



Printed Newsletter Editorial Policy

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Printed Newsletter Editorial Policy

Although the Town Council's website and social media channels are the primary source of information about the Town Council's activities it is recognised that the publication of printed newsletters will inform people in Bletchley and Fenny Stratford who do not usually make use of digital information services for a variety of reasons. Therefore the Council is currently committed to producing regular printed newsletters in addition to digital materials.

Scope of policy

This policy is confined to stating the purpose of printed newsletters and arrangements for including and editing content. The policy does not override the Council's other policies on community engagement or its obligations with regard to any of its statutory responsibilities. The policy does not cover arrangements for the printing or distribution of newsletters or for submission of content.

Purpose of newsletter

- 1 The primary purpose of the newsletter is to inform residents of Bletchley and Fenny Stratford about the existence and work of the Town Council and to encourage participation in local democracy and decision making.
- 2 The secondary purpose of the newsletter is to inform residents of Bletchley and Fenny Stratford about issues which affect the area including but not limited to information about:
 - Community facilities and resources
 - Community groups and organisations and their activities
 - Local public services
 - Local news

Editorial policy

- Articles and information concerning the Town Council will take precedence over other content
- Articles and information about matters within the parish boundary will usually take precedence over those outside the boundary
- The Town Council is not permitted to promote political parties and will not do so in the newsletter
- Content provided by the Town Council will reflect the Town Council's adopted policies
- Articles and information from third parties are welcomed and may be accepted if space permits however the Town Council reserves the right to determine the content of each issue and may not be able to accommodate all articles received.
- Content provided by third parties must be compatible with the values of the Town Council and precedence will be given to positive and uplifting news and activities which seek to build community and social capital
- Articles and content put forward by third parties may be edited for reasons of space or clarity or other reasons. Every effort will be made to ensure contributors are aware of planned editorial changes before publication
- The newsletter is edited by the Council's officer team under the guidance of this policy and direction from the Town Council. The Clerk is ultimately responsible for ensuring compliance with relevant legislation and existing Council policy therefore the Clerk's editorial decisions are final