



Buckingham Town Council

Newsletter Policy & Procedure

Date Agreed: 13/06/2018
Minute Number: 159/18
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Version: 2.1

Buckingham Town Council - Newsletter Policy & Procedure

This policy & procedure establishes guidelines for publishing Buckingham Town Council's newsletters.

The purpose of the Newsletter is to serve as a medium for communication between the Town Council and the residents of Buckingham. The Newsletter publishes articles and data deemed of interest for the residents of Buckingham.

Front page

- The nameplate Buckingham Town Matters (banner on the top front of the newsletter that identifies the publication) needs to have the Buckingham crest on the left side of the nameplate within the solid band. Which edition (season and year) needs to be underneath.
- The Thoroughly Modern Traditional Buckingham logo needs to be present.
- Desired front page picture, ideally relevant to the season it is distributed in.
- A brief list headlining what is in the issue, in order of appearance, at the bottom of the page.

Standard content

Permanent fixtures within the newsletters:

- Front page (see above)
- Inside front page, Mayoral message
- Inside back page, Buckingham Town Councillors / Your views count
- Back page, Events Diary
- Events Review
- Promotion of Events
- Additional annual articles

Appendix A

General awareness

- No third party advertising is accepted
- For a professional look and readability, no more than two text fonts or two or three headlines fonts should be used.
- Pictures that are provided by a third party shall be credited (courtesy of...)
- Page numbers on each page

Governance

The Newsletter shall be governed by the Communications Strategy Group acting as the editorial committee with delegated powers under standing orders, which can make recommendations to the Resources Committee, on issues of wider policy and strategic communication matters. The committee is composed of at least 4 members from the Full Council. The sub-committee is tasked with deciding content and can request articles to be written by staff members, councillors and partners as appropriate.

Procedure

The committee attend an Ideas/Content meeting approximately three months before the target distribution date. Once the content is agreed the CSG Clerk requests articles to be written by intended writers advising them of the return deadline date. The deadline date should be around 4 weeks (as many weeks as possible) from the Ideas/Content meeting and at least one week before the review article meeting.

The CSG Clerk will gather all articles including chasing any late submissions. All available articles are incorporated into the agenda for the review articles meeting and any last minute submissions are taken on the day. During the meeting the committee will review all articles and recommend any editorial changes.

Following the meeting the CSG Clerk will make the necessary changes before submitting them to the newsletter designer. This process should take approximately a week.

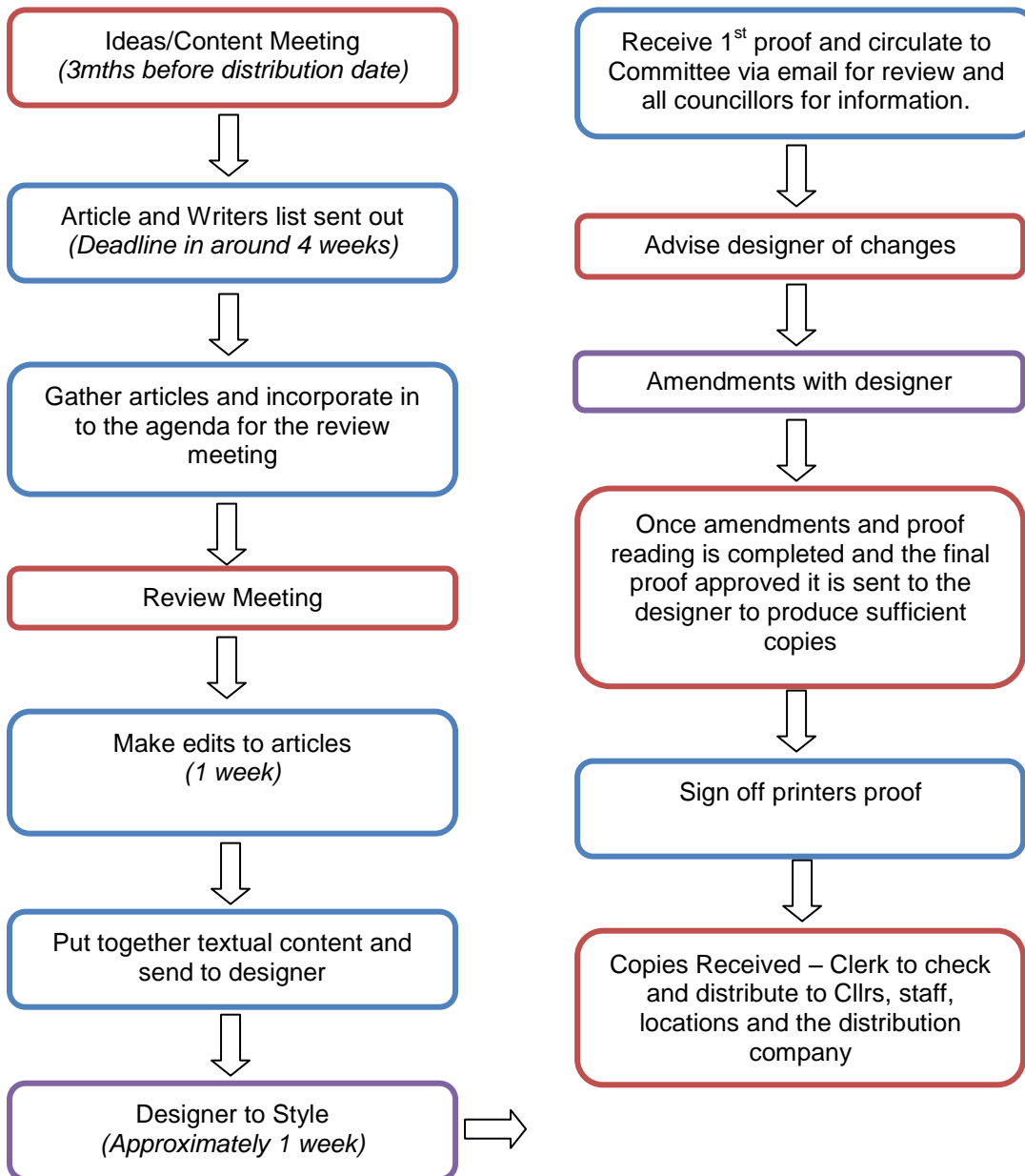
The designer will style the newsletter taking into account the above, front page, standard content & general awareness. This should take approximately a week.

On receipt of the first proof from the designer, the CSG Clerk will forward it onto the committee to review (via email). The committee should take approximately a week to review the proof and make any suggestions for changes, following which the CSG Clerk will advise the designer of the required changes.

Once changes, editing and proof reading is complete and confirmed by the committee the final draft is sent to the designer to produce enough copies for the houses and businesses of Buckingham. This should take approximately a week.

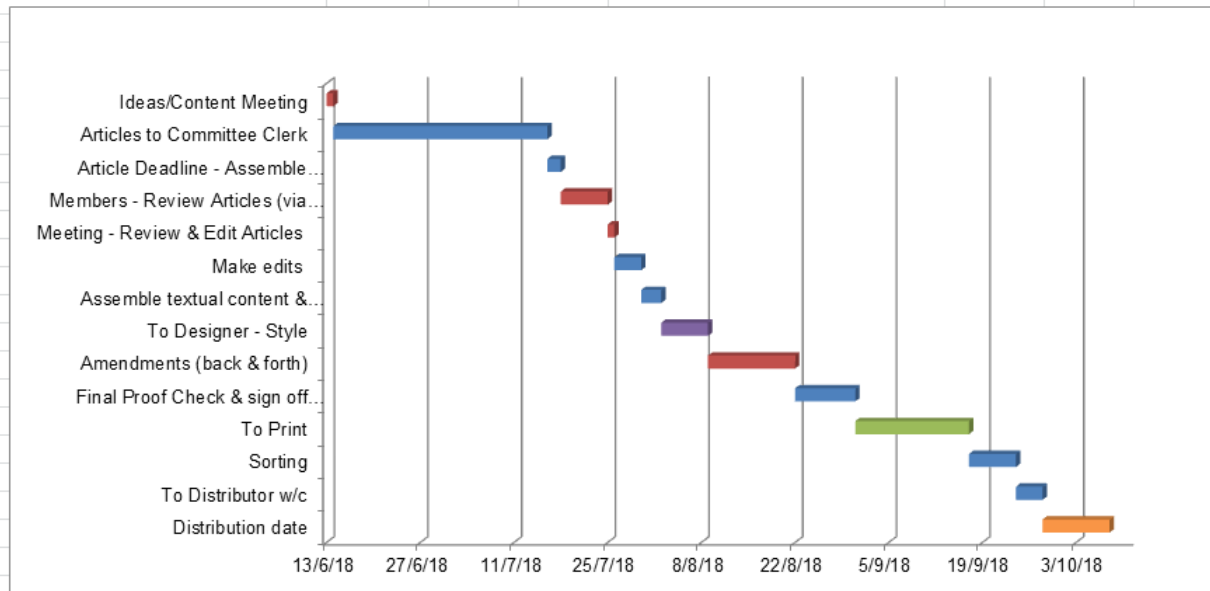
On receipt of the copies the CSG Clerk should check the newsletter is correct and distribute a copy to all Councillors and staff, keeping file copies and copies for the Legal Deposit Libraries. Copies also go to the Council Chamber, the Library, Lace Hill Sports & Community Centre, the Tourist Information Centre, the sheltered accommodation (Brooks Court, North End Court, Chandos Court) and other suitable venues as identified. All remaining copies should be given to the current distribution company to deliver to the residents of Buckingham.

Flow diagram of the procedure



Example of a Gantt chart – Time Line

Autumn 2018 Newsletter					
Task	Start Date	Duration	Task	Start Date	Duration
Ideas/Content Meeting	13/06/2018	1	To Designer - Style	02/08/2018	7
Articles to Committee Clerk	14/06/2018	32	Amendments (back & forth)	09/08/2018	13
Article Deadline - Assemble articles	16/07/2018	2	Final Proof Check & sign off (roundcllrs)	22/08/2018	9
Members - Review Articles (via agenda)	18/07/2018	7	To Print	31/08/2018	17
Meeting - Review & Edit Articles	25/07/2018	1	Sorting	17/09/2018	7
Make edits	26/07/2018	4	To Distributor w/c	24/09/2018	4
Assemble textual content & photos	30/07/2018	3	Distribution date	28/09/2018	10



ADDITIONAL ANNUAL ARTICLES

Spring Issue

- Annual Town Meeting advert
- Council Tax/Precept
- Grant recipient list

Summer Issue

- What has your local council achieved in the last year (reports from each committee)

Autumn Issue

- Where the money came from and how we spent it (pie chart)
- Grant application advert