



USE OF OVERSTRAND MUNICIPAL LETTERHEAD

POLICY FOR THE USE OF THE OVERSTRAND MUNICIPAL LETTERHEAD

(This Policy should be read together with the Communication Policy as well as the Corporate Identity and Branding Policy)

1. The purpose of the Policy is to protect and control the use of Overstrand Municipality's letterhead and to ensure the integrity and recognition of the Municipality's identity.
2. The Municipality's letterhead is reserved for communications sent on behalf of the Municipality in its official capacity. It may not be used for personal correspondence, as such communication is not an official letter made on behalf of the Municipality. Letterheads may only be used for official municipal use.
3. Set out below is guidance on the circumstances when it would be appropriate to use the Municipality's letterhead and when it would not be appropriate to do so.
4. **Acceptable uses of the Municipality's letterhead:**

The use of the letterhead in the following circumstances will be acceptable:

- Communication with local residents in respect of local ward issues provided that the correspondence is restricted to providing information only. For example, details of a consultation/meeting that will affect local residents, notification of a planning or a licensing matter and the deadline for making objections;
- To provide general procedural information to local residents. For example, Council committee procedures or the right to speak at Council meetings.
- Communication with the Municipality's clients for example when answering incoming correspondence.

5. Unacceptable uses of the Municipality's letterhead:

The Municipality's letterhead should not be used in the following circumstances (this list is not exhaustive):

- To advocate personal views that could be attributed to the Municipality and/or Council;
- Letterheads should not be used for canvassing or for any political purposes. For example electioneering or canvassing (either directly or indirectly) for a political party or a political candidate;

- To comment on contentious matters;
 - For correspondence with a charity or other outside body to which a Councillor has been appointed, other than to seek or to provide factual information;
 - To comment on or advocate opposition to any decision or action of the Council;
 - To make representations to a Government Minister;
 - Where the letter creates obligations or gives instructions on behalf of the Municipality/Council;
 - In any commercial or personal activity outside the regular work of the Municipality/Council;
 - For personal gain or benefit of the Councillor/official or third party;
 - To indicate support or endorsement of any matter that is not official business or that is outside the scope of the Municipality;
 - In a manner that could adversely affect the Municipality's image, reputation, or standing, and
 - For any other reason in a manner that does not adhere to the Municipality's values, mission and goals.
6. Memorandums should be used for internal communication and not letterheads.
 7. Templates of standard letterheads and memorandums are available on the intranet. Contact details can be changed on same according to need.
 8. If councillors/officials are in any doubt about whether the Municipality's letterhead should be used in any particular circumstances, then further guidance should be sought from the Municipal Manager or relevant Director.
 9. In terms of Item 7 of Schedule 7 of the Local Government: Municipal Structures Act, Act 117 of 1998 a councillor may not use the position or privileges of a councillor, or confidential information obtained as a councillor, for private gain or to improperly benefit another person and in terms of Item 13 a councillor may not use, take, acquire, or benefit from any property or asset owned, controlled or managed by the municipality to which that councillor has no rights.

10. In terms of Item 4 of Schedule 2 of the Local Government: Municipal Systems Act, Act 32 of 2000 a staff member of a municipality may not use the position or privileges of a staff member, or confidential information obtained as a staff member, for private gain or to improperly benefit another person and in terms of Item 9 a staff member of a municipality may not use, take, acquire, or benefit from any property or asset owned, controlled or managed by the municipality to which that staff member has no rights.

Policy Section	Management Services
Current update	
Previous review	
Approval by Council	28 February 2024