

OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - REVIEW OF THE COUNCIL'S COMMUNITY NEWSPAPER INFORM
CABINET RESPONSE AND ACTION PLAN – UPDATE AUGUST 2007

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
1. The current methods of publishing, printing and distributing Inform continue.	Agree		Press & Public Relations Officer	Ongoing
2. Inform continues to be published on a monthly basis.	Agree		Press & Public Relations Officer	Ongoing
3. The Press & Public Relations Officer liaises with the Council's Strategy and Regeneration Section in an effort to include articles that would appeal to young people.	Agree	As youth engagement is a crosscutting issue all Departments should be consulted on a regular basis about the inclusion of relevant articles for young people.	Press & Public Relations Officer	Ongoing
4. Following the 2007 Local Election, a 'Guide to Councillors' that includes a pen-portrait profile of each member be published on a six monthly basis to provide information to assist residents to contact their Ward Councillor.	Agree	Following the district elections, pen-portraits were published in May 2007 edition of Inform. This will be repeated in December with more of a festive flavour.	Press & Public Relations Officer	To be published June and December annually.
5. The format of Inform to be retained in full colour tabloid style.	Agree		Press & Public Relations Officer	Ongoing

6. Inform to remain as a 16-page publication.	Agree	Inform has remained at 16-pages. Such has been its demand that three editions to date during 2007 have increased to 20-pages.	Press & Public Relations Officer	Ongoing
7. Appropriate budget provision be made to support publication of Inform on this basis	Agree	This was considered within the budget review 2007/08 and the appropriate budget provision was increased to reflect a 16-page publication.	Press & Public Relations Officer	Ongoing
8. Internal advertising to remain free of charge to provide the opportunity for Departments to promote their services and any forthcoming events to all residents within the Borough.	Agree		Press & Public Relations Officer	Will continue without charge
9. External advertising coverage within Inform remain at approximately 5% of the publication to ensure that the focus is to provide information on Council news stories and events.	Agree		Press & Public Relations Officer	Ongoing
10. The rate for external advertising be raised to £9 per centimetre column for new adverts and be reviewed periodically.	Agree	Advertising rates were last reviewed some years ago. The recommended rate would appear appropriate taking into account rates of comparative publications. Advertising rates will in future be reviewed on an annual basis. Revised advertising rates were implemented from 1 April 2007	Press & Public Relations Officer	With effect from April 2007
11. Procedures for identifying articles for Inform be reviewed to ensure that appropriate news is included.	Agree	Arrangements to be put in place to improve communication of news, both externally (Inform and Press Releases) and internally (Update and Grapevine).	Press & Public Relations Officer	Ongoing

12. The redesigned masthead at Appendix 3 be adopted to provide a clear identity.	Agree	As agreed, the new masthead was put into place from January 2007	Press & Public Relations Officer	January 2007
13. Arrangements be made to enable Inform to be downloaded from the Homepage of the Council's Website.	Agree	From January 2007, Inform has been available to download and access from the homepage of the Borough Council's Website. From January 2007 to early August 2007, Inform received 523 hits	Press & Public Relations Officer	January 2007
14. An appropriate article be published in Inform to indicate to readers that the newspaper can be downloaded from the Council's website.	Agree	To highlight the Borough Council's website, its address is displayed at the top of each Inform page	Press & Public Relations Officer	January 2007

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