



Newsletter Policy

Adopted by Marden Parish Council on: 29th March 2016

Reviewed on: 12th June 2018 / 11th June 2019 / June 2020 / 20th November 2020 / 6th April 2021

Review date: April 2022

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

www.mardenkent-pc.gov.uk

Email: clerk@mardenkent-pc.gov.uk

Marden Parish Council Newsletter Policy

MARDEN PARISH COUNCIL

NEWSLETTER POLICY

The Marden Parish Council newsletter is produced three times a year and is intended to keep residents of Marden updated with information about Parish Council activities and other items of general interest about the community.

The newsletter is delivered by a local resident to all households in the Parish. Newsletters are posted to residents living in the more rural parts of the Parish. *Please note: during the current pandemic the newsletter is having to be delivered by Cllrs/volunteers.*

The newsletter print and postage costs are paid for out of Parish Council funds for which a budget is set each year. The newsletter production is done in house by the Deputy Clerk.

Producing and Publishing Newsletters

One Cllr is appointed as Newsletter editor, together with a substitute. Relevant information is gathered and put into a word document in readiness to circulate to all Cllrs and Clerks. Photos are sent separately and location of these indicated in the document. Once all Cllrs had viewed the first draft the Clerk amends the word document for Cllrs to view prior to the newsletter being converted for publication. The word document is transferred over to newsletter format together with inclusion of any photos – The Deputy Clerk is given delegated powers to decide on what photos are included and on editing any organisation reports. The first draft of the completed newsletter is sent to all Cllrs and following any amendments this is sent to print. As at October 2020 2,200 are printed – this will need to be increased when all new developments have been completed.

Photos

The Deputy Clerk to keep a photo library for use in future newsletters. Photos to be forwarded to the Deputy Clerk (deputyclerk@mardenkent-pc.gov.uk) and permission obtained to use.

Organisation Reports/Flyers

The newsletter is generally printed in A5 booklet form and the Parish Council will always endeavour to include short items i.e. no more than half a column (maximum 200 words), from village community organisations. If village community organisations want more space then they need to produce a separate page to be inserted into the newsletter, at their own cost.

The request for insertion into the newsletter or a flyer must be made in writing to the Parish Clerk no later than three weeks prior to the newsletter being sent to print (dates available from the Deputy Clerk). A copy of the proposed insert to also be included – *The Deputy Clerk, MPC Chairman and Newsletter editor proofread the document and the Parish Council retains the right to refuse to accept the insert or ask for amendments to be made.*

Where the Parish Council accepts such an insert it will be on the basis that it is ready by the date specified by the Deputy Clerk and that the community organisation agrees, in writing, to assist with inserting the flyers in the time frame specified by the Deputy Clerk and delivery during the pandemic.

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