does not cover staff employed by schools; however, it is recommended that Governing bodies adopt the key principles, standards and behaviours that are covered in the code. The [Members Code of Conduct](#) is in place to guide the standards and behaviours of Members and is closely linked with the Employee Code of Conduct.
5. If your role entails you working as part of a partnership arrangement with another organisation, the Employee Code of Conduct still applies to you. In addition, those providing services to and on behalf of the council, for example contractors, commercial companies, agency staff and volunteers are required to follow the spirit of the code in the delivery of work for Manchester.
6. The Code is incorporated into your terms and conditions of employment. Individual service regulations and rules provide more detailed guidance for staff, and in some service areas certain roles are governed by specific professional standards and legislation. It is your responsibility to ensure your professional registration is maintained. In some cases, the absence of professional registration will prevent you carrying out your duties.
7. Failure to comply with the Employee Code of Conduct, service or professional standards may result in disciplinary action in accordance with the [Disciplinary Policy](#), actions taken could include dismissal. You should make yourself familiar with the policy which outlines the standards of behaviour expected of you and examples of the type of actions that would require disciplinary action to be taken. A serious breach of this code would include, for example, theft, fraud, or misuse of council property which are offences classed as gross misconduct. Depending on the circumstances several steps will be taken which are outlined in the policy, including a full investigation by an appropriate manager.

8. You will be indemnified from personal legal action against you if you are acting in good faith in the discharge of your duties in accordance with the [terms of resolution](#) of the Personnel Committee of 20 December 2006 (Minute PER/06/24).

9. You should seek advice from your Line Manager or Human Resources if you are unclear about any aspect of the code or associated guidance. If you are a manager, you should make sure those who report to you know about and understand the code, and act if there is behaviour which is inconsistent with it.

10. If you are working for another organisation whilst still employed by the Council (for example when undertaking employer supported voluntary work or on secondment) you are expected to continue to act in accordance with this code to help ensure that the public have confidence in us and the services we provide.

## The Seven Principles of Working at Manchester

1. Through engagement with staff and managers across services, **the seven principles of working at Manchester** have been developed. These principles help ensure there is a clear framework of standards which we operate within that have been.

2. The seven principles of working at Manchester have been adapted from The [Seven Principles of Public Life](#), upheld by the Committee on Standards in Public Life. These provide key guidance on the ethical standards which all people who hold public office should comply with and these standards are reflected in the seven principles of working at Manchester which are in place to ensure the principles reflect our priorities as a Council.

3. The [Our Manchester Strategy](#) sets out our key ambitions for Manchester, and our core values, developed through engagement with Manchester people. The [Our Manchester Behaviours](#) sets out the attitude, approach and treatment of others that are needed to achieve these ambitions and these core behaviours are central to this Employee Code of Conduct. The four key behaviours which should guide all our work for Manchester are:

- We take time to listen and understand
- We own it and we're not afraid to try new things
- We work together and trust each other
- We're proud and passionate about Manchester

These behaviours are linked closely to all seven principles and feature throughout the code.

The **seven principles of working at Manchester** set out the standards expected from all of us when working at Manchester: an overview of the seven principles is provided below:

- ***We serve the public***

We are here to provide services to the public and we always deliver the highest standards of service.

- ***Respect for Others***

We treat all people with dignity, consideration, and respect.

- ***Accountability***

We are all trusted to deliver high quality services and in return it is expected that we act responsibly. We are accountable to our Managers, the Council as a whole and the public for our decisions and actions.

- ***Fairness***

We treat people fairly regardless of their age, gender, disability, gender reassignment, race, religion or philosophical belief, sex, sexual orientation, and marital status. Decisions are made fairly, consistently and on merit.

- ***Openness***

The public have a right to know and understand reasons behind key decisions. We act and take decisions openly and transparently within the legal framework.

- ***Honesty and Integrity***

We are honest and truthful and act according to the public, rather than our own, interests.

- ***Leadership***

We promote these principles in everything we do and act in ways to inspire public confidence.

## **Principle One: Serving the public**

1. Serving the public is at the heart of what we do, whether we work directly with the public, or provide important 'back office' support that enables customer facing staff to provide the highest possible standards. You should make yourself familiar with any service specific customer service guidance that you are required to follow, in addition to the general standards set out below. This section covers customer service standards and dress code.

### **Customer Service Standards**

1. Members of the public should be treated with dignity and respect. To help build constructive relationships with our service users, we must take the time to listen and understand. We should take a strength-based approach in how we work with service users which means recognising their unique skills and knowledge and the role they can play in facilitating positive change. This helps us to build better relationships and be more empathetic and responsive to individual needs.

2. You also have a right to be treated with dignity and respect by our service users. You are not expected to tolerate aggressive, abusive, or violent behaviour. This includes hate crimes, which are crimes that are targeted at a person because of hostility or prejudice towards that person's disability, race or ethnicity, religion or belief, sexual orientation, or

transgender identity. If you experience this, you should report this to your manager and be supported appropriately.

### **Dress Code**

1. You are expected to dress appropriately according to the service that is being delivered and your role within the organisation and you should refer to any service specific guidance that applies. For example, in front line services, depending on your role, the dress code may be practical to ensure safety and hygiene standards are met. In some services, the nature of your role may mean that it is important to dress in a way that residents can relate to. In 'back office' services, professional dress may be particularly important due to the client base.
2. In all cases, uniform, and clothing provided for health and safety reasons must be worn. Across services there may however be flexibility on dress on certain days with 'dress down' days and some services may allow staff to wear trainers at work to support active lifestyles.
3. The Council values and welcomes the ethnic, religious and gender diversity of our work force and service dress codes will include ethnic and religious dress requirements to ensure that you are free to wear them.

## **Principle Two: Respect for Others**

1. Trust, listening and understanding are critical [Our Manchester behaviours](#) and essential to developing strong working relationships which will allow us to deliver our objectives. This section covers your relationships with your colleagues, your manager, service users and Councillors. Respectful treatment of others is crucial in your use of Social Media and behaviour outside of work and this is also covered here.

### **Our relationships**

1. Internally it is important that we work as one organisation and have constructive working relationships within our teams and are also able to work across teams, services, and directorates. Externally we need to be adaptable to the distinctive styles and approaches of the diverse range of service users, partners, and agencies that we work with.
2. You should be professional in your behaviour towards colleagues and we should treat each other with mutual dignity and respect. The Council does not tolerate behaviour that undermines dignity or respect or can cause others to think less or be disrespectful towards any individual or group. In addition, if you experience bullying or harassment or at work, this should be reported to your manager, or an alternative manager if this is preferred, at the earliest opportunity. Please refer to the [Equal Opportunities in Employment policy](#) for information on the framework of protection that is in place to support fairness in the workplace.
3. Complaints can be raised through the [Employee Dispute Resolution Policy](#) which is in place to support fair treatment and resolution of employees complaining about behaviour in the workplace, including harassment and victimisation by other employees or managers.

4. Sometimes, despite best efforts, work relationships break down. The Council has several trained [internal conciliation officers](#) who can support you to resolve conflicts at work without recourse to formal processes. This process can be helpful in resolving issues early on and establishing dialogue between two parties. The aim of internal conciliation is to support both parties find a way forward and new ways of working together through a mutual agreement.

### **Relationship with your manager**

1. Managers have a duty of care to staff and are responsible for ensuring clarity of role, tracking, and monitoring of performance, and setting reasonable standards around behaviour within a particular role.
2. The '[About You](#)' framework helps facilitate constructive conversations between you and your manager to help you meet your goals and progress key actions. It allows opportunity for you and your manager to discuss key strengths as well as areas you may need support or development.

### **Relationship with councillors**

1. Mutual respect between employees and councillors is also essential to provide high quality services. You are accountable to the council through your Chief Officer. In addition, depending on your role, you may be required to give advice to members as part of your duties.
2. Councillors and officers must not seek to take unfair advantage of their position or seek to exert undue influence on the other party and must remain impartial. Close personal familiarity between employees and individual Councillors should be avoided as this can damage the ability of both parties to act objectively and create a perception of bias with other employees, Councillors and the public. The [Officer/Member Relation Protocol](#) provides more detailed guidance on this respect (Part six, section F of the Council's constitution).
3. Members have been elected by local people to represent them, the position should be recognised regardless of the parties they represent or your own views. If employees or councillors feel that they have not been treated with respect by the other, this can be raised with the appropriate Chief Officer or the Chief Executive.

### **Relationship with service users**

1. You should ensure that you treat all service users with dignity, respect, and impartiality. Avoid unnecessary personal familiarity with service users you come into contact within the course of your work. You should not use your position to take or confer unfair advantage of people accessing our services or allow yourself to be unduly influenced by service users.
2. Your role may involve work with vulnerable service users. All support and interactions with these service users during your employment must comply with relevant legislation, professional standards, and service rules.



## Use of Social Media

1. Social media channels provide us with unique opportunities to build relationships and to connect and engage with our communities. People are more connected than ever with social media often now their preferred way of communicating with the Council.
2. The aim of our [Social Media Policy](#) is to ensure that social media is used in a respectful way and supports the Council's leadership role in the community, maintaining the trust of all our stakeholders. It is also here to support and protect you as our staff.
3. As the use and popularity of social media continues to grow, the line between what is public and private, personal, and professional can become blurred. Whilst you have a right to a private life, it is important that you are aware of the negative impact that inappropriate personal social media activity can have on the trust in the Council and the services we provide. You are therefore expected to maintain the behaviours outlined in this Code.
4. If you choose to access social networking sites and/or other online forums or blogs you are expected to act responsibly and exercise judgement regarding what is appropriate to post online.
5. Inappropriate or offensive activity on social media that is brought to the Council's attention may result in disciplinary action. As well as damaging to individuals, this can undermine the trust in the Council, our reputation, and the services we provide. Examples include:
  - Abusive or threatening behaviour
  - Inappropriate comments or material that may be regarded as discriminatory
  - False or misleading statements that could have a negative impact on our reputation
  - Inciting or supporting somebody to commit a crime or other unlawful act

Even if you do not identify yourself on Social Media as a Council employee these standards apply. This could include content you share, 'like' or 'retweet' as this suggests approval of that content.

6. Be aware of any real or perceived conflicts of interest that could occur if you include service users, their families, friends, contractors used by the council or Councillors as 'friends' on social media. You should exercise judgement when you decide whether it is appropriate to accept a friend request.
7. Do not publish anything that is confidential to the council or use social media to comment on potentially sensitive matters in any context. This could include, for example politically sensitive information and information about service users who use our services.

## Official use of social media for Council business

1. You may be required and encouraged as part of your role to use Council social media accounts to further Council business. Social media is a welcomed and valued tool of engagement however you must be aware that information you post in this context must reflect our values. Social media posts and interactions are public statements and count as a council record as well as evidence of the Council's work. They can be used as reference at any time in the future and you are responsible for anything that you say online.

## Behaviour outside Work

1. The principles of behaviour and respect for others outlined in this Code extend to other situations outside work that may result in a conflict of interest or impact on your suitability for your role. For example, abusive, violent, or discriminatory behaviour towards another person outside of your workplace, could be treated as a breach of this code and result in disciplinary action.

2. You should be aware that it is particularly important that behaviour meets the standards outlined in this code at events that are recognised as council led or organised events. This includes informal events such as work Christmas parties and other celebrations organised and including work colleagues.

## Principle Three: Accountability

1. As council employees you are responsible for your behaviour, the decisions you make and your use of Council resources and equipment. This section outlines key areas where responsible actions are integral to your role in the Council. This includes your safeguarding duty, your accountabilities in line with key employment policies, environmental responsibility, your use of Council resources and your protection of information.

### Safeguarding

1. The Council has a statutory duty to protect children and adults. If, following contacts with adults or children, you have any safeguarding concerns, you should report to the Manchester City Council contact centre (children and adults) by phone on 0161 234 5001. You can also seek advice from your Safeguarding Lead, if appropriate.

### Attendance

1. Levels of attendance have a major impact on the quality of services we can provide to the public. The [Managing Attendance Policy](#) sets out the standards required for employees and managers in this area and you should make yourself familiar with this policy.

2. Managers are expected to provide a supportive work environment that promotes health and wellbeing, to enable maximum attendance at work. In return, whilst it is recognised that there may be times when you are prevented from attending work due to ill health, you are expected to take personal responsibility for supporting your health, by, for example attending appointments or treatment programmes where appropriate. You must also follow the attendance reporting and recording procedures set out in the policy.

3. As a Disability Confident Employer we are committed to supporting our disabled employees and those staff with physical or mental health conditions, through providing reasonable adjustments, in line with the Equality Act 2010. Managers are responsible for ensuring that [reasonable adjustments](#) such as, but not limited to; [flexible working](#), aids and adaptations, [disability related leave](#), assistive technology, and job redesign, are identified, put into place in a timely manner and reviewed regularly for effectiveness or a change of circumstance.

### Performance

1. You are responsible for delivering work of the highest possible standard to ensure that the public receives the quality services that they have a right to expect. You are expected to seek support where you identify a need and discuss any issues that may be impacting on performance with your Manager.
2. Managers are responsible for communicating clear targets and standards, providing appropriate training and support, and ensuring any workplace assessments and adjustments are implemented. Managers and staff should work together to identify development needs and ensure that suitable development plans are put in place.
3. It is recognised that there may be occasions when there are performance issues that need to be addressed. Please refer to the [Capability Policy](#) for more information. If it is believed that you are wilfully not working to the required standard, this will be dealt with under the [Disciplinary Policy](#).

### **Health and Safety**

1. The Council has a legal duty to ensure that working here is safe and healthy. You also have a personal responsibility for the health and safety of yourself and others. You have a vital duty to raise concerns about health and safety issues, identify hazards, give your opinion on suitable solutions to health and safety problems, participate in training, and contribute to risk assessment and risk control procedures.
2. You must follow established safe systems of work, including the appropriate use of personal protective equipment. You should also comply with instructions to ensure safe systems of work due to Covid-19. At the earliest opportunity report any accidents, incidents and near misses immediately to your line manager. Ensure you have also read the Council's [Health and Safety Policy](#).
3. Managers are responsible for the active promotion of the health, safety and wellbeing of staff and those affected by the work of their teams through risk assessment and consistent application of health and safety arrangements.
4. You must wear your Council security pass and ensure it is always visible. It is not to be shared with anyone else, and any lost or misplaced security passes should be reported to [Facilities Management](#). It is also important that you do not 'tailgate' through security barriers or doors or allow anyone else following you to do the same. If it is safe to do so, you are expected to challenge anyone in a staff only area who does not have a pass and report it to Facilities Management. Ensure that any visitors you have follow the appropriate visitor protocol that applies to the building.

### **Smoking and Vaping**

1. To ensure that your health is protected at work, you must not smoke or vape in any Council premises. The full details on the restrictions that are in place are available in the Tobacco Control and Vaping Policy. It is also recognised that smoking is an addiction, and you have the option of taking up to two hours paid leave to access an initial smoking cessation consultation.

### **Alcohol and Substance Misuse**

1. The provision of high-quality services may be compromised if alcohol or substances have been misused. [The Alcohol and Substance Misuse Policy](#) sets out the manager and employee responsibilities in this area. The council is committed to supporting, wherever possible, staff with alcohol and substance misuse issues. You in return are expected to cooperate with any support and assistance provided.

2. The relevant legal framework in relation to alcohol and substance misuse is contained within the policy; if you commit a criminal offence in relation to this on Council premises, in Council vehicles or at Council-related events, it may lead to disciplinary action which could result in dismissal.

### **Work outside the council**

1. You are responsible for ensuring that any outside work or secondary jobs does not have a negative impact on your work with the Council and that the total number of hours you worked does not exceed the limits on maximum number of hours to be worked per week as set out in the Working Time Regulations 1998 and covered by your NJC terms and conditions. Ensure that you consult with your manager before taking on any additional work so that any impacts can be assessed. You should also contact payroll if additional work is agreed to ensure that your tax code is correct. Managers should keep a record of any relevant information in relation to additional employment on the individual's personnel file.

2. If there are any conflicts of interest arising from any additional employment it is also essential that you declare these interests through the usual process (refer to the Declarations of Interest section, page 16).

### **Volunteering**

1. Volunteering provides a valuable contribution to the community as well as a range of personal benefits and we positively encourage you to participate: both outside work or as part of your allocated volunteering leave as set out in the [Employer Supported Volunteering policy](#).

2. There are also an extensive [range of public service volunteering activities](#) you can get involved in, which provide important support to critical public services. This could include, for example, undertaking Magistrate duties or working as a retained firefighter. You are responsible for ensuring that any additional work you undertake does not conflict with your delivery of your primary role within the Council.

### **Environmental responsibility**

1. We are committed to the rapid reduction of carbon emissions and are aiming for the city and the council to be a zero carbon by 2038 at the latest. You can contribute to achieving this ambition by incorporating zero carbon activities and thinking into your working practices and by making informed choices. You are encouraged to embed this within your day-to-day work by choosing, for example, the lowest carbon mode of business travel wherever possible, avoiding the use of single use plastics and unnecessary use of paper, and recycling rubbish using the recycling bins provided in most offices.

2. Further support about how to reduce your emissions, both in your role and more widely, is available through [Carbon Literacy training](#). Managers are encouraged to discuss this area at About You and Team Meetings.

### **Intellectual property**

1. The Council will seek to recognise and acknowledge the contributions you make as part of your work, however the intellectual property or copyright of anything created at work as part of your job belongs to the Council. You are not entitled to use, sell or otherwise exploit the rights to this copyright/intellectual property without written permission from the Council and breaching this may be a criminal offence. You should not breach any other employee's intellectual property rights.

### **Financial Resources**

1. The Council's [Financial Regulations](#) safeguard our assets and use of resources and you should refer to these when using financial resources, for example when placing orders for goods and services.

### **Use of Council Systems, Property, Vehicles, Facilities and Equipment**

1. The Council's resources are in place to further the council's objectives and deliver council business and should not be used to carry out private work. You must take care when using the council's resources and avoid any damage to them.

2. If you have access to Council assets, which includes property, buildings, cash, equipment, and other assets, including vehicles, you must take responsibility for the security of such assets and ensure assets are managed securely and protected against accidental loss or damage and unauthorised use. Any loss or theft should be reported immediately to your line manager.

3. Where you use council services, for example occupy Council property, claim benefits or use leisure services, you are expected to behave responsibly and with integrity.

### **Use of Internet or Email**

1. The Digital Media Policy provides guidance on the responsibilities of all users of the email system and sets out the consequences of any breaches. Access to email facilities is provided to employees to facilitate council business, but it is recognised that employees may need to use their council account for occasional personal use which is permitted on the conditions set out in the policy.

2. E-mails will also be monitored using filtering software and all email content must comply with the Council's [Equal Opportunities in Employment Policy](#). It is recognised that access to the internet is often essential and necessary for delivering our services. The internet should not, however, be used inappropriately for personal reasons or used in a way which compromises security. Examples of inappropriate use are contained in the Internet and Email Policy.

3. There may be occasions when you need to access Council systems from your own personal devices such as laptops/PCs, tablets, or smartphones. It may also be necessary for you to use your own device to facilitate home or mobile working if you are not provided with a mobile Council device. The Internet and Email Policy also sets out the appropriate use of personal devices for these purposes.

### **Protecting Information**

1. Most of us have, as part of our daily role, responsibility for information that must be safeguarded, for example records and details about residents, service users, other employees or partners and businesses. We are trusted with this information and all employees are accountable for ensuring that information is handled, held or shared

appropriately. We must make sure:

- Information is protected against unauthorised access and loss
- Confidentiality is ensured
- The integrity of information is maintained
- That legal and regulatory requirements are met

2. The Council recognises that mistakes can happen and is committed to learning when things go wrong. In support of this approach, we have adopted a [Fair Blame Statement](#). This means that in most circumstances a constructive approach will be taken to understand with you why the mistake happened and there will be no reference to disciplinary processes.

3. You must, however, report any data breaches to your manager immediately and there are some circumstances where formal disciplinary processes will need to be used. These are, for example, if your behaviour is malicious or criminal in intent, there are repeated mistakes or there is evidence of a reckless failure to follow service procedures.

4. Your responsibilities are set out in the Information Governance policies and guidance that are available on the Council's intranet. You are expected to familiarise yourself with the [12 Golden Rules](#) of protecting information which are available on the intranet. You must complete essential [Information Governance training](#). Full details of the requirements of data protection legislation are covered in the Council's [Data Protection Policy](#)

6. Data Protection legislation allows for organisational fines of up to 20 million euros (or the equivalent in sterling) for non-compliance. You could also face individual criminal charges for offences in relation to obtaining, disclosing, or procuring personal data without appropriate consents and the sale or offering for sale of that data. Appropriate disclosure of information does not limit you from exercising your rights under the Council's [Whistleblowing Policy](#).

## Principle Four - Fairness

This section outlines how you can ensure your work is conducted with objectivity and impartiality. It covers Equality, Diversity and Inclusion, and political neutrality.

### Equality, Diversity, and Inclusion

1. Manchester has a rich cultural and ethnic diversity which we celebrate, recognising the positive contribution that our many communities make to the city. We work to meet and exceed our Public Sector Equality Duty which gives us the responsibility of fostering good relationships with our communities, promoting equality and eliminating discrimination.

2. We aim to reflect the community we serve in our workforce: this helps us to better meet the needs of Manchester's communities and brings different perspectives to the work of our teams.

3. Respect for others is fundamental to our behaviour as city council employees, and essential to working together. All members of the local community, service users and



colleagues have a right to be treated with fairness and equality regardless of their 'protected characteristic' in line with the Equality Act 2010.

4. 'Protected characteristics' include age, disability, gender reassignment, race, religion or philosophical belief, sex, sexual orientation, marriage and civil partnership and pregnancy and maternity. Protection from discrimination extends to perceived as well as actual characteristic. This means that employees must not be treated unfairly due to a characteristic they are assumed to have (even if this assumption is incorrect).

5. Please refer to the [Equal Opportunities in Employment Policy](#) for information on the framework of protection that is in place for staff with protected characteristics, in line with the Equalities Act. You should also ensure you have completed mandatory Equality, Diversity and Inclusion e-learning including role specific training to ensure you have the knowledge and skills to promote equality both in your treatment of residents/service users and of your colleagues.

6. Our [Equality Objectives](#) promote the development of our understanding of how our work impacts different communities. With a workforce increasingly representative of the communities we serve, this understanding extends to how we interact with each other at work. Through taking the time to listen and understand each other and our differences, we can appreciate individual needs, work flexibly, and adapt our arrangements to meet them where we can.

7. Mutual dignity and respect are vital to strong working relationships. Actions, words, or behaviour that undermine dignity and respect of others will not be tolerated. Any harassment or victimisation at work should be reported to a line manager, or another appropriate manager as soon as possible.

8. The [Flexible Working Policy](#) provides support for employees with responsibilities outside work, including carers who we recognise can also experience disadvantage in the workplace. Services' flexible working practices established as part of 'Our Ways of Working' also allows employees to balance work and personal responsibilities, subject to service needs.

## Principle Five: Openness

Openness in all our interactions with the public is essential to developing the trust we need in our services and is part of our ambassador role, acting as proud and passionate champions for the City. This section covers our responsibilities in relation to Freedom of Information, relationship with the press and media and complaints.

### Freedom of Information

1. The Council is committed to openness and transparency. We proactively publish a significant amount of information, and make other information publicly available, to support public awareness as well as involvement in our decision making.

2. This principle is supported by The Freedom of Information (FOI) Act 2000 and the Environmental Information Regulations which (unless the information falls within a limited number of exemptions) gives individuals the right of access to recorded information held by

the Council. Given this, you must ensure that any information (including emails) produced as part of day-to-day work does not conflict with the Council's values, and would not damage public confidence in the Council or its reputation if it were made publicly available

3. All requests for information should be dealt with in accordance with the [Council's procedures](#). Anyone who makes a request has a right both to be told whether we provide the information, and to be provided with any information that we hold related to the request (unless the information falls within a limited number of exemptions).

### **Relationship with the press and the media**

1. If the press contacts you for comment in the course of your work you must seek advice and authorisation from your Head of Service and the Council's Media team before providing any information. Heads of Service are responsible for any decisions on press releases, quotes from officers and photo opportunities which should be made in consultation with the relevant Strategic Director and Executive Member/Committee Chair. Further [advice and guidance](#) on dealing with the press and media is available.

### **Responding to complaints**

1. Complaints from members of the public will be dealt with through the Council's [complaints procedure](#). You are expected to be open and honest in responding to any complaints and investigation, and willing to assist as required.

## **Principle Six: Honesty and Integrity**

Honesty and Integrity are fundamental to the relationship we have with our service users and the community we serve and essential to promote our pride and passion in Manchester. This section covers political neutrality, declarations of interest, procurement, recruitment, selection and promotion, gifts and hospitality, criminal offences, fraud and personal financial management and whistleblowing.

### **Political Neutrality**

1. You serve the council as a whole and all Councillors, not just those of the controlling group. You must remain impartial due to your role as a Council employee and not allow your personal or political opinions to interfere with your work. You must ensure that individual rights of all Members are respected and act in accordance with any rules relating to relationships with Members as set out in the [Council's Constitution](#) and the Member/Officer Protocol\_(Part six, section F).

2. On occasions senior officers may be requested to advise or brief political groups. In this instance you must make your Chief Officer aware and seek advice to ensure that this is done in a way which does not compromise political neutrality.

3. If you are in a politically restricted post, this will be incorporated into your terms and conditions of employment and you should be advised on these restrictions as part of your induction into the Council. This means you cannot undertake certain activities, inside and outside work time, to ensure that the influence you have in your role is not used for political



purposes inappropriately. These restrictions do not prevent ordinary membership of a political party.

### **Declarations of Interest**

1. You must not misuse your position to further private interests or the interests of anyone you have a close personal relationship with. A conflict of interest or association is a situation where a reasonable person might think that someone in the same role as you, with the same outside interests, could be influenced inappropriately in the decisions or recommendations you make as part of your work for the council. You should also avoid situations where your involvement or contribution could indirectly compromise the interests or values of the council.

2. Close personal relationships include someone you are married/have a civil partnership with or live with, immediate family (parents, siblings, and children) and close personal friends. If there are any conflicts of interest or association, or potential conflicts of interest or association, you must declare them via the SAP system or by completing a declaration of interest form if you do not have access to SAP.

3. Although it will be necessary for your manager and Head of Service to have access to the information contained in your declaration, to ensure good governance care must be taken to ensure this information is not shared more widely than necessary.

4. There are several types of interest which you should declare which are reflected in the Declarations of Interest Form. These include:

- Interests (financial or otherwise) that you, your spouse/partner, or immediate family have in any contract that the Council has entered into or proposes to enter into (for example your partner runs a business that is tendering for a Council contract)
- Interests (financial or otherwise) that you, your spouse/partner, or immediate family have that could conflict with the Council's interests (for example, you are a trustee or a board member for an organisation that receives Council funding)
- Close personal relationships with people at work that could cause a conflict with the Council's interests (consider relationships with members, employees, staff you manage or staff who manage you, staff in politically restricted posts). This could be, for example you are involved in employment decisions in your service where immediate family also works.
- Membership of any organisation whose membership could conflict with your employment with the Council (for example you are a member of Governing Body at an establishment that receives Council funding).
- Outside work (paid or unpaid) that may impact adversely on your employment in the Council (for example you are a Director or Partner in a Business which has a relationship with the Council)

- Any other known/possible conflicts or outside activities that the Council should be aware of (for example you are involved in policy development in Social Care and a member of your immediate family is in care in the area in which you work)
5. You must by law declare any financial interest that you have in any contract whether it has been or is proposed to be entered into by the Council. This is a statutory obligation set out in the Local Government Act 1972. Failure to comply may amount to a criminal offence.
6. If you do declare any conflicts of interest you should provide the following information:
- The actual or potential conflict and the parties involved
  - Context to explain why there is conflict
  - Name of the individuals or organisations involved
  - Explain if this will be ongoing or specific to a particular decision or piece of work
7. You are required to complete the declaration of interest form as part of the new starter process and submit a revised form annually in April, in line with the financial year. You should consider any new interests that you, your spouse/partner or immediate family or close personal friend may have during the year and any changes should be recorded in a new declaration.
8. Line Managers are required to review every declaration from the staff they manage and take appropriate actions to ensure any risks that could arise are managed effectively. The actions taken should also be recorded via the declarations of form or in SAP. Examples of actions Line Managers can take to manage the risks include redistributing responsibilities across a team or changing approval mechanisms. If paper forms are completed these should be sent to the [employee lifecycle team](#) to be retained on personnel files.
9. Heads of Service should analyse overall patterns of interests that are occurring within the service and ensure any significant risks in this area are escalated to Chief Officers where appropriate.
10. Chief Officer declarations of interest should be reviewed by the Monitoring Officer (or in the absence of the Monitoring Officer the Deputy Chief Executive and City Treasurer) The Monitoring Officer's declarations of interest should be reviewed to the Chief Executive. Decisions should then be made about the appropriate course of action in line with the principles above.

## **Procurement**

1. As set out in the Contract Procurement Rules in the [Council's Constitution](#) (Part 5, Section E), the tendering process must be fair and transparent. If you are involved in the procurement process you should be clear on your role. If you have both a client and contractor responsibility you must be open and accountable in relation to both roles and declare this as a conflict of interest so that appropriate actions can be taken (refer to the Declarations of Interest section for further information on this).

2. You should be fair and impartial when dealing with all service users, suppliers, contractors and subcontractors. Any conflict of interest should be declared, in line with the Declarations of Interest section of this Code, and you should not invite bids from any individual or organisation with whom you have a close personal relationship. If you have access to confidential information on tenders or costs for either internal or external contracts you should not disclose that information to any unauthorised party or organisation.
3. When awarding contracts, you should be mindful of any potential conflict of interest arising from involvement with external contractors or potential contractors, who employ, in a senior or relevant managerial capacity, people you have close personal relationships with.
4. 'Social Value' must be incorporated into any contract awarded by the council and included in all specifications from providers. This is the value that a contract brings in order to improve the economic, social and environmental well-being of a relevant area.

### **Recruitment, Selection and Promotion**

1. If you are involved in the recruitment process you must make sure that all appointments are made on merit. It is unlawful for you to make an appointment which is based on anything other than the ability of the candidate to undertake the duties of the post. You should make yourself familiar with the [Recruitment and Selection Policy](#) and ensure that you undertake the mandatory recruitment and selection training
2. If you have a close personal relationship with the applicant you must not take any part in the recruitment or selection process involving that applicant. The Council's application forms ask candidates to make a declaration of any potential conflicts they are aware of. You must also inform the recruitment manager if a personal or business relationship exists.
3. Similarly, you should not be involved in decisions relating to promotion or pay adjustments for anyone with whom you have a close personal relationship.

### **Gifts and Hospitality**

1. You, or anyone you have a close personal relationship with, should not benefit from your position at the council beyond the pay and reward schemes already in place. Decisions on Council Services, or the quality of Council Services, should not be, or perceived to be, inappropriately influenced. As a general rule, offers of hospitality and/or gifts should be declined.
2. Practical information regarding gifts and hospitality including a template Service Gifts and Hospitality Register and frequently asked questions are available in the Employee Code of Conduct guidance.
3. You must never accept gifts or hospitality in the following circumstances:
  - as motivation or reward for delivery of a Service
  - where acceptance places you under inappropriate obligation
  - if acceptance could be open to misunderstanding
3. Failure to comply with these standards could lead to disciplinary action and possible prosecution under The Bribery Act 2010. On conviction, penalties include up to ten years

imprisonment for individuals or unlimited fines. You should refer to the Council's [Anti Bribery Policy](#) and [Anti-Fraud and Corruption Policy](#) as appropriate.

### **Accepting Hospitality**

1. You may, as part of your duties, be required to represent the Council where hospitality may be offered. For example, functions within the community, meetings or visits to agencies or contractors. Hospitality includes offers of transport, refreshments, meals, accommodation, or events that would normally be paid for. This list is not exhaustive, which means that something which is not mentioned may still be considered to be hospitality.

2. You must make a judgement regarding whether it is appropriate to accept hospitality in any particular case. Where hospitality is offered it should be recorded in the Gifts and Hospitality Register. If you consider it appropriate to attend the event you should ensure that this is authorised by your Head of Service. You do not, however, need to get authorization to accept a modest working lunch or refreshments received as part of a conference/course that you attend.

3. You should only accept hospitality if there is a genuine need to represent the Council and where the hospitality meets the following criteria:

- Attendance is unlikely to cause any reputational damage
- Refreshments, if provided, are a small part rather than the main purpose of the occasion
- The timing is not likely to give rise to criticism due to decisions being made by the council in relation to the provider of the hospitality

4. Before attending functions, you should establish the purpose of the event, be able to justify your attendance and identify an outcome which will benefit the Council. An example of inappropriate hospitality that you should refuse is attendance at entertainment events (such as drinks parties, fashion shows, sporting events) and other events where there is no clear benefit to the Council. As a guide to whether something is acceptable, you should consider how much a person could reasonably expect to pay to attend a similar function or event run on a commercial basis.

5. If hospitality is declined, the offer should be respectfully but firmly refused, and the organiser informed of the procedures and standards operating within the Council. Any hospitality which has been declined must still be recorded in the Service Register of Gifts and Hospitality.

6. Where specific visits are required in relation to procurement decisions, for example to attend demonstrations or inspect equipment, the Council should meet the cost of such visits to help ensure objectivity.

### **Provision of Hospitality**

1. As a general principle, you should not provide hospitality to anyone you are working with, such as partners or commercial organisations delivering services with or for the Council. Hospitality excludes the provision of light refreshments, such as tea and coffee or water. There are also limited exceptions to this restriction where the provision of hospitality is in the public interest, and necessary to further Council interests. Examples where the provision of hospitality may be appropriate are:

- The provision of low-key refreshments at a meeting with partners which extends beyond normal working hours, where it has been necessary to schedule the meeting at this time
- The provision of modest refreshments to international delegations as part of a civic event

2. Any provision of hospitality should be signed off by your Head of Service. Authorisation should be recorded in a suitable format and available for future reference. Provision of refreshments should not be the main focus of any hospitality that is provided by the Council.

### **Acceptance of Gifts**

1. As a general rule, you should not accept gifts from service users, contractors or outside suppliers, commercial partners, or sponsors. Gifts may be objects, favours, discounts, loans, legacies (gifts left in wills) or other things that are a benefit. This list is not exhaustive, which means that something which is not mentioned may still be considered a gift. Alcohol or money should never be accepted as a gift in any circumstance. All gifts offered (including any declined) should be recorded in your Service Gifts and Hospitality Register.

2. There is a general exception to this rule in relation to gifts of token value which could include pens or inexpensive diaries, which could be received, for example at a conference you attend to develop your professional knowledge. There is no requirement to declare the gift in these circumstances.

3. There are also a few exceptional circumstances where refusing gifts may cause offence and damage relationships with stakeholders. This could be, for example, a customary gift offered by an international delegation during official visits to the city or a very small gift given as a gesture by a service user for services received (for example following a bereavement) where the situation is sensitive, and refusal may cause offence. In these situations, it may not be practical to obtain Head of Service authorisation prior to acceptance and judgement should be applied in each case.

4. In these circumstances it is important that, following acceptance of the gift a decision is made, with your Head of Service, on the most appropriate use for the gift. Options include donating the gift to charity or retaining it within the office if this is not practical. This ensures that you as an individual have not inappropriately benefited from the gift. Heads of Service must indicate they approve the use of the gift in the Gifts and Hospitality Register.

5. When a gift is declined, the offer should be politely but firmly refused and the Council policy relating to gifts explained to the person making the offer. Any gift which has been declined should still be recorded in the Service Gifts and Hospitality Register.

6. The circumstances surrounding offers of gifts need to be considered. For example, it will be inappropriate to accept even a small token gift from someone the Council is in dispute with, or more than one gift from the same party even if they are all of token value if the total value over a period is substantial. Timing also needs to be considered and any possible connection (either real or perceived) with decisions being made by the Council. If in doubt, you should always discuss this with your Head of Service.

7. Heads of Service are responsible for maintaining registers and ensuring regular review of them. Any issues or risks associated with gifts and hospitality should be escalated to Chief Officers who should have regular opportunity to scrutinise registers.

8. Any offers of gifts or hospitality Chief Officers receive should be referred to the Monitoring Officer (or in the absence of the Monitoring Officer the Deputy Chief Executive and City

Treasurer) Any offers of gifts or hospitality that the Monitoring Officer receives should be referred to the Chief Executive. Decisions should then be made about the appropriate course of action in line with the principles above.

### **Criminal Offences**

1. You are expected to work within the law. In addition, failure to uphold the law outside work could damage public confidence in you or the Council. Notify the Council immediately in writing if you are arrested, charged with or convicted of any offence. If the offence damages public confidence in you or the Council; or makes you unsuitable for the job you do, this may impact on your employment and will be dealt with under the Disciplinary Policy.

2. You must cooperate with any checking process where posts are identified as requiring disclosure of criminal convictions, particularly where there is a legal requirement to do so.

### **Fraud and personal financial management**

1. Whilst your personal finances should remain private, you must ensure that, where you have a financial relationship with the Council outside your contract of employment, that this relationship is conducted with honesty and integrity.

2. You must not deliberately evade any debts owed by you or seek to obtain monies from the Council to which you are not legally entitled. This could include, for example, avoidance of payments or false or inflated claims for Council Tax reliefs, false or inflated claims for benefits, false claims for blue badges, evasion of fines and false claims for compensation. Please refer to the [Anti-Fraud and Corruption Policy](#).

3. You are expected to behave responsibly in relation to payments to public authorities. If you are in a situation where you owe Council Tax or have any other debt to a Local Authority and are struggling to meet your commitments, you are expected to be open and honest and declare this to your manager, so that you can get the support that you need to resolve the situation. There are a range of resources available to you to support you with your [financial wellbeing](#) and advice on council tax arrears is available from our Revenues and Benefits service who can refer you to professional debt counselling where appropriate or support where multiple debts are involved.

4 If you are in breach of these requirements you may be subject to disciplinary action which may include summary dismissal where appropriate.

### **Raising Concerns**

1. If you become aware of any significant deficiency of service provision, wrongdoing, fraud, customer abuse, breach of procedure or malpractice, you must report this to the appropriate level of management.

2. If you become aware of activities that are illegal, unethical or violate this Code, you must also report this in accordance with the [Council's Whistleblowing Policy](#).

## **Principle 7: Leadership**

1. Our responsibility is to our communities, and as proud and passionate ambassadors for Manchester we are all expected to lead by example through our actions and behaviour in line with the principles set out in this code.
2. Those undertaking a leadership role at Manchester are responsible for the delivery of high-quality services through empowering and trusting others, providing positive influence, innovation, and creativity, and modelling the ethical behaviours needed from their teams. Leaders are accountable for the decisions they make and should ensure they are free of bias to maintain public trust.
3. Managers have a duty of care to staff and are responsible for providing a safe, encouraging, and supportive work environment that values diversity and individual talents. Managers are also responsible for ensuring clarity of role, tracking, and monitoring of performance and setting reasonable standards around behaviour within a particular role. Managers should demonstrate trust in their teams whilst providing support when needed, treating employees fairly and consistently.
4. Both Leaders and Managers should pursue any training or development opportunities that will support them to demonstrate the required standards and behaviours in their role.

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Date effective from		Owner	HR Policy, HROD
Approval date		Approval by	Full Council
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# Social Media Policy



# Document Control

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Appendix 2, Item 5

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# Social Media Policy

## 1. Introduction

- 1.1 This Policy outlines the responsibilities and standards expected by all staff employed by Manchester City Council when using social media inside and outside work.
- 1.2 The Policy should be read alongside the Council's Email Policy, Internet/Intranet Policy, the Social Media Code of Practice and the Employee Code of Conduct.

Social media is a key Council communication channel. The Council is committed to ensuring the legal and effective use of social media that does not compromise Council information, computer systems and networks, and which is in line with the Council's values.

## 2. What is meant by social media?

- 2.1 The term 'social media' is defined as websites and applications for social networking, where people create, share and exchange content and ideas in virtual networks and communities. The content shared may include (but is not limited to) personal information, opinions, research, commentary, video, pictures, and business information.
- 2.2 For the purpose of this Policy, the term applies (but is not limited) to blogs, Facebook, Twitter, Flickr, LinkedIn, YouTube, Vimeo, Foursquare, discussion forums, special interest forums, user communities and any other personal web space where content is created, manipulated and shared.

- 2.3 Employees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow this Policy and accompanying guidelines in relation to any social media they use.

## 3. Relevant legislation

- 3.1 The Human Rights Act 1998 gives a 'right to respect for private and family life, home and correspondence'. The provision is directly enforceable against public sector employers. Case law suggests that employees have a reasonable expectation of privacy in the workplace.
- 3.2 The Regulation of Investigatory Powers Act 2000 covers the extent to which organisations can monitor or record communications at the point at which they enter or are being sent within the employer's telecommunications system. It applies to public and private communication networks.
- 3.3 The Data Protection Act 1988 covers how information about employees and job applicants can be collected, handled and used.

## 4. Scope of the Policy

- 4.1 This Policy covers all Manchester City Council employees, contractors and agency workers.

## 5. Principles of use – Manchester City Council social media accounts

- 5.1 All use of Council social media accounts should be in accordance with the Council's objectives and values, its Code of Conduct for Employees, the Email Policy, Internet/Intranet Policy, and its Equal Opportunities and Dignity at Work policies and procedures.
- 5.2 Officers must not set up any Council social media accounts without the agreement of the Digital Services Team in Central Communications and approval from the appropriate Head of Service.
- 5.3 Officers with responsibility for Council social media accounts, known as account moderators, must inform the Digital Services Team of any changes to account passwords or account moderation. (See Appendix 1 for the definition of an account moderator.)
- 5.4 Account moderators must only engage with appropriate accounts linked to the Council's day-to-day business and not personal interest such as football clubs or celebrity accounts.
- 5.5 All Council accounts must have clear Council branding, approved by the Digital Services Team.
- 5.6 Account moderators who publish on Council social media accounts are indemnified for posts as long as they have received instructions or information and acted in good faith. The moderator needs to ensure the accuracy of the information, or to ensure that the person asking for the information to be published is authorised to do so.
- 5.7 Account moderators must act in accordance with the Council's Data Protection and Information Security policies.
- 5.8 Account moderators must act professionally at all times in Council social media accounts. All posts must be in line with the Council's values and the Employee Code of Conduct.
- 5.9 Content copied from elsewhere, for which the Council does not own the copyright, must not be published.
- 5.10 Account moderators must not publish the same or similar content repeatedly or in bulk; this can be called 'spamming'.
- 5.11 Council social media accounts must not be used at any time for political purposes or political party campaigning.
- 5.12 Account moderators must regularly review the Council accounts they are responsible for. Any inappropriate content must be removed immediately, and the account moderator must report the content to their line manager, Central Communications and the social media site or application.

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- 5.13 Account moderators must not post promotional content for commercial organisations or endorse external organisations unless approval has been given by the appropriate Head of Service.
  - 5.14 Account moderators should not use the same passwords for social media accounts that are used to access Council computers or devices.
  - 5.15 Account moderators should not follow links or download software on social media pages posted by individuals or organisations they do not know.
  - 5.16 If any content on any social media web page looks suspicious in any way, account moderators should close their browser and should not return to that page.
  - 5.17 Account moderators must configure social media accounts to encrypt sessions whenever possible. Facebook, Twitter and others support encryption as an option. This is extremely important for roaming users who connect via public wi-fi networks.
  - 5.18 If a device that is used to access Council social media accounts is lost or stolen, Digital Communications ([webadmin@manchester.gov.uk](mailto:webadmin@manchester.gov.uk)) must be notified immediately so that passwords can be changed.

## 6. Principles of use – personal social media accounts

- 6.1 The Council respects the rights of all employees to a private life. However, staff must be aware that where they are identified as a Council employee, they are expected to behave appropriately and in line with the Council's policies and Employee Code of Conduct.
- 6.2 All employees are reminded of their responsibilities as set out in the Employee Code of Conduct, and they should conduct their personal social media activity with this in mind.
- 6.3 All Council employees are responsible for any content on their personal social media accounts, including tags and comments. The content should not breach the Council's policies and Employee Code of Conduct. If an employee breaches Council policies and the Employee Code of Conduct, the Council's agreed Disciplinary Procedure may be invoked, depending on the circumstances. We advise that staff who identify themselves as a Council employee include a statement on their personal social media account profiles to make it clear the opinions expressed are their own.
- 6.4 The Council needs to ensure that its reputation is not damaged and that confidentiality is protected. All stakeholders must be able to trust the integrity of our employees. Furthermore, the Council may be liable for the actions of staff who post inappropriately.

6.5 If staff choose to comment or post opinions in their personal accounts about Council activities, it should not bring the Council into disrepute.

6.6 Staff identifying themselves as employees of Manchester City Council, irrespective of whether or not they hold a politically restricted post, should take care that their opinions are not perceived as comments made on behalf of the Council, and that they do not bring the Council into disrepute.

6.7 Under no circumstances must staff share confidential information arising from their employment with the Council.

6.8 Work email addresses must not be used to set up personal social media accounts.

6.9 Staff should not accept customers/service users known to them in the course of their work as 'friends' in their personal social media accounts.

6.10 The Council understands that employees may wish to use their own computers or devices, such as smartphones and tablets, to access social media websites while they are at work. Employees must limit their use of social media on their own equipment to their official rest breaks such as their lunch break or before or after they are in work.

## 7. Roles and responsibilities

7.1 The following summarises the roles and responsibilities under this Policy of line managers, account moderators, employees (as defined in section 3), Digital Communications, ICT and HROD.

7.2 Line managers are responsible for ensuring that account moderators and any social media accounts within their control are monitored effectively and operate within the Policy and Code of Practice. All managers are responsible for ensuring that those in their teams understand this Policy and abide by it, and for giving guidance on the appropriate use of social media sites in the workplace. Line managers must also inform Digital Communications about any changes to the management of accounts, including change of account moderators and passwords.

7.3 Account moderators are responsible for the effective operation of Council social media accounts in line with the Policy and Code of Practice, following approval and support from Digital Communications. On receiving access to social media, all account moderators will be asked to sign a declaration and affirm their acceptance of the Social Media Policy and principles set out in the Social Media Code of Practice, and will be regularly reminded of the consequences of failing to uphold them. Failure to acknowledge acceptance of these principles will result in access to social media facilities being denied.

7.4 All employees are responsible for ensuring that their use of social media is in line with this Policy and Code of Practice.

7.5 Digital Communications are responsible for approving Council social media accounts, and will maintain a record of all accounts, their moderators and passwords. They will support the initial development of Council accounts and monitor accounts using a social media monitoring application; they will also be responsible for advising on the appropriate use of social media.

7.6 ICT are responsible for the Social Media Policy and will co-ordinate updates and changes as required. ICT will also ensure that the appropriate forms for approval, leavers and new starters are in place.

7.7 HROD are responsible for advising and supporting managers on any breaches of this Policy, and any resulting use of formal action such as the Disciplinary Policy.

## 8. Sanctions for misuse

8.1 Breaches of this Policy will be dealt with in line with the disciplinary procedure. Serious breaches could result in termination of the employment contract and where applicable, may result in civil action and/or criminal charges.

8.2 Further advice on these HR Policies can be sought from the HROD Helpdesk on 0161 277 1758 or email [HROD@manchester.gov.uk](mailto:HROD@manchester.gov.uk). Further advice on the use of Council social media accounts can be sought from Digital Communications, email [webadmin@manchester.gov.uk](mailto:webadmin@manchester.gov.uk)

## 9. Monitoring

9.1 The Council deploys technical controls to monitor and report on employee use of social media through the Council network. The Council also uses a social media monitoring application to monitor and report all mentions of the Council in social media web spaces.

## 10. Review

10.1 The Social Media Policy and Code of Practice will be reviewed after an initial period of six months following implementation, and thereafter will be reviewed periodically.

### Appendix 1: Definition of an account moderator

Officers with responsibility for Council social media accounts are known as account moderators. They will produce content, and review and monitor the social media accounts they have responsibility for.

Account moderators will be selected by the service area and will receive training and support from Central Communications.





# Social Media Code of Practice



# Document Control

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# Social Media Code of Practice

## 1. Purpose

- 1.1 The purpose of this Social Media Code of Practice is to outline the responsibilities and standards expected by staff when using social media inside and outside work. The code is in addition to the Council's Email Policy and Internet/Intranet Policy and forms part of the Employee's Code of Conduct.

## 2. Introduction

- 2.1 Social media is an incredibly useful tool; it can increase engagement by reaching a wider audience, enabling active and potentially instantaneous conversations with our communities. It can also support increased participation, stimulating debate about services, campaigns and local issues, and often at a fraction of the cost of many traditional means of communication.
- 2.2 The use of social media is now a daily part of our communications mix. The following guidance has been produced to ensure appropriate legal and effective use of social media as a communication channel for the Council that does not compromise Council information, computer systems or networks and is in line with the Council's values. This Code of Practice must be read alongside the Council's Social Media Policy.

This guidance aims to help you and ensure that:

- There is a consistent approach to the use of social media
- Council information remains secure and is not compromised through the use of social media

- Users work within the Social Media Policy, other existing policies, these guidelines and relevant legislation
- The Council's reputation is not damaged
- Staff are protected by ensuring there are no inadvertent breaches of the Social Media Policy
- Staff are helped to do their job
- All stakeholders, including Council employees, councillors and members of the public, are treated with mutual dignity and respect in any electronic communication.

## 3. What do we mean by social media?

- 3.1 The term 'social media' is used to describe websites and applications for social networking, where people create, share and exchange content and ideas in virtual networks and communities. The content shared may include (but is not limited to) personal information, opinions, research, commentary, video, pictures, and business information.
- 3.2 For the purposes of this guidance, the term applies to (but is not limited to) blogs, Facebook, Twitter, Flickr, LinkedIn, YouTube, Vimeo, Foursquare, discussion forums, special interest forums, user communities and any other personal web space where content is created, manipulated and shared. There are many more examples of social media and this guidance is relevant in relation to any social media an employee may use.

## 4. Why is social media guidance needed?

4.1 In December 2013, Internal Audit conducted an investigation into Social Media – Monitoring and Account Management. The report identified a number of areas of good practice, such as daily monitoring and action taken to address issues, training for the place-based media accounts, and public access and reporting to the Council's social media accounts. The paper also identified recommendations for improvements.

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These include:

- A review of all policies and procedures
- A record of all the Council's social media accounts, including account managers
- The identification and closure of any redundant accounts
- Revised monitoring arrangements
- Development of good practice.

4.2 The Social Media Policy and this Code of Practice seek to minimise the Council's exposure to security risks, reputational damage and potential financial penalties from the Information Commissioner due to breaches of the Data Protection Act as outlined by Internal Audit.

## 5. Social media guidance

5.1 The following guidance outlines the processes, responsibilities and standards expected for all Council social media accounts and personal use that may be directly or indirectly linked to the

Council, ensuring that staff are protected against inadvertent breaches of the Social Media Policy.

### Guidance for Council accounts:

- **Before setting up a Council social media account**  
Staff must not set up any social media accounts without the agreement of the Digital Services Team in Central Communications and approval from the appropriate Head of Service. As part of the set-up process, an account moderator will be selected by the service area, and the user names and passwords held centrally. Information about how to request a Council social media account can be found on the Communications intranet pages. (See Appendix 2 for a definition of an account moderator.)
- **Approval from ICT for social media access**  
Access to and the general use of social media sites for business activities are subject to a comprehensive business case stating the purpose and benefits to ICT, along with the above approval from Digital Communications. It must be approved by the appropriate Head of Service and the approver of this business case must accept responsibility for ensuring the appropriate use of these sites.

ICT will share all requests for social media access with the Central Communications Team. Information about how to complete the business case can be found on ICT's intranet pages.

- **What can you post on Council accounts?**

Officers must ensure that they respond to as many posts as possible, ensuring that they focus on the quality of response. This will support further engagement and participation, helping the accounts to become trusted sources of information. Growth in these forms of communication is organic and only happens if people believe their 'voice' will be heard, or if there is relevant and engaging content that warrants following and sharing.

Owing to the localised nature of some of the Council Twitter accounts, either geographically or thematically, it may be more difficult to find followers. It's even more important to make sure your posts are relevant and engaging and to respond to comments. This will increase the visibility of this content.

If you have lots of comments to respond to, focus your time on the most important issues or influential posts.

Make sure that you like, follow or share information following the site's or application's house rules. It doesn't mean we endorse them; rather that we think others might find their information interesting and relevant to the account's followers or fans. Do make sure that you only follow, like and share appropriate accounts linked to your day-to-day business, and not personal interest such as football clubs or celebrity accounts.

Don't use a formal tone of voice – there's no need, and with Twitter there's not enough room for formality. Write like you would when speaking to someone – be honest, warm and approachable.

Even though people often expect an instantaneous response, do take the time to make sure it's a good response. If you need to confirm facts or check with a manager first, that's okay. It's very difficult to remove poor content once it has been published.

Don't worry about challenging incorrect posts, but make sure that you are calm, respectful and factual. Remember that you are representing the Council and our values.

All Council accounts must have clear Council branding so they are easily identifiable as being part of Manchester City Council.

Be aware that if accounts are not well used, they may be considered redundant and Central Communications can close them.

If comments made on a social media account are a direct complaint or a specific Freedom of Information Act request, the account moderator should direct the responder through the formal Council processes.

Training and support for your social media account is available from the Digital Services Team in Central Communications. Email Web Admin for support.

- **What can't you post on Council accounts?**

Content including photos, images, text and film must be honest and officers must ensure the reliability of anything they publish or allow to be published. Once information is published, it is very hard to remove and can be copied, amended and shared by others without direct permission. There can be serious consequences of publishing inappropriate content: defamatory allegations made on social media sites can result in civil legal action, such as being sued for libel. Breaking a court order or other contempt of court can result in a fine or imprisonment.

Officers must not disclose personal details and should be aware of the Council's Data Protection Policy, which can be found on the Council's website. Furthermore, private meetings or reports that contain confidential information or matters exempt under the provision of the Local Government (Access to Information) Act 1985 – also known as 'Part B' reports – must not be published without written consent from the appropriate Head of Service. Questions about confidentiality should be directed to a manager or the appropriate Head of Service.

Officers must act professionally at all times in the Council's social media accounts. All posts must be in line with the Council's values and the Employee Code of Conduct.

Officers are not expected to respond to any messages that contain abusive language or swearing.

Content copied from elsewhere, for which the Council does not own the copyright, must not be published. If unsure before publishing online, officers must check with the copyright holder. Central Communications may be able to assist with this.

Officers must not publish the same or similar content repeatedly or in bulk – this can also be called 'spamming'.

Council social media accounts cannot be used for political purposes or political party campaigning at any time. Once in restricted publicity during the pre-election period, officers must ensure no statements are published that could be seen to have an influence on a political outcome in the run-up to an election. This includes announcements about any new or potentially controversial initiatives. Officers must also not seek to promote councillor accounts. Because of the restricted publicity during the pre-election period, it is acceptable that there is a slight reduction in the volume of posts published during this time. Published content must be in relation to current services. If any comments or responses to posts are overtly party-political, the account moderator must remove them immediately.

Most online communities have their own rules and guidelines, which we will always follow. Where possible, we will rely on the measures of protection and intervention the social networking site already has in place (eg. against illegal,

harmful or offensive content) by flagging comments or alerting them to any breaches of the site's terms and conditions. Account moderators are responsible for flagging these concerns directly with the site or application, and with Central Communications via Web Admin.

If inappropriate content is posted on your social media page or in response to your posts, they must be removed as soon as possible. The posts must be reported to both Web Admin and the social networking site. Comments that disagree, challenge or criticise the Council should not be removed. If we remove all critical responses, the social media accounts lose their trustworthiness and can quickly generate more negative comments. It's best to be transparent and challenge the comment cordially and calmly.

Do not post promotional content or endorse external organisations. For example, we don't promote any special offers or services from organisations we are not in a formal partnership with.

- **Leaving or moving within the Council**

All account moderators must share their user names and passwords for Council accounts with the Central Communications Team. This is to ensure that there is a centrally held record of all details should they be required.

When a member of staff leaves the Council, the employee's line manager is asked to change any passwords during the leaver's process and to inform the Central Communications Team of any changes. They will also be asked to confirm this has been completed in the ICT leaver's form.

When a member of staff moves within the Council and no longer has responsibility for social media accounts, their line manager is asked to change the account password and update Central Communications by emailing Web Admin.

- **Lost or stolen devices**

If devices that run Council social media accounts are lost or stolen, staff must make the Digital Communications Team aware, as well as follow the ICT process, so that the account passwords can be changed.

- **Malware and online crime prevention**

Social media can be used by the online criminal community to deliver malware, malicious software such as a virus, and carry out schemes designed to damage property or steal confidential information. To minimise risk related to such threats, adhere to the following guidelines. While these guidelines help to reduce risk, they do not cover all possible threats and are not a substitute for good judgment.



- Do not use the same passwords for social media that you use to access Council computers or devices.
- Do not follow links or download software on social media pages posted by individuals or organisations you do not know.
- If any content you find on any social media web page looks suspicious in any way, close your browser and do not return to that page.
- Configure social media accounts to encrypt sessions. Facebook, Twitter and others support encryption as an option. This is extremely important for roaming users who connect via public wi-fi networks.
- Council accounts should be accessed via Council-owned devices such as office PCs or tablets, so it can be ensured that these devices have the correct security settings and will be stored in a secure way.
- If staff are working remotely, they must use encrypted sessions.

## 6. Guidance for personal social media use

- 6.1 The Council respects the rights of all employees to a private life. However, officers must be aware that where they are identified as a Council employee, they are expected to behave appropriately and in line with the Council's values and policies.
- 6.2 Any content published online in personal social media accounts is your own; however, anything published about Manchester City Council cannot be kept entirely separate from your working life.

- 6.3 The Council needs to ensure that its reputation is not damaged and that confidentiality is protected. All stakeholders must be able to trust the integrity of our employees. Furthermore, the Council may be liable for the actions of officers who post inappropriately.

### With this in mind all staff are asked:

- To be aware that they are responsible for any content on their pages, including tags and comments
- To ensure that any comments or posts in their personal accounts about Council activities do not bring the Council into disrepute
- Not to share confidential information arising from their employment with the Council
- To respect privacy and confidentiality
- Not to discuss or criticise customers or colleagues
- Not to use work email addresses to set up personal accounts
- Not to accept customers/service users known through the course of their work as 'friends' on personal social media sites. If staff are repeatedly contacted by a customer or service user known through work on personal social media accounts, they may wish to seek advice from their line manager
- To ensure privacy settings are in place to restrict open access and understand who could have access to personal social media accounts
- To abide by the Council's Employee Code of Conduct and other Council policies.

- 6.4 Staff are also advised that where they choose to identify themselves as a Council employee they should include a disclaimer on their social media account profiles to make it clear that opinions expressed are their own; they should also take care to ensure their opinions are not perceived as comments made on behalf of the Council.

## **7. Use of social media and smart devices during meetings and events**

Increasingly, hand-held devices such as smartphones and tablet devices like iPads are used to access social media during internal and external Council meetings and events to share information, views or comments.

- 7.2 Devices need to be used with care and in line with the above guidance for Council and personal social media accounts. Alongside this, officers are asked to ensure that devices are silent during meetings and that they are used without disturbing others.

## **8. Compliance**

- 8.1 The guidance in this document is in addition to the Council's 'Email Policy', 'Internet/Intranet Policy' and forms part of the 'Employee's Code of Conduct'. It must be read alongside the 'Social Media Policy' and any professional standards that govern an individual employee's area of work. Failure to comply with Council policies will be dealt with through the Council's disciplinary procedure.

- 8.2 Inappropriate content published in Council accounts by account moderators may lead to removal of access to social media sites at work. Breaches of the Social Media Policy and the Employee Code of Conduct will be dealt with through the Council's disciplinary procedure. Serious breaches could result in termination of the employment contract, and where applicable may result in civil action and/or criminal charges.

- 8.3 Further advice on these HR Policies can be sought from the HROD Helpdesk on 0161 277 1758 or email [HROD@manchester.gov.uk](mailto:HROD@manchester.gov.uk). Further advice on the use of Council social media accounts can be sought from Digital Communications, email [webadmin@manchester.gov.uk](mailto:webadmin@manchester.gov.uk)

## **9. Monitoring**

- 9.1 The Council deploys technical controls to monitor and report on employee use of social media through the Council network. The Council also uses a social media monitoring application to monitor and report all mentions of the Council in social media web spaces.

## Appendix 1: Current Manchester City Council social media accounts

Social media account	URL
Manchester Council Facebook Profile	<a href="https://facebook.com/manchestercitycouncil">facebook.com/manchestercitycouncil</a>
Manchester City Council Facebook	<a href="https://facebook.com/mancitycouncil">facebook.com/mancitycouncil</a>
Manchester City Council Twitter	<a href="https://twitter.com/ManCityCouncil">twitter.com/ManCityCouncil</a>
Manchester Libraries Facebook	<a href="https://facebook.com/manchesterlibraries">facebook.com/manchesterlibraries</a>
Manchester Libraries Twitter	<a href="https://twitter.com/MancLibraries">twitter.com/MancLibraries</a>
Manchester ASBAT	<a href="https://twitter.com/ManchesterASBAT">twitter.com/ManchesterASBAT</a>
Safer Manchester	<a href="https://twitter.com/SaferManchester">twitter.com/SaferManchester</a>
Manchester Markets Facebook	<a href="https://facebook.com/manchestermarkets">facebook.com/manchestermarkets</a>
Manchester Markets Twitter	<a href="https://twitter.com/MCRMarkets">twitter.com/MCRMarkets</a>
Clean Cities Facebook	<a href="https://facebook.com/MCRcleancity">facebook.com/MCRcleancity</a>
Foster for Manchester	<a href="https://facebook.com/FosterForManchester">facebook.com/FosterForManchester</a>
Manchester Leader's Forum Twitter	<a href="https://twitter.com/MCRLeadersForum">twitter.com/MCRLeadersForum</a>
Grow Twitter	<a href="https://twitter.com/MCRGrow">twitter.com/MCRGrow</a>
MCC Foursquare	<a href="https://foursquare.com/p/manchester-markets/81933763/home">foursquare.com/p/manchester-markets/81933763/home</a>
Ask Little Bill Twitter	<a href="https://twitter.com/asklittlebill">twitter.com/asklittlebill</a>
Ask Little Bill Facebook	<a href="https://facebook.com/pages/ask-little-bill-greater-manchester-energy-advice/817346941623178?ref=ts">facebook.com/pages/ask-little-bill-greater-manchester-energy-advice/817346941623178?ref=ts</a>

Social media account	URL
Manchester Archives Wordpress	<a href="https://manchesterarchivesplus.wordpress.com">manchesterarchivesplus.wordpress.com</a>
Manchester Gritters Twitter	<a href="https://twitter.com/MCCGritters1">twitter.com/MCCGritters1</a>
Manchester International Women's Day	<a href="https://facebook.com/MCRIWD">facebook.com/MCRIWD</a>
Vimeo	<a href="https://vimeo.com/manchester">vimeo.com/manchester</a>
YouTube	<a href="https://youtube.com/mancitycouncil">youtube.com/mancitycouncil</a>
Flickr	<a href="https://flickr.com/photos/manchester-city-council">flickr.com/photos/manchester-city-council</a>
Adopt with Manchester	<a href="https://www.facebook.com/adoptwithManchester">www.facebook.com/adoptwithManchester</a>
Mcr Santa	<a href="https://twitter.com/MCRSanta">twitter.com/MCRSanta</a>
Manchester City Council LinkedIn	<a href="https://www.linkedin.com/manchestercitycouncil">www.linkedin.com/manchestercitycouncil</a>
M4 Print Design Studio Twitter	<a href="https://twitter.com/M_FOUR">twitter.com/M_FOUR</a>
Manchester Art Gallery	<a href="https://twitter.com/mcrartgallery">twitter.com/mcrartgallery</a>
Manchester Archives+	<a href="https://twitter.com/mcrarchives">twitter.com/mcrarchives</a>
Library Theatre Co	<a href="https://twitter.com/librarytheatre">twitter.com/librarytheatre</a>
Physical Disabilities Partnership	<a href="https://facebook.com/groups/McrPhysicalDisabilities">facebook.com/groups/McrPhysicalDisabilities</a>
Manchester Youth Council	<a href="https://facebook.com/ManchesterYouthCouncil">facebook.com/ManchesterYouthCouncil</a>
Manchester Libraries Blog	<a href="https://manchesterlitlist.blogspot.co.uk">manchesterlitlist.blogspot.co.uk</a>
Archives+ Blog	<a href="https://manchesterarchiveplus.wordpress.com">manchesterarchiveplus.wordpress.com</a>
MCC Crumpsall	<a href="https://twitter.com/MCCCrumpsall">twitter.com/MCCCrumpsall</a>
MCC Harpurhey	<a href="https://twitter.com/MCCHarpurhey">twitter.com/MCCHarpurhey</a>
MCC Higher Blackley	<a href="https://twitter.com/MCCHBlackley">twitter.com/MCCHBlackley</a>

Social media account	URL
MCC Cheetham	<a href="https://twitter.com/MCCCheetham">twitter.com/MCCCheetham</a>
MCC Chorlton	<a href="https://twitter.com/MCCChorlton">twitter.com/MCCChorlton</a>
MCC Didsbury	<a href="https://twitter.com/MCCDidsbury">twitter.com/MCCDidsbury</a>
MCC Wythenshawe	<a href="https://twitter.com/MCCWythenshawe">twitter.com/MCCWythenshawe</a>
MCC Moss Side	<a href="https://twitter.com/MCCMossSide">twitter.com/MCCMossSide</a>
MCC Moston	<a href="https://twitter.com/MCCMoston">twitter.com/MCCMoston</a>
MCC Rusholme	<a href="https://twitter.com/MCCRusholme">twitter.com/MCCRusholme</a>
MCC Hulme	<a href="https://twitter.com/MCCHulme">twitter.com/MCCHulme</a>
MCC Miles Platting and Newton Heath	<a href="https://twitter.com/MPlattNtonHeath">twitter.com/MPlattNtonHeath</a>
MCC Withington	<a href="https://twitter.com/MCCWithington">twitter.com/MCCWithington</a>
MCC Whalley Range	<a href="https://twitter.com/MCCWhalleyRange">twitter.com/MCCWhalleyRange</a>
MCC City Centre	<a href="https://twitter.com/MCCCityCentre">twitter.com/MCCCityCentre</a>
MCC Longsight	<a href="https://twitter.com/MCCLongsight">twitter.com/MCCLongsight</a>
MCC Levenshulme	<a href="https://twitter.com/MCCLevenshulme">twitter.com/MCCLevenshulme</a>
MCC Burnage	<a href="https://twitter.com/MCCBurnage">twitter.com/MCCBurnage</a>
MCC Bradford	<a href="https://twitter.com/MCCBradford">twitter.com/MCCBradford</a>
MCC Ardwick	<a href="https://twitter.com/MCCArdwick">twitter.com/MCCArdwick</a>
MCC Ancoats and Clayton	<a href="https://twitter.com/MCCAncClay">twitter.com/MCCAncClay</a>
MCC Fallowfield	<a href="https://twitter.com/MCCFallowfield">twitter.com/MCCFallowfield</a>
MCC Charlestown	<a href="https://twitter.com/MCCCharlestown">twitter.com/MCCCharlestown</a>
MCC Gorton	<a href="https://twitter.com/MCCGorton">twitter.com/MCCGorton</a>

## Appendix 2: Definition of an account moderator

Officers with responsibility for Council social media accounts are known as account moderators. They will produce content, and review and monitor the social media accounts they have responsibility for.

Account moderators will be selected by the service area and will receive training and support from Central Communications.



## Introduction to the Internet & Email Policy

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E-mail and internet are important business communication tools, and widely accepted as the most efficient way to make contact with, or stream information to others.

The Internet and Email Policy (I&EP) is one of the Council's most vital policies. It supports our Information Security Policy and its Code of Practice, which are based on the British and International Standards for Information Security, and comply with all relevant legislation and best practice guidance provided by the Information Commissioners Office (ICO) and other government agencies.

The I&EP includes guidance, regulations and conditions of use, and it also sets out our responsibilities. The key thing to remember is that email and internet use is subject to the same business, legislative and accountability standards as printed and verbal communications: we all need to stick to the rules and expect everything that we do by email or online to be subject to the same scrutiny as more traditional communications.

Possibly the most important detail is the section about online safety and keeping sensitive information safe. We should all be aware of the Internet Security Code of Practice, and understand that there are vulnerabilities in even the most robust systems, so our day to day practice needs to be mindful of any potential lapse.

Within this Policy there are sections relating to:

### **Aims**

Setting out why we need this policy, who it applies to and what it hopes to achieve.

### **Information Security**

Detailed section focussed on our duty to protect the information we keep, prevent the unauthorised sharing of information, and prohibited use of the internet and email.

### **Passwords**

Outline of the protocol for passwords, and how to keep them safe.

### **Filtering software**

To uphold our responsibility for protecting information, we filter all incoming and outgoing information.

### **Access**

Guidance on giving access to your email.

### **Monitoring**

Statement about monitoring of internal/external communications, including situations in which monitoring is authorised, why and how the detail is stored for future use e.g.: investigations or complaints.

### **Individual/shared accounts**

Setting out why colleagues may need access to your account and how / when to do this properly. Also detail about why it's important not to share without the proper authority.

### **Archiving**

The storing of information and what it can be used for.

### **Internet/intranet**

Outline of appropriate use of each.

### **Personal use**

Guidelines for personal use, limits and standards of behaviour. Also details our responsibility to report unauthorised personal use that breaches any of the guidelines e.g.: excessive, discriminatory, offensive or racist.

### **Email protocol**

Looks at content and language, and disclosure of information.

### **Encryption**

When this can and should be used and the potential consequences of failing to encrypt information that's emailed.

### **Sensitive/protected information: incoming and outgoing, internal and external.**

This section of the policy is essential reading for all employees: we all need to understand data protection legislation to the extent that it applies to each of us when sharing information. Includes detail about reporting inappropriate sharing of sensitive information, intentional or accidental.

Please take the time to read through the Internet & E-mail Policy: much of its content is common sense and you may consider yourself to be fully aware of the rules, regulations and potential pitfalls.

**But the risk of making mistakes, leaving the entire organisation open to criminal activity is very real, so protect us all by protecting yourself.**

# Internet and Email Policy

**Issued by:  
HR/OD  
August 2017**

## Document Control

Title	Internet and Email Policy
Document Type	Policy
Author/Owner	HR/OD
Subject	Use of Internet and Email
Created Date	August 2015 (reviewed May 2017)
Approval Date	March 2016 (revised version September 2017)
Approval By	Personnel Committee
Review due	September 2020 (or earlier where there is a change in the applicable law or an organisation which affects this Policy).



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    Sharing access

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## 1 Introduction

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The use of technology, data and systems forms a large part of our work and we need everyone to use it sensibly and safely. There is a level of trust given to those with access to these systems and, in return, high standards of integrity are expected from everyone using Council technology. This policy sets out what's expected when using this technology and how we can help to protect our information to reduce the risk to both individuals, and the Council.

## 2 Scope

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This policy applies to those who have access to Council technology (e.g. internet/email/intranet) and forms part of the induction for new starters and those moving between roles. The policy needs to be read along with the [Social Media Policy](#) and [Social Media Code of Practice](#) and relevant [ICT policies](#).

## 3 Aims

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This policy aims to make sure we are all using technology safely and productively, to achieve this the policy seeks to ensure that:

- ▶ the standards for using the internet and email are established and enforced
- ▶ those using Council technology are aware of the security and legal risks
- ▶ our systems and information are protected, and
- ▶ we are using technology effectively and positively.

## 4 Monitoring

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### Overview

The use of the internet and email is monitored to help protect our systems and prevent the misuse of technology. For example:

- ▶ To protect the email network we scan all our messages for viruses/malware, you may get emails returned if they are sent to an address or contain content that is suspicious.
- ▶ All website visits are recorded, on request ICT will provide reports regarding the use of technology to the relevant senior manager.

Any suspected instances of misuse highlighted by these measures will be investigated in accordance with the Council's disciplinary procedures.

## Storage

All communications (e.g. Gmail, Hangouts) are saved in an archive at the time they are sent/received. Communications that are deleted remain in the archive, this means they can still be accessed even if they are deleted from your account.

As a result of the archive all communications can be retrieved for internal investigations and are potentially disclosable under subject access related legislation and court proceedings. This underlines the importance of ensuring that appropriate language and professional care is used in all communications.

Further information on the retention and disposal of business records is available on the [Democratic Services \(Legal\)](#) Intranet pages.

## 5 Intranet, Internet, Email and Instant Messaging

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### Intranet

Intranet access is not limited as most of the content relates to the Council. It contains a lot of information and, although we promote its use, it is unacceptable to spend an excessive amount of time browsing content unnecessarily and could lead to disciplinary action as detailed in section [10 Sanctions](#).

### Internet

Internet use is encouraged for business use and you are trusted not to abuse the access you have (examples of unacceptable use can be found in [Appendix A](#)). There is no time limit on internet use as we understand you may need to spend a certain amount of time online as part of your role. However, you may need to explain your use if this seems excessive.

Many sites that could be useful for work require registration, if you want to register on a site for work reasons you should check with your manager first. Some sites will be blocked for security reasons, if you have any problems relating to access contact [servicedesk@manchester.gov.uk](mailto:servicedesk@manchester.gov.uk)

### Email

When sending emails the language you use should be professional and sent in line with the ICT guidance on [Using Email securely](#). As good practice, time critical and important business external emails (e.g. tender requests, contracts) should be followed up to make sure they have arrived.

When you are sending an email:

- ▶ Remember to check the address you are sending the email to is correct (especially with confidential/sensitive information).
- ▶ When sending group emails or when selecting 'Reply to all' it is your responsibility to make sure that everyone listed needs to see the information you are sending.

- ▶ External email is vulnerable as it passes over the internet. As the security of these emails cannot be guaranteed, encryption must be used for transmitting confidential data.

Only open files and links from emails where the source is trusted. If you receive something you are not sure of please forward the whole email to [internet.administrators@manchester.gov.uk](mailto:internet.administrators@manchester.gov.uk) and then delete.

All work-related emails should have a signature which includes your name, job title, and contact details.

#### *Requesting access to an email account*

Managers can ask for and should be granted access to their team's email accounts, for example to check emails when a member of the team is absent from work unexpectedly.

Additionally access to emails including those labelled 'PERSONAL' may take place when unauthorised activity is suspected. If we need to access your emails/files the relevant authorisation will be sought, and you should usually be informed and given the reason why.

#### *Sharing access*

You may be asked to grant access to your emails as this can help if you are off unexpectedly and your colleagues need to find information and check your emails.

Managers will periodically remind their team members to remove access previously granted which may no longer be required.

Your login details must not be shared. Those requiring access to a specific ICT system can ['request a service'](#) via the ICT intranet page.

#### *Personal use of email*

Although our email system is for business use we understand that you may, on occasion, need to use your work account for personal emails. Limited personal use is allowed on the basis that the guidelines detailed in [Appendix B](#) (Personal use of internet and email) are followed.

#### *Messaging (Google Hangouts)*

It may be less formal but the same standards are expected when using Hangouts. These messages will be archived and any misuse will be investigated in the same way as if you were sending emails, this could lead to Hangouts being disabled on your account and disciplinary action being taken.

## **6 Using Personal Devices**

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Not everyone needs a Council mobile device (e.g. work mobile phone or tablet) as part of their role. We understand that some staff may choose to, on occasion, access Council systems (e.g. email) from their own devices such as laptops/PCs or smartphones.

This is acceptable as long as you are sensible and do not put the integrity of Council systems at risk:

- ▶ When accessing Council systems (on any device) your conduct and usage should be in line with the relevant Council policies and guidance such as [Protecting Information](#) and the [Employee Code of Conduct](#).
- ▶ Your Gmail account must have two step verification turned on.
- ▶ Do not select 'keep me signed in' when logging into G Suite using a personal device.
- ▶ Do not download and store any content from your Council account (e.g. documents) on your personal device.
- ▶ Anti-virus protection must be installed and kept up to date on any device that is used for remote access.

It is recommended that employees register their mobile devices which they wish to use in order to access Council systems for Mobile Device Management (MDM). This provides a secure area on the device for you to access Council systems which is separate to any of your personal information/apps etc and provides a greater level of protection for Council information. Contact the [ICT service desk](#) for more information.

## 7 Information Security

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The Council has a duty to ensure the confidential information it holds is protected. Complying with this policy will minimise the risk of breaching this duty, whilst also preventing misuse of the email and internet/intranet facilities.

Under the General Data Protection Regulation (GDPR) you are directly responsible for meeting the obligation to protect any personal data transferred about an individual. The [Data Protection Principles](#) outline our responsibilities in relation to the Act and further information can be found in the [Democratic Services \(Legal\)](#) intranet page.

Everyone using Council technology should become familiar with The [Information Security Code of Practice](#) which provides guidance on the secure use of email and the internet. Any misuse of your work email or internet access which breaches the requirement of this policy, or the Information Security Code of Practice, could lead to formal action under civil or criminal law and/or under the Council's [disciplinary procedure](#).

Key considerations for maintaining information security:

- ▶ We all need to follow the [12 Golden Rules](#) around using ICT and protecting information.
- ▶ Instructions regarding the use of technology from the ICT service and your manager must be followed.
- ▶ If you use Council technology remotely (e.g. from home), security needs to be in place so Council information is protected.
- ▶ Only those authorised should be able to access Council technology on your devices (laptop/mobile etc), these must be kept secure to prevent loss or theft.

- ▶ Nothing relating to work should be sent to personal email addresses (unless this forms part of your role and you have authorisation from your manager).
- ▶ Information shared via Council technology should only be for business purposes.
- ▶ Confidential emails should be sent using encryption software and/or secure email accounts.

Further detail on the steps we need to take to comply with the law on information and technology can be found in the [Information Security Policy](#) on the ICT intranet pages.

### *Passwords*

Following a few simple rules can make it difficult for unauthorised people to gain access to our ICT systems:

- ▶ Never reveal your password.
- ▶ Never ask anyone else to reveal their password to you.
- ▶ Under no circumstances share your password.
- ▶ Never write your passwords down.
- ▶ Do not use anything that could be easily recognisable as a password. For example, your pet's name.
- ▶ Use additional security where possible (such as two step verification).

More information on passwords can be found in the [IT Access Control Policy](#) that can be found on the ICT intranet pages.

### *Filtering Software*

To protect the email network communications are scanned by software to identify spam and viruses. The Council uses message monitoring, filtering and rejection systems as appropriate, and this software restricts transmission of messages that may breach the terms of this policy.

Filtering software is also used to prevent access to internet sites which are not work related and which are considered to be inappropriate.

### *Access*

All information (e.g. data/email) sent or received over Council systems for business purposes belongs to the Council, this information forms an integral part of the Council's business records.

## 8 Responsibilities

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### All Users

Everyone with access to Council technology is expected to:

- ▶ use the Council's ICT facilities responsibly and in accordance with the relevant policies
- ▶ understand their responsibilities in relation to the [Information Security Code of Practice](#)
- ▶ ensure their actions do not compromise the integrity of the Council's ICT systems
- ▶ take responsibility for ensuring confidential information is only disclosed lawfully and with appropriate authorisation (see the [Protecting Information page](#) for more information)
- ▶ report security breaches in line with the Information Security [Incident Management Procedure](#)
- ▶ inform ICT if they visit a website or receive an email which could be malicious, and
- ▶ report any emails received which include unacceptable content.

Above all else we should all use common sense when using Council technology. If you are not sure then just check first.

### Managers

Are responsible for:

- ▶ being an example to their team, demonstrating good practice when using technology
- ▶ ensuring that their team have an understanding of this policy
- ▶ checking their team can recognise and know how to report a [data breach](#), and
- ▶ monitoring the extent of personal use to make sure it's not impacting on work.

Managers should also make it clear that a breach of any policy relating to the use of Council technology will be investigated in accordance with the [disciplinary policy](#).

## 9 Public Access to Information Held by the Council

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Accounts may be accessed to retrieve information, such access will be limited to the accounts required and we will only retrieve relevant information. Access will be approved by an authorised person before the information is retrieved. The Information Commissioner's Office (ICO) [subject access code of practice](#) and the [Democratic Services \(Legal\)](#) intranet site provide further information regarding access to information .

## 10 Sanctions

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Failure to observe the requirements of this policy may result in the following action:

- ▶ Disciplinary action, up to and including summary dismissal being taken under the Council's disciplinary procedure.
- ▶ The rescinding of access to the internet and other technology and, where applicable, civil action and/or criminal charges.

Any authorised user who breaches this policy, who is not employed by, or under the direct control of the Council will be liable to any other sanctions the business relationship or law permits.

Where the use of data and/or technology potentially breaches civil and criminal law, the City Solicitor will be informed.

## 11 Declaration

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When you log on for the first time (and periodically after that) you will be required to accept that you have read, understand and agree to the terms of this policy.

Those who fail to confirm their agreement may have their access suspended.

## 12 Legal considerations

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This policy has been written in line with the following legislation:

Computer Misuse Act 1990

Data Protection Act 1998 (General Data Protection Regulation 2016)

Human Rights Act 1998

Regulation of Investigatory Powers Act 2000

Telecommunications Regulations 2000



## Appendix A: Examples of unacceptable use

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The following points are some examples of internet and email use which would be unacceptable and could constitute gross misconduct:

- Setting up or maintaining websites, web based email or instant messaging accounts for personal use
- Participating in chat rooms, forums or social media for reasons other than business purposes
- Accessing auction sites, for example eBay for reasons other than business purposes
- Streaming or downloading content which is not work related
- Gaining unauthorised access to systems
- Bringing the Council into disrepute, breaching any policy of the Council or its objectives or values
- Operating or managing any private business, commercial/profit making activities and/or activity for personal financial gain
- Sending emails that consist of unsolicited material, promotional or advertising material, including initiating or continuing chain emails
- Wasting staff effort or resources or causing disruption to the Council's communication systems
- Sending emails that are designed, by intent or otherwise, to cause offence, inconvenience or anxiety
- To knowingly expose the system to viruses and/or junk mail/spam
- Infringe the copyright of another person, including intellectual property rights
- Accessing, downloading, sending or storing text, images or other material which could be considered discriminatory, offensive or illegal
- Disclosing confidential or commercially sensitive information regarding the Council's activities or personal information about service users or employees.
- Sending emails that violate the privacy of others, misrepresent others or claim to come from an individual other than the user actually sending the message.

The above is not an exhaustive list, it serves to provide examples of unacceptable use which could lead to disciplinary action and, ultimately, result in dismissal.

## Appendix B: Personal use of internet and email

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A limited amount of personal use is allowed. However, this is a privilege, not an entitlement, and is permitted on condition that this use does not:

- Impact on the individual's work performance or service delivery.
- Involve the private buying or selling of any goods or services
- Involve using your Council email address to subscribe to non-work related mailing lists
- Take priority or interfere with the performance of the your duties or those of your colleagues
- Cause any expense or liability to be incurred by the Council
- Include any work related attachments, documents, links etc
- Conflict with the Council's objectives, values or have an adverse impact on the role of the Council in any way.

Personal use outside these conditions may be allowed under exceptional circumstances. Always speak to your manager first to let them know you want to use your work account for personal use.

### *Sending personal emails*

There is very limited privacy when sending personal emails, these can still be accessed if required. When sending personal emails you must ensure:

- ◆ All emails are marked 'PERSONAL' in the subject header
- ◆ All emails sent or received must be labelled as 'PERSONAL'
- ◆ You inform anyone outside of the Council, who is sending you a private message to identify the message as 'PERSONAL' in the email header; and
- ◆ Your signature (i.e. job title, location, contact details etc) should be removed from all emails sent.

All emails that are not marked 'PERSONAL', will be deemed to be business communications.

If you need to send sensitive information, for example to Occupational Health or your Trade Union, consider alternatives to email.

Remember, even when you delete personal emails these may be captured and stored for a defined period in the archives, this also applies to communications via Hangouts.

Further guidance on good practice is available on the [ICT](#) intranet pages.



## Digital Media Policy

### 1. Introduction

1.1 This policy provides a single document for staff which addresses how they should approach all forms of digital media, both in their working and personal lives. For the purposes of this policy any form of media that can be viewed on digital devices such as computers, tablets or smartphones will be regarded as digital media. This includes but is not limited to:

- Email
- Social Media
- The Internet
- The Intranet
- Any integrated social features within the Intranet

1.2 Although there are some sections of this policy that specifically refer to social media or email, the same overarching principles of the [Employee Code of Conduct](#) and [information security](#) applies to all digital media.

### 2. Scope

2.1 This policy applies to all Manchester City Council employees, contractors, casual workers and agency workers.

2.2 It outlines the responsibilities and standards expected when using digital media inside and outside work, for both business and personal purposes, which relate to:

- Information Security and Confidentiality
- Authorisation procedure for official Council accounts
- Conduct in both personal and professional use of digital media

2.3 This policy should be read alongside our [Information and Cyber Security Policy](#).

### 3. Aims

3.1 This policy aims to:

- Give clear guidelines to all staff on the standards of behaviour that are expected in respect of digital media.
- Help staff to be mindful of the balance between their personal and professional digital media use.
- Comply with the law on discrimination and data protection of both users of the service and staff.

- Be clear that the Council's digital media network is monitored (see section 11), and explain how disciplinary rules and sanctions apply to any misuse of digital media.
- Help protect the Council against potential liability for the possible actions of staff.

#### 4. Legal

4.1 The statutory framework relating to this policy is as follows:

- Equality Act 2010
  - Defamation Act 1996
  - Human Rights Act 1998
  - Investigatory Powers Act 2016
  - Investigatory Powers (Interception by Businesses etc for Monitoring and Record-keeping Purposes) Regulations 2018 (SI 2018/356)
  - Data Protection Act 2018
  - General Data Protection Regulation (2016/679 EU)
- 

#### 5. Policy Provisions and Principles of Use

5.1 Staff are expected to treat colleagues, partners and customers with the respect that they deserve. As such, all use of digital media should be in accordance with the behaviours within the [Employee Code of Conduct](#). Any member of staff that is responsible for inappropriate or offensive activity on digital media may be subject to the Council's agreed disciplinary procedure. Examples of unacceptable conduct include:

- Abusive or threatening behaviour
- Inappropriate comments or material that may be regarded as discriminatory
- False or misleading statements that could have a negative impact on our reputation
- Inciting or supporting somebody to commit a crime or other unlawful act

5.2 This could include content that is posted, shared, or 'liked'.

5.3 The Council's response to any reported misuse of social media will be reasonable and proportionate to the perceived offence, the nature and context of the material, and the impact or potential impact on the Council.

5.4 Even if a member of staff does not identify as Council staff, this policy will still apply if a connection with their employment can be made. Staff should be mindful that they are responsible for their words and actions in an online environment, and unacceptable conduct may result in disciplinary action.

5.5 Digital media must not be used to raise or discuss a complaint or grievance about the Council, a manager, or colleagues. Any complaint should be raised through the Council's [Employee Dispute Resolution procedures](#). In most cases concerns should be raised with the appropriate line manager, however if this is not possible then the Council's [Whistleblowing Policy](#) may be applicable.

5.6 Under no circumstances must a member of staff share confidential information arising from their employment with the Council, including - but not restricted to - the following:

- information about service users
- information that is politically or commercially sensitive
- any information intended for internal use only (including matters concerning council services, organisational change or related proposals)
- intellectual property

### **Information Security**

5.7 The Council has a duty to ensure that the confidential information it holds is protected, and under the General Data Protection Regulation ([GDPR](#)) staff are responsible for meeting the obligation to protect any personal data relating to individuals.

5.8 Everyone using digital media should be familiar with the [12 Golden Rules](#) and [Cyber Security best practice](#).

### **Cyber Bullying**

5.9 Cyber bullying is any form of bullying which takes place online. The Council regards cyber-bullying as seriously as any other form of bullying or harassment. If staff have an issue about behaviour at work, then [this should be discussed with an appropriate manager](#).

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## **6. Roles and Responsibilities**

6.1 [Line managers](#) are responsible for:

- Ensuring that their team have an understanding of this policy
- Checking that their team can recognise and report a data breach
- Ensuring that account moderators and any social media accounts within their control are monitored effectively and operate within this Policy.
- Informing the Strategic Communications Team about any changes to the management of accounts, including change of account moderators and passwords.

6.2 On receiving access to social media, all account moderators will be asked to sign a declaration and affirm their acceptance of the principles of the Digital Media Policy. Failure to acknowledge acceptance of these principles will result in access to social media facilities being denied.

6.3 [All staff](#) are responsible for:

- Ensuring that their use of digital media (as defined in para 1.1) is in line with this policy.
- Understand their responsibilities in relation to the Information and Cyber Security Policy (see para 5.8) and the protection of confidential information (see para 5.7).
- Reporting any security breaches in line with the [Information Security Incident Management Procedure](#).

6.4 The Strategic Communications Team are responsible for approving Council social media accounts, and will maintain a record of all accounts, their moderators and passwords. They will support the initial development of Council accounts and monitor accounts using a social media monitoring application; they will also be responsible for advising on the appropriate use of digital media.

6.5 HROD are responsible for advising and supporting managers on any breaches of this Policy, and any resulting use of formal action such as the Disciplinary Policy.

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## 7. Email

7.1 Email remains a fundamental part of how the Council communicates. Staff must be mindful that external email can be more vulnerable than internal email, as it passes over the internet. Encryption must be used when sending confidential information to an external source.

7.2 When sending group emails or when selecting 'Reply to all', it is important to make sure that everyone listed needs to see the information that is being sent. Staff should exercise care not to copy emails automatically to all those copied into the original message to which they are replying. Doing so may result in disclosure of confidential information to the wrong person.

7.3 Legitimate emails and communications should never ask for a username and password. Any suspicious activity must be reported immediately to the [ICT Service Desk](#), or our [Cyber Security Team](#).

7.4 Emails that staff intend to send should be checked carefully. The use of email to send or forward inappropriate messages will be treated as misconduct under the Council's agreed disciplinary procedure.

7.5 Staff should be mindful that their emails will be disclosable in a Freedom of Information or Subject Access Request.

7.6 Statements to avoid in emails include unnecessary criticism of others, those stating that there are quality problems with goods or services of suppliers or customers, and those stating that anyone is incompetent. Staff must also ensure that they do not send untrue statements about others in emails as the organisation could face legal action for libel and be liable for damages.

### **Email Access**

7.7 If a role requires the use of email, then managers can ask for and should be granted access to their team's email accounts, in order that work can be accessed if a member of the team is absent. If access is needed to staff email whilst they are absent, then this can be requested through [KnowItAll](#) at the ICT Service Desk.

7.8 Where possible, managers will avoid opening staff emails clearly marked as private or personal. However, access to emails including those labelled as personal may take place when unauthorised activity is suspected. Labelling an email as personal will not prevent disclosure in an internal investigation or a Freedom of Information request, for example.

7.9 If access to staff emails/files are needed then the relevant authorisation will be sought, and the member of staff should usually be informed and given the reason why.

7.10 Managers will periodically remind their team members to remove access previously granted which may no longer be required.

7.11 Staff login details must not be shared. Those requiring access to a specific ICT system can 'request a service' via the [ICT intranet page](#).

### **Alternatives to Internal Email**

7.12 Although more informal, the same standards of communication and behaviour are expected when using internal messaging platforms such as Microsoft Teams or WhatsApp groups. Messages will be archived and any misuse will be investigated in the same way as if you were sending emails.

### **Personal Use of Email**

7.13 Although our email system is for business use we understand that staff may, on occasion, need to use their work account for personal emails. Limited personal use is allowed on the basis that the guidelines within this policy are followed.

Staff must not use their work email address to register for any services intended for personal use. Examples of this include online banking, streaming services such as Netflix, and auction sites such as ebay.

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## **8. Social Media**

8.1 Although the Council has official digital media accounts, there are circumstances where it is appropriate for staff to use their personal accounts to engage with communities or events. We recognise that social media is a central aspect of how we communicate with residents, customers, businesses, and partners. However, staff must be aware that digital media is subject to the same business, legislative and accountability standards as written or verbal communication.

8.2 Any real or apparent conflict of interest should be avoided. As such, staff should take great care before accepting 'friend requests' on social media from service users or their families, contractors, or elected members. Although it is acknowledged that on some applications staff have no control over who chooses to follow them.

8.3 Staff whose work contains elements of safeguarding must always have their professional role in mind when operating in the digital world, and should always consider how their behaviour could affect their professional reputation and employment. As such,

anyone who works with children, young people, adults or their families must not make or accept 'friend requests' with service users.

## **Use of Official Council Social Media**

8.4 Staff must not set up any Council social media accounts without the agreement of the [Strategic Communications Team](#), and approval from the appropriate Head of Service.

8.5 Officers with responsibility for Council social media accounts, known as account moderators, must inform the Strategic Communications Team of any changes to account passwords or account moderation.

8.6 Account moderators must only engage with appropriate accounts linked to the Council's day-to-day business, and not personal interests.

8.7 All Council accounts must have clear Council branding approved by the Strategic Communications Team.

8.8 Account moderators who publish on Council social media accounts are indemnified for posts as long as they have received instructions or information and acted in good faith. The moderator needs to ensure the accuracy of the information, or to ensure that the person asking for the information to be published is authorised to do so.

8.9 Account moderators must regularly review the Council accounts they are responsible for. Any inappropriate content must be removed immediately, and the account moderator must report the content to their line manager, the Strategic Communication Team, and the social media site or application.

8.10 Account moderators must configure social media accounts to encrypt sessions whenever possible. This is extremely important for roaming users who connect via public wi-fi networks.

8.11 Moderators must not:

- Copy content from elsewhere for which The Council does not own copyright.
- Engage in spamming (publishing the same or similar content repeatedly or in bulk).
- Use accounts for any political purposes.
- Endorse or post promotional content for commercial organisations without Head of Service approval.
- Bring the Council into disrepute.

## **Personal Use of Social Media**

### Personal Use of Social Media at Work

8.12 The Council encourages staff to make reasonable and appropriate use of digital media as part of their work. It is an important part of how the organisation communicates.

8.13 Staff may use personal social media to engage in the Council's social media activities, for example, by contributing to an official Council Twitter account.



8.14 Staff must always be aware that, while contributing to the Council's social media activities, they are a representative of the Council. If staff choose to comment or post opinions online, regardless of whether or not they hold a politically restricted post, they should take care that their opinions are not perceived as comments made on behalf of the Council, and that they do not bring the Council into disrepute.

#### Personal Use of Social Media Outside of Work

8.15 The Council recognises that many members of staff make use of social media in a personal capacity. While they are not acting on behalf of the Council, staff must be aware that they can cause reputational damage to the Council if they are recognised as a member of staff.

8.16 If staff do discuss their work on social media (for example, giving opinions on their specialism or the area in which they work), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer." However, staff should be aware that such a disclaimer will offer no protection from the consequences of unacceptable online conduct. Staff are responsible for anything that they say online.

8.17 When staff are using social media, whether or not they have identified themselves as having an association with the Council, they are expected to behave appropriately at all times and in a manner that is consistent with the Council's values and policies. If a complaint is made then staff may be subject to disciplinary action. Examples of unacceptable online conduct include but are not limited to:

- Abusive or threatening behaviour
- Inappropriate comments or material that may be regarded as discriminatory
- False or misleading statements that could have a negative impact on the Council's reputation
- Disclosure of confidential information relating to service users, colleagues or the business of the Council
- Inciting or supporting somebody to commit a crime or other unlawful act

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## 9. The Internet

9.1 Use of the internet is encouraged for business purposes where appropriate. Staff are expected to use it sensibly and in such a manner that it does not interfere with their work.

9.2 The Council also understands that staff may on occasion need to use the internet for personal purposes during work time, although such usage should be kept to a minimum.

9.3 The internet must not be used to access offensive or illegal material. If the online activity of any member of staff is suspected of being in breach of the Employee Code of Conduct, then they may be subject to disciplinary action.

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## 10. If a Mistake is Made

10.1 If a member of staff posts something on digital media that they did not mean to, or accidentally sends or posts a badly-worded message, they should tell their line manager and the Strategic Communications Team immediately to agree on any action that may be needed to minimise embarrassment and reputational damage.

10.2 If confidential information is accidentally shared, and a [data breach](#) occurs, then this must be [reported](#) immediately to the appropriate line manager.

10.3 If a device that is used to access Council social media accounts is lost or stolen, the incident must be reported as soon as possible to the [ICT Service Desk](#).

## 11. Monitoring

11.1 The Council deploys technical controls to monitor and report on staff use of social media through the Council network. The Council also uses a social media monitoring application to monitor and report all mentions of the Council in social media web spaces.

11.2 To protect the email network all messages are scanned for viruses/malware, and emails may be returned if they are sent to an address or contain content that is suspicious.

11.3 All website visits are recorded, and on request ICT will provide reports regarding the use of technology to the relevant senior manager.

11.4 Any suspected instances of misuse highlighted by these measures will be investigated to establish if there has been a breach of this policy.

## 12. Enforcement

12.1 Breach of this policy may lead to formal action under the Council's agreed disciplinary procedure up to and including (in serious cases) dismissal, and where applicable may result in civil action and/or criminal charges.

Document Control			
Date effective from		Owner	HR Policy, HROD
Approval date		Approval By	Personnel Committee
Review date			
Three years from the date of approval (or earlier where there is a change in applicable Law)			

# Tobacco Control and Vaping Policy

HR Policy

HROD

XXX 2020



**MANCHESTER**  
**CITY COUNCIL**

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## Document Control

<b>Date effective from</b>		<b>Owner</b>	HR Policy, HROD
<b>Approval Date</b>		<b>Approval By</b>	Personnel Committee
<b>Review date</b>	Three years from the date of approval (or earlier where there is a change in the applicable law)		

## Introduction

- 1.1 The Council is committed to ensuring the health, wellbeing and safety of its employee, workers, elected members and those who visit Council premises.
- 1.2 The Council recognises that both smoking and environmental tobacco smoke (through passive smoking) have harmful consequences and should be prohibited.
- 1.3 Smoking is an addiction and the Council aims to provide a supportive environment for those wishing to stop.
- 1.4 The Council recognises that the use of e-cigarettes (vaping) is a popular stop smoking aid. The current position from Public Health England is that vaping is less harmful to health than smoking.

## Scope

- 2.1 This policy covers Manchester City Council employees, casual and agency workers and consultants, but excludes staff directly employed by schools.
- 2.2 It is recommended that schools adopt a Tobacco Control and Vaping Policy that prohibits all smoking and vaping in school premises and school grounds.

## Aims

- 3.1 Through the application of this policy the Council aims to:
  - Protect the health, wellbeing and safety of employees, workers, elected members and members of the public, by providing smoke-free workplaces
  - Ensure that all employees and workers who wish to stop smoking are able to access appropriate advice and support
  - Reduce absence from work resulting from smoking related conditions and have a positive impact on employee's physical and mental health and wellbeing.

## Legal Obligations

- 4.1 The Health and Safety at Work Act (1974) requires that the City Council takes reasonable measures to protect the health and safety of employees and members of the public visiting Council premises.
- 4.2 The Smoke-Free (Premises and Enforcement) Regulations 2006 requires all enclosed or "substantially enclosed" public places, workplaces and vehicles used for work to be smoke-free.
- 4.3 The Council fully accepts its responsibilities to provide safe, smoke-free workplaces.

## Policy Provisions

- 5.1 Smoking and vaping will be prohibited in all the following areas:
- All office accommodation used by the Council
  - Access doorways, surrounding areas, rest rooms, corridors and toilets
  - All Council owned vehicles
  - Officers' private vehicles while transporting passengers on Council business (including service users).
  - All Members' rooms, including the Members' lounge and dining areas
  - All Council owned public buildings, including function rooms, theatres, cafes, sports and recreational facilities. The sale of tobacco produce will also be prohibited in all of these outlets
  - Youth Clubs
  - Outdoors on Council grounds (e.g. car parks, courtyards)
- 5.2 Where the Council is renting office space smoking and vaping will be prohibited as per this policy. The Council will request that the policy is also applied to any communal areas, where applicable.
- Where the Council owns the premises and part uses the accommodation, the Council will request that all other tenants adopt the spirit of the Tobacco Control and Vaping Policy.
- 5.3 Residential homes must aim to apply the provisions of the Tobacco Control and Vaping Policy. Where this is impractical (e.g. where the residence is considered a home), suitable control measures should be applied in order to minimise the risk to employees and other residents. This should, where possible, include banning smoking in communal areas. This exemption applies only to residents; those working in a residential home must adhere to this policy.
- 5.4 Although vaping is not covered under smoke-free legislation (as vaping does not burn tobacco or create smoke) vaping is not permitted as outlined above for the following reasons:
- People with asthma and other respiratory conditions can be sensitive to a range of environmental irritants, which could include e-cigarette vapour, and
  - Vaping can, in certain circumstances, be a nuisance or distraction for people nearby.
- 5.5 Smokers and vapers are required to leave Council premises and grounds (e.g. car parks, courtyards) in order to smoke.
- 5.6 Vapers should not be asked to vape in the same place as smokers to avoid second-hand tobacco smoke.
- 5.7 Council employees who wish to smoke or vape may only do so in their own time. No employee is allowed to smoke or vape whilst being paid at work; this includes those working outdoors.
- 5.8 When on a smoking or vaping break, employees should not be easily identifiable as a Council employee (e.g. lanyards need to be removed/covered when smoking or vaping).
- 5.9 No facilities will be provided for smokers or vapers either inside or outside Council premises.

## Implementation and Enforcement of Policy

- 6.1 Chief Officers will be responsible for the promotion and maintenance of a smoke-free working environment.
- 6.2 Facility management and building security will enforce the policy on Council premises and where smoke/vapour is entering the building from the outside (e.g. near doorways).
- 6.3 A copy of this policy will form part of the induction for new starters and, as with all employment policies, failure to adhere to the policy may result in disciplinary action.
- 6.4 Any non-employees who breach the Tobacco Control and Vaping Policy will be asked to leave the premises.

## Smoking Cessation Support

- 7.1 The Council will actively promote NHS support and locally-commissioned smoking cessation services to its employees and workers. Additional smoking cessation support will be promoted as appropriate. This may include smoking cessation apps, and information and advice via an Employee Assistance Programme.
- 7.2 Employees can access up to 2 hours paid leave to attend an initial stop smoking consultation via a GP, a GP Stop Smoking Nurse, or local smoking cessation service.

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**Manchester City Council  
Report for Information**

**Report to:** Personnel Committee – 20 January 2021

**Subject:** Kickstart Scheme

**Report of:** Director of Human Resources and Organisation Development

### Summary

Manchester City Council plans to have a workforce that fully reflects the diversity of the city at all levels. One way this will be achieved is by recruiting Manchester residents directly. The government has recently launched a scheme called Kickstart which is aimed at those aged 16- 24 who are on universal credit and risk of long-term unemployment. This report sets out how it is intended to leverage the funding associated with Kickstart to create pathways into employment in the City Council for this group of young people. The report also details how HR and OD and Work and Skills will work collaboratively with partners such as DWP and The Growth Company to implement the scheme.

### Recommendations

1. Members are requested to endorse Manchester City Council's approach to implementing the Kickstart scheme across the organisation.
2. As a National Living Wage Employer, Manchester City Council is committed to paying our employees the Manchester Living Wage and lead by example in this respect and Members are requested to note that we will be funding each Kickstart placement to this level.

### Wards Affected – All

<b>Environmental Impact Assessment</b> - the impact of the decisions proposed in this report on achieving the zero-carbon target for the city
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<b>None</b>
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<b>Our Manchester Strategy outcomes</b>	<b>Contribution to the strategy</b>
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The Kickstart scheme will be used to ensure placement opportunities are created for young people in our city from a diverse background to support with diversifying our workforce.
A highly skilled city: world class and home-grown talent sustaining the city's economic success	The Kickstart scheme will be used to ensure placement opportunities are created for young people in our city from a diverse background to support with diversifying our workforce.

<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<p>COVID-19 has impacted greatly on employment with young people particularly affected. The Kickstart scheme will give young people the opportunity to build their skills and experience in the workplace with the aim of improving their chances of finding long-term employment in the future.</p> <p>In addition, offering our local young people paid employment will benefit their mental and physical health. It will boost self-esteem and give them day to day purpose (particularly for those who have been unemployed for a period of time). It will also give them a clear and direct way to contribute to something bigger than just themselves (business, economy or society). Employment will also help structure their time, give them opportunities to meet new people and with the right support, leave them feeling a sense of satisfaction.</p>
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	
<p>A connected city: world class infrastructure and connectivity to drive growth</p>	

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## **1.0 Background**

- 1.1 In September 2020, the government introduced a new Kickstart Scheme to create thousands of high quality 6-month work placements aimed at those aged 16 to 24 who are on Universal Credit and are deemed to be at risk of long-term unemployment.
- 1.2 The intention for Manchester City Council (MCC) is to create placements under this scheme that will give young people the opportunity to build their skills and experience in the workplace with the aim of improving their chances of finding long-term employment.
- 1.3 The organisational context for this report is the work that the City Council has done over the latter part of 2019 and through 2020, to identify issues relating to race equality in the city council and more recently workforce equality generally.  
The outcome of this work is a renewed commitment to a City Council workforce which reflects the rich diversity of the city of Manchester.
- 1.4 One of the ways in which we will achieve this commitment is to create pathways into employment with the City Council for local people. We know that our younger population is more ethnically diverse than the older population so a scheme for younger people will also address under representation of different ethnic groups.
- 1.5 This is only one strand of a set of actions that are being taken to address workforce equality issues which are set out in a Workforce Equality Strategy which will be reported to Executive early in 2021.

## **2.0 Kickstart Scheme**

- 2.1 In September 2020, the government introduced a new Kickstart Scheme in Great Britain, a £2 billion fund to create thousands of high quality 6-month work placements aimed at those aged 16 to 24 who are on Universal Credit and are deemed to be at risk of long-term unemployment. The placements created will give young people the opportunity to build their skills and experience in the workplace with the aim of improving their chances of finding long-term employment.
- 2.2 Employers can use the Kickstart Scheme to create new 6-month job placements. The placements must not replace existing or planned vacancies or cause existing employees or contractors to lose or reduce their employment.
- 2.3 Funding available for each placement covers:
- 100% of the relevant National Minimum Wage for 25 hours a week
  - The associated employer National Insurance contributions
  - Employer minimum automatic enrolment contributions.

The government will also pay employers £1500 for each young person taken on as a Kickstart placement.

- 2.4 The scheme, which will be delivered by the Department for Work and Pensions will initially be open until December 2021, with the option of being extended.

### **3.0 Manchester City Council's commitment to the scheme**

- 3.1 Work has been underway to work with directorates to identify potential opportunities within their respective services and to date, 28 placements have been identified.
- 3.2 MCC will offer 28 entry level placements (25 hours per week) to our city's young people across the organisation. **Table 1** in the appendix provides details of placements broken down into individual directorates and service areas.
- 3.3 Rather than all 28 placements commencing simultaneously, a cohort of 7 will start in February 2021. We had hoped to have young people in placements by the end of January 2021 but following the recent introduction of a third national lockdown, this has had to be revised as some of the placements we were offering were office based/on site.
- 3.4 The cohort approach will give us an element of control on managing any issues that may arise and provides us with the opportunity to reflect for the next cohort. We aim to start a second, potentially larger cohort in April 2021 with the third and final cohort starting in July 2021.
- 3.5 MCC will be entering into partnership with the Growth Company who will support with the application process for each placement and liaise with DWP to advertise these placements.
- 3.6 Once placements are advertised, young people will be able to apply for roles they are interested in. They will be supported by their Job Centre Plus work coach. Once a young person has been identified as a potential placement, interviews will be arranged allowing for MCC to ensure the young person is aligned to a placement/service suitable for their development. Each young person who is successful will have a mentor who will be someone from the Senior Leadership Group (SLG).
- 3.7 Given the priorities in unemployment following Covid include young people and BAME members of our communities, we will be working closely with our networks within Neighbourhoods, Education and the Voluntary, Community sector to encourage young people in our city from an ethnically diverse background to engage with the scheme. Additionally, we will work with the Work and Skills team, DWP and the Growth Company to ensure opportunities are created for young people who are care leavers from Pupil Referral Units and Youth Justice. We will also focus on opportunities for young people with disabilities.

- 3.8 It is the intention of MCC to pay all young people who are offered a placement, the Manchester Living Wage.
- 4.0 **Support for young people while on placement with MCC**
- 4.1 Once a young person has been offered a placement, the service hosting the placement will be supported by Learning and Development to ensure that both the young person and the Placement Manager have access to support and development opportunities. This will continue throughout the placement ensuring the young person has the access to a range of opportunities to learn and develop their skills and knowledge, maximising their experience and chances for employment beyond the placement. Ongoing support will also be offered to the young people from the Growth Company throughout the placement.
- 4.2 In addition to regular one to ones, each placement manager will be required to meet with the young person at the beginning, middle and end of the placement and complete a form which captures their learning and voice at each stage.
- 4.3 A steering group will also be set up to ensure regular updates on progress are provided and issues/obstacles identified. Feedback from placement managers will feed into this group. This will be led by the Senior Project Manager (Haider Javed).
- 4.4 When a placement is approaching its conclusion, an assessment will be completed by the placement manager which highlights the journey of the young person throughout the placement. This will be reviewed, and if there is an offer of employment available, consideration will be given to an apprenticeship.
- 4.5 If MCC are unable to offer further opportunities to young people following the placement, we will utilise our partnership network (inc The Growth Company) and some of the contractors to explore opportunities citywide, particularly as part of their social value commitment.

**5.0 Estimated cost to Manchester City Council:**

- 5.1 As highlighted in 2.3, Government Funding for each job placement will cover:
- 100% of the relevant National Minimum Wage (NMW) for 25 hours a week
  - the associated employer National Insurance contributions
  - employer minimum automatic enrolment contributions

In addition to the above, the government will pay £1,500 for each young person we take on.

- 5.2 Manchester City Council is one of the biggest employers in the city. We are committed to paying our employees the Manchester Living Wage (currently £9.30 per hour) and lead by example in this respect allowing them the opportunity to live a comfortable and happy life. We are proud to be

accredited as a National Living Wage Employer by the National Living Wage Foundation and have always promoted the paying of a fair and decent wage to every individual and business in our city - not only by paying our own employees the necessary amount but by promoting the National Living Wage to all our contractors and suppliers.

- 5.3 For all young people who are offered a Kickstart placement, we will pay the Manchester Living Wage (MLW) and use the £1,500 to bridge the gap between the NMW and the MLW. However, if the young people are enrolled into our pension scheme then there would still be a gap even after taking the start-up cost of £1,500 into account as follows:

In 2020/21 (current financial year) the Manchester Living Wage is £9.30 per hour and the hourly wage differentials are as follows:

Age	Statutory Wage (per hour)	Manchester Living Wage (per hour)	Difference (per hour)	Estimated Additional Funding required per placement (£)*
Under 18	£4.55	£9.30	£4.75	£2,400
18 to 20	£6.45	£9.30	£2.85	£1,400
21 to 24	£8.20	£9.30	£1.10	£250

\*Based on 25 hours per week at 6 months per placement

The overall additional cost is dependent on the age profile of those taking up placements. The maximum estimated cost for the 28 placements would be £67,200 with the minimum being £7,000. This assumes all 28 placements are offered to young people from one age group which is highly unlikely:

- All 28 placements offered to young people Under 18 years of age: **£67,200**
- All 28 placements offered to young people 18 to 20 years of age: **£39,200**
- All 28 placements offered to young people 21 to 24 years of age: **£7,000**

- 5.4 From 1 April 2021 (financial year 2021/22) the Manchester Living Wage will increase to £9.50 per hour and the hourly wage differentials would be as follows:

Age	Statutory Wage (per hour)	Manchester Living Wage (per hour)	Difference (per hour)	Estimated Additional Funding required per placement (£)*
Under 18	£4.62	£9.50	£4.88	£2,500
18 to 20	£6.56	£9.50	£2.94	£1,500
21 to 22	£8.36	£9.50	£1.14	£300
23 to 24	£8.91	£9.50	£0.59	£0

\*Based on 25 hours per week at 6 months per placement

Based on this, the maximum estimated cost for the 28 placements would rise to £70,000 with the minimum cost rising to £8,400. Again, this assumes that all 28 placements are offered to young people from one age group:

- All 28 placements offered to young people Under 18 years of age: **£70,000**

- All 28 placements offered to young people 18 to 20 years of age **£42,000**
- All 28 placements offered to young people 21 to 24 years of age: **£8,400**

## **6.0 Next Steps**

6.1 The first cohort of seven young people will be starting placements in February 2021. We aim to start a second, potentially larger cohort in April 2021 with the third and final cohort starting in July 2021.

## **7.0 Recommendations**

7.1 Members are requested to endorse Manchester City Council's approach to implementing the Kickstart scheme across the organisation.

7.2 As a National Living Wage Employer, Manchester City Council is committed to paying our employees the Manchester Living Wage and lead by example in this respect allowing them the opportunity to live a comfortable and happy life and Members are requested to note that we will be funding each Kickstart placement to this level.

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## Appendix

**Table 1:** The table provides details of the 28 Kickstart placements Manchester City Council are offering which are broken down into individual directorates and service areas.

Directorate	Number of placements
<b>Children's Services</b>	
Safeguarding Improvement	1
Youth Engagement	1
Passenger Assistant	5
School Admissions	1
Youth Justice	1
<b>Adults Services</b>	
Reablement	3
Disability Supported Accommodation Service (DSAS): Resourcing Team	1
Homelessness	1
Manchester Equipment & Adaptations Partnership (MEAP): Business Support Officer	2
Manchester Equipment & Adaptations Partnership (MEAP): Storekeeper	1
Manchester Equipment & Adaptations Partnership (MEAP): Installation Officer	1
People and Inclusion Team (Manchester Health and Care Commissioning)	1
Performance and Quality Improvement (Manchester Health and Care Commissioning)	1
Business Support (Manchester Health and Care Commissioning)	1
<b>Neighbourhoods Directorate</b>	
Manchester Art Gallery	2
Libraries	2
<b>Corporate Core</b>	
Human Resources/Organisational Development: Learning & Development Team	1
Human Resources: Delivery Team	1
Shared Service Centre	1

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