

AYLESBURY VALE DISTRICT COUNCIL

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AYLESBURY VALE
DISTRICT COUNCIL

**Request Reference
FOI 945**

**Date Reply Sent:
29th January 2010**

OFFICIAL RESPONSE TO FREEDOM OF INFORMATION REQUEST

This request was answered under the legislation indicated below:-

Statutory Deadline

- DP** Data Protection Act 1998 (£10 fee payable) +40 elapsed days after date of receipt*
- FOI** Freedom of Information Act 2000 (usually free) +20 working days after date of receipt*
- EIR** Environmental Information Regulations 2004 +20 working days after date of receipt*
- EIR exceptionally extended +40 working days after date of receipt*

Date Received on: 3rd Jan. 2010 **Reply Due by:** 29th Jan. 2010

Question asked (as phrased by customer)

-----Original Message-----

From: L Barnett [<mailto:request-25771-f39213df@whatdotheyknow.com>]
Sent: 03 January 2010 15:45
To: Data Protection
Subject: Freedom of Information request - Council newspapers

Dear Aylesbury Vale District Council,

Under the terms of the Freedom of Information Act, I wish to receive the following information from your authority:

1. The name, frequency and distribution/circulation of your council newspaper (by council newspaper I mean the most frequently published newspaper or magazine intended for mass distribution covering more than one topic)
2. How much it cost to produce and distribute said newspaper in the last full financial year, and how much was budgeted from council resources in the financial year 2009/2010
3. How much of that cost is offset by advertising
4. How much of that advertising, if any, comes from external sources (ie not from your authority's budgets)?
5. Which other public sector partners pay to run advertising in your newspaper, eg PCTs?

AVDC response

Dear Sir/Madam,

Thank you for your information request to Aylesbury Vale District Council. Please find our response to your request with each item numbered to correspond with the question asked:

1. The AVDC magazine is called *District Link* and is published three times a year.
2. 2008/9 actual expenditure £38,891
2009/10 budget is £36,500
3. None – no advertising carried.
4. N/A
5. N/A

<p>6. Whether recruitment advertising forms part of the advertising in your newspaper?</p> <p>7. A copy of an editorial policy guide, if one exists, which governs the material which is placed in the newspaper, and how it is decided</p> <p>8. A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable.</p> <p>9. The number of people employed to put your newspaper/newsletter together, including total cost and staff organisation chart</p> <p>Some parts of this request may be easier to answer than others, and should this prove to be the case I would ask that you release available data as soon as possible rather than hold up the entire request.</p> <p>I would prefer to receive this information electronically. If the decision is made to withhold some of this data using exemptions in Act, please inform me of that fact and cite the exemptions used.</p> <p>If you need any clarification then please contact me at the email. Under your section 16 duty to provide advice and assistance I would expect you to contact me if you find this request unmanageable in any way.</p> <p>I would be grateful if you could confirm in writing that you have received this request, and</p> <p>I look forward to hearing from you in the near future.</p> <p>Yours faithfully,</p> <p>L Barnett</p> <p>----- -----</p> <p>Disclaimer: This message and any reply that you make will be published on the internet. Our privacy and copyright policies:</p> <p>http://www.whatdotheyknow.com/help/about#officers</p> <p>Please use this email address for all replies to this request:</p>	<p>6. N/A</p> <p>7. Editorial policy attached.</p> <p>8. N/A</p> <p>9. Two members of staff produce the magazine – one as editor and one as designer. Both of the employees work on other projects and the time spent on the magazine production is not recorded separately. Therefore, the cost of staff time is not available as a separate figure. Staff structure for the team is attached as requested.</p> <p>Should you require further information, please contact records@aylesburyvaledc.gov.uk or write to the address below.</p> <p>If you feel that your request has not been properly handled or if you are dissatisfied with the outcome, you can request an internal review in accordance with the Council's Comments and Complaints procedure. You will find details of the procedure on our website www.aylesburyvaledc.gov.uk under the heading Council and Democracy.</p> <p>Please note that you have the right to make a complaint direct to the Information Commissioner and details on how to do this are set out on the Information Commissioner's website www.informationcommissioner.gov.uk under the heading "Complaints". The Information Commissioner, however, will normally expect a complainant to have exhausted a public authority's internal review procedures first.</p> <p>Yours faithfully, Philip Giles / Karen McMahon</p>
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request-25771-f39213df@whatdotheyknow.com

Is records@aylesburyvaledc.gov.uk the wrong address for Freedom of Information requests to Aylesbury Vale District Council? If so please contact us using this form: <http://www.whatdotheyknow.com/help/contact>

If you find WhatDoTheyKnow useful as an FOI officer, please ask your web manager to suggest us on your organisation's FOI page.

On behalf of the Head of IT

IT Division
Aylesbury Vale District Council
4 Great Western Street
Aylesbury
Bucks, HP20 2TW

INFORMATIVES

1. The legislation gives a right of access to information contained within records which is not necessarily the same as access to records themselves. Sometimes this can be most efficiently achieved by providing copies of the original documents. On other occasions the raw documents could be difficult to interpret - due to the use of jargon, or because the information sought is only a small part of a much larger document covering also other matters beyond the scope of the request, or we may have reason to withhold some or all of the information under a statutory FOI exemption or EIR exception. This form offers a means of summarising and/or providing interpretation in these circumstances so as to reduce costs and improve clarity.
2. If you are dissatisfied with our response or wish to seek further explanation or make a comment please contact us again – see our publication scheme on website www.aylesburyvaledc.gov.uk or our Corporate Complaints leaflet “If we’ve got it right or wrong” for details of the procedure.
3. Please note that you do have a right to make a complaint direct to the Information Commissioner and details on how to do this are set out on the Information Commissioner’s website www.informationcommissioner.gov.uk under the heading “How to make a complaint”