

Dear L Barnett

Cambridge City Council produces two magazines that have a wide distribution. They are Open Door a magazine for City Council tenants and leaseholders and Cambridge Matters, a magazine for all Cambridge residents. Current editions and back issues of both magazines can be viewed on our website, Open Door; <http://www.cambridge.gov.uk/ccm/content/housing/advice-for-tenants-and-residents/resident-involvement/open-door.en> and Cambridge Matters <http://www.cambridge.gov.uk/ccm/content/council-and-democracy/cambridge-matters-magazine.en>

Question	Open Door	Cambridge Matters
1. The name, frequency and distribution/circulation of your council newspaper	Frequency: Quarterly Distribution: 8,300	Frequency: Quarterly Distribution 43,000
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	£22,160 Budgeted for 09/10 £25,860	£33,214.10 Budgeted for 09/10 £31,900
3. How much of that cost is offset by advertising	None	None, the cost given is the cost after the advertising offset, which covers the printing costs. The publishing company deals with all advertising.
4. How much of that advertising, if any, comes from external sources (ie not from your authority's budgets)?	N/a	The vast majority of advertising is external. Internal departments are discouraged from placing advertising unless it is as a partnership with other organisations, as they are able to provide content as editorial.
5. Which other public sector partners pay to run advertising in your newspaper, eg PCTs?	N/a	The Police and the local PCT have both advertised on occasion.
6. Whether recruitment advertising forms part of the advertising in your newspaper?	N/a	No
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	No policy exists. Council staff provides content of the magazine and a panel of tenants is consulted on its	Attached

	relevance. The final version is signed off by the Director of Community Services	
8. A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable	N/a	This does not exist but Corporate Marketing have discretion to reject adverts which are deemed unsuitable.
9. The number of people employed to put your newspaper/newsletter together, including total cost and staff organisation chart	20% of one full time officer at pay band 3 (£16,830 - £22,221) Organisation chart for City Homes South attached	20% of one full time officer at pay band 5 (£22,221 - £30,851). This officer reports directly to Corporate marketing and communications manager when working on this publication.

If you are not happy with the way in which your request has been dealt with please contact Trevor Woollams, Head of Strategy & Partnerships. You may also contact the Information Commissioner if you are still not happy with the way your request has been dealt with. The Information Commissioner's address is:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

Eleanor Dent
Cambridge City Council