

BROUGHTON MATTERS PUBLICATION POLICY

PURPOSE

Broughton Matters is the official publication of Broughton Astley Parish Council and, accordingly, is the primary communication tool with residents of the village. Each bimonthly issue is devoted to:

- Publishing key information relating to Council business
- Informing and commenting on matters of local interest
- Providing a channel for two-way communication between residents and the Council

EDITORIAL POLICY

Broughton Matters only contains editorial which is directly relevant to the affairs and/or responsibilities of:

- the Parish Council,
- publicly funded authorities and organisations
- voluntary, community or not for profit organisations; excludes political organisations
- issues raised by village residents, when discretion may be allowed by the Editorial Committee.

EDITORIAL RESPONSIBILITY

Editorial responsibility lies with an editorial group consisting of the Parish Manager, Chair and Vice Chair of Executive Committee; the day to day editorial responsibility lies with office staff.

PUBLICATION & PRINTING

Editorial content and advertisements are submitted (normally in electronic format) and collated in WORD or JPEG format by the Parish Manager. A paper copy of the publication is assembled indicating page order and content. Once reviewed by the editorial group the copy is provided to the printers on a memory stick.

A first draft version is returned to the Parish Manager in electronic format and circulated to the editorial group for proof reading. The amendments are provided electronically to the Printers who then produce a final electronic copy for the approval by the Parish Manager.

Broughton Matters is then printed and distributed to all residential properties in Broughton Matters, with additional copies delivered to the Village Hall for distribution around public locations in the village.

FORMAT

Broughton Matters is published in A5 format and contains a maximum of 20 pages.

Editorial is contained on the inside pages.

Broughton Matters is printed with a full colour front cover in black on white paper.

Broughton Matter should contain a maximum of 2 pages of authorised advertisements

Amended: 29 Feb 2016 Review: 27 Feb 2017

STANDARD CONTENTS

Broughton Matters contains as standard:

- Front cover: the title, a picture/pictures relating to the village and includes a statement that *Broughton Matters* is the official magazine of Broughton Astley Parish Council.
- Back cover: list of "Parish, District and County Councillors"
- Comment from Chair of Council
- Report from the Parish Manager
- Report from local Police Constable
- Articles on specific Council actions/decisions/issues
- Diary of forthcoming events at village hall
- Articles by village groups and organisations, subject to editorial discretion
- Authorised advertisements

ADVERTISING

Authorised advertisements are permitted, subject to the content, at the Parish Managers discretion. These advertisements are chargeable at the current rate of £290.00 plus VAT for a full A5 page, £150.00 plus VAT for a ½ A5 page and £80.00 plus VAT for a ¼ A5 page.

Free of charge A6 advertisements are available to regular users of the Village Hall along with publicly funded authorities and organisations voluntary, community or not for profit organisations. If a larger advertisement is required a charge at the lowest rate will be applied. This currently stands at £80.00 plus VAT.

PUBLICATION DATES

Broughton Matters is published bi-monthly in the first week of the month. The first issue of each year is produced in February.

COST

Broughton Matters is printed and distributed by Griffindale Ltd, who was awarded the contract for a 3 year period following a tender process in 2014. The annual budget for Broughton Matters is £7,534 with an advertising income of approximately £1,000 per annum. The annual cost per registered elector is therefore 99p. Normal size/costs may be exceeded if special circumstances arise and passed by the Executive Committee.

A tender process for a new contract will commence in June 2017.

REVIEW

This policy is to be reviewed by the Scrutiny Committee of the Parish Council every year, after the publication of December/January edition of the magazine.

Amended: 29 Feb 2016 Review: 27 Feb 2017