



Dear Mr/Ms. Barnett,

Freedom of Information Act 2000 - Request for Information

I am writing in respect of your enquiry dated 3 January 2010 for information held by the Council. Your enquiry is being dealt with under the provisions of the Freedom of Information Act 2000.

1. You requested information relating to:
Council Newspapers – financial year 2009/2010

2. The following information is provided free of charge in response to your enquiry.
 - Q The name, frequency and distribution/circulation of your council newspaper?
A We produce two editions of Dartford Life magazine each year.
 - Q How much does it cost to produce and distribute and how much was budgeted?
A The costs to produce two editions of the magazine is £7,550.00 including print and distribution costs.
 - Q How much of that cost is offset by advertising?
A The costs are not offset by advertising because we do not carry advertising within the titles.
 - Q How much of that advertising, if any, comes from external sources.
A Not applicable as we do not carry advertising in the titles.
 - Q Which other public sector partners pay to run advertising in your newspaper, e.g. PCT's?
A Not applicable as we do not carry advertising in our titles.
 - Q Whether recruitment advertising forms part of the advertising in your newspaper?
A No, we do not carry recruitment advertising within our titles.
 - Q A copy of your editorial policy guide, if one exists, which governs the material which is placed in the newspaper, and how it is decided?
A We do not have an editorial policy guide but adhere to LGA guidelines and protocols.
 - Q A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable?
A Not applicable as we do not carry advertising
 - Q The number of people employed to put your newspaper together, including total cost and staff organisation chart?
A Two people are responsible for publishing the two editions of Dartford Life. This work forms only part of their individual roles. We are unable to furnish details of their individual salaries.



The Communications Manager and the Senior Graphic Designer are responsible for producing the Council magazines.

3. If you are unhappy with the way in which your enquiry has been dealt with, you may ask for an internal review by initiating the Council's Corporate Complaints Procedure, details of which may be obtained by logging onto the Council's website <http://www.dartford.gov.uk/council/> or telephoning or emailing me. Should you remain dissatisfied with the decision on internal review, you may appeal to the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.

I would be grateful if you would address any future correspondence you may have in relation to this matter, to me, quoting the reference number **FOIO 695**. Please familiarise yourself with the informative on re-use of information.

Yours sincerely

Gillian Wheatcroft
Communications and Marketing Manager
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pressoffice@dartford.gov.uk



INFORMATIVE

THE RE-USE OF PUBLIC SECTOR INFORMATION

The Re-use of Public Sector Information Regulations came into force on 1st July 2005.

The first step towards re-using public sector information is to know what significant information is available for re-use.

All documents registered within the Council's Publication Scheme (with the exception of those documents where charges apply) are available for re-use on the terms of the Licence to Reproduce Public Sector Information. No re-use fee is charged under this licence.
<http://www.dartford.gov.uk/foi/>

Private Study and Non-Commercial Re-use of Information

The Council's standard Licence to Reproduce Public Sector Information applies.

Re-use of Information for Commercial Gain

If you intend to re-use the material for commercial gain then you must write to the relevant Department or author of the material concerned, giving full details of your proposed use of the material, including whether you intend to publish and sell the material as part of your product. You will be advised of any charge due to be paid in these circumstances and the terms of a specific licence for re-use for commercial purposes will be agreed. Please note that any fees already paid (if any) under the Freedom of Information legislation in respect of the information will be deducted from the charge for its re-use.