

**Email message**

Email address



Subject

Information Request

Cc

Bcc

Message

<p class="MsoNormal" style="margin: 0cm 0cm 0pt"><span new="" style="font-size: 11pt; font-family: ">Brent Council - INFORMATION REQUEST

Our Reference: 570401

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Dear Lynda,

I refer to your email from yesterday and apologise for the further delay.

There is still one further piece of information I require to answer your request in full (question 4) but because of the delay am sending you the information I have. I hope to have the answer to 4) on 4th April.

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<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt"><span new="" style="font-size: 11pt; font-family: ">1. The name, frequency and distribution/circulation of your council<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: ">newspaper (by council newspaper I mean the most frequently<span new="" style="font-size: 11pt; font-family: ">

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published newspaper or magazine intended for mass distribution<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> covering more than one topic)<o:p></o:p></p>  
<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">The Brent Magazine is produced monthly (12 times a year) and delivered to every household (210,000)<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> 2. How much it cost to produce and distribute said newspaper in the<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> last full financial year, and how much was budgeted from council<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> resources in the financial year 2009/2010<o:p></o:p></p>  
<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">The total costs, including staff costs, materials, printing and distribution, 2009/10 &pound;269K.<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> 3. How much of that cost is offset by advertising<o:p></o:p></p>  
<p class="MsoNormal" style="margin: 0cm 0cm 0pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">Total advertising revenue that contributes towards The Brent Magazine is &pound;265,600<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: "><o:p></o:p></p>  
<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-

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indent: 36pt"><span new="" style="font-size: 11pt; font-family: ">

4. How much of that advertising, if any, comes from external

sources (ie not from your authority's budgets)?<o:p></o:p></p>

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<span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> 5. Which other public sector partners pay to run advertising in<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> your newspaper, eg PCTs?<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">Brent PCT<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> 6. Whether recruitment advertising forms part of the advertising in<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> your newspaper?<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">Yes.<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

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<span new="" style="font-size: 11pt; font-family: "> 7. A copy of an editorial policy guide, if one exists, which<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> governs the material which is placed in the newspaper, and how it<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> is decided<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">We do not have an editorial policy but the final decision on content rests with the editor. The Brent Magazine is a council publication and therefore does not carry political content. Its purpose is to promote council services available to local residents highlighting how they can access those services.<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><span new="" style="font-size: 11pt; font-family: "> <span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> 8. A copy of an advertising policy guide, if one exists, which<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> governs what sort of advertising is suitable.<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">Our main policy is part of the terms and conditions point 1 of The Brent Magazine attached. We also decline advertising from political parties, tobacco companies, alcohol companies, gambling or adverts related to sexual or racial issues, and we work within the guidelines of the Advertising Standards Authority.<o:p></o:p></p>

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<span new="" style="font-size: 11pt; font-family: "> 9. The

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number of people employed to put your newspaper/newsletter<span new="" style="font-size: 11pt; font-family: ">

<span new="" style="font-size: 11pt; font-family: "> together, including total cost and staff organisation chart<o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 12pt; text-indent: 36pt"><b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: ">One full-time editor, one part-time designer (as part of full-time role), one part-time advertising sales (as part of full-time role). Total costs, including staff costs in 2009/10 &pound;269K.<b style="mso-bidi-font-weight: normal"><span new="" style="font-size: 11pt; font-family: "><o:p></o:p></p>

<p class="MsoNormal" style="margin: 0cm 0cm 0pt"><span new="" style="font-size: 11pt; font-family: ">The chart is sent under separate cover.

Please note that the information provided may be subject to copyright and you may require further permission from the Council to re-use it. If you require further guidance please write to the IT Standards Manager (contact details below).

If you are dissatisfied with the response or how the Council has handled your request you can complain to the Council by writing to the following address: IT Standards Manager at Brent Council, Floor 5, 349-357 High Road, Wembley HA9 6BZ, telephone 020 8937 1402, e-mail [foi@brent.gov.uk](mailto:foi@brent.gov.uk). It is the Council's policy to ensure that, where practicable, your complaint is dealt with by someone who was not involved in the original decision.

You also have a right of appeal about our decision to the Information Commissioner, however, the Information Commissioner will not normally consider an appeal until you have exhausted your rights of redress and complaint to the Council. The Information Commissioner can be contacted as follows:

Information Commissioner's Office, Wycliffe House, Water

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Lane, Wilmslow, Cheshire SK9 5AF; Telephone: 01625 545  
700, www.informationcommissioner.gov.uk

Yours faithfully

Stephen F Williams,

DPA & FOI Consultant

stephenf.williams@brent.gov.uk

<span style="display: none; mso-hide: all"> <span style="font-size: 11pt; font-family: "><o:p></o:p></p>

**Documents attached**

[TBM and TJS booking form](#)

**About this form**

Issued by	Brent Council Information Requests Brent House
Channel	NonStopGov Officer Portal
Entered by	Stephen F Williams (SFWILLIAMS)
Form reference	G879009
Status	Submitted on 01/04/2010 11:30
Type	Send f3 - provide the info
Context	Information Request 570401