



Adopted: 9 November 2023
Next Review: November 2024

NEWSLETTER POLICY

BACKGROUND

West Mersea Town Council has a new style newsletter which commenced in October 2023. It is created by the Town Clerk in conjunction with the chosen company who collates the supplied articles, prints & delivers 4,200 copies. The distribution to be administered by a local company.

AIMS

The aims of the newsletter is to provide a service and promote community engagement to the local community by:

- The predominant focus is for publishing of Town Council matters e.g. Councillors details, Mayor's report, Clerk's report, useful contact information, project updates and priority is given to organisations the Town Council funds.
- Supplying information regarding future local events and activities relating to Mersea Island (where space permits)
- Providing information about past local events and activities relating to Mersea Island (where space permits).
- Providing local community groups and clubs a forum for reporting on their activities, promote future events and recruiting new members (where space permits).
- To ensure inclusivity – a copy is delivered to every household on Mersea Island. The views expressed in the Newsletter are not necessarily those of the Town Council or external organisations, they are included in the interests of free speech.

EDITORIAL POLICY

The Town Clerk is the Editor. All items submitted will be considered for inclusion in the newsletter. The Town Clerk in consultation with the Mayor will approve the submissions. A nominated Councillor/member of staff will proofread before going to print.

When deciding whether to publish an item, the following principles will be applied:

- The Town Clerk has the right to edit or refuse to print any item submitted.
- The Town Clerk will not accept items of any political nature. Items of a controversial nature cannot be presented in a way that could be construed as giving support to a political party.
- No charge is made for inclusion of an appropriately sized news item within the existing pages.
- It is the responsibility of the potential contributor to submit an item before the publication deadline, which is clearly stated on each issue of the Newsletter.
- Current contact details should be included with each item to provide further information for readers, if desired.

- A Contributor will be required to provide written consent to publish the personal information of individual referred to in the article.
- Any contributions which may cause concern, or if there is any doubt, the Town Clerk must consult with the Mayor on the legality and the suitability of the contributions.
- The Town Council cannot accept any liability for omissions, errors or mistakes which occur in production.
- The Town Council cannot be liable for any loss or damage occasioned by the total or partial failure of publication or distribution of the Newsletter.
- Submission of a contribution shall be taken as an acceptance of the above Conditions.
- Ideally a maximum of 20 pages.