



Contact: Michael Hill
Telephone: (01524) 582041
E-mail: mhill@lancaster.gov.uk
Website: www.lancaster.gov.uk
Our Ref: COMMSFO11
Your Ref:

LANCASTER
CITY COUNCIL

Promoting City, Coast & Countryside

Corporate Strategy

Richard Tulej
Head of Corporate Strategy

Town Hall
Dalton Square
LANCASTER LA1 1PJ

January 14 2010

Dear Sir/Madam,

Thank you for your request dated January 3 2010 under the Freedom of Information Act. Please find below the information you have requested.

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).

The council's residents' magazine is entitled Your District Council Matters. It is distributed three times a year (every four months) to approximately 58,000 households.

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.

For 2008/09 the cost of producing the magazine was £26,557.91.

For 2009/10 the expenditure budget is £27,700.

3. How much of that cost is offset by advertising

The magazine does not contain advertising. Partner organisations are able to submit articles to appear in the magazine at a cost of £600 per page, £300 for a half page or £150 for a quarter page.

In 2008/09 income was £7,139.

In 2009/10 the income target is £6,100.

4. How much of that advertising, if any, comes from external sources (ie not from your authority's budgets)?

All income generated by the magazine comes from external sources.

5. Which other public sector partners pay to run advertising in your newspaper, eg PCTs?

In the last 12 months articles have appeared from Help Direct the Sustainability Partnership, the Local Strategic Partnership and the Lancaster Cycling Demonstration Town project.

6. Whether recruitment advertising forms part of the advertising in your newspaper?

We occasionally signpost readers to the section of Lancaster City Council's website which includes information on current vacancies.

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.

A written editorial policy guide does not exist.

8. A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable.

A written advertising policy guide does not exist.

9. The number of people employed to put your newspaper/newsletter together, including total cost and staff organisation chart

One member of staff is required to edit the magazine as part of their job description. It is estimated that production of the magazine is around 15% of their job. The resulting employee costs have therefore been determined on this basis and are around £3,556.

If you are not happy with this response please contact Tracey Hurst, by emailing thurst@lancaster.gov.uk, in the first instance. If you are still not satisfied you have the right to ask for an internal review of the decision. This will be dealt with by the Head of Legal and Human Resources. If your appeal is not resolved you would then have the further right to appeal to the Information Commissioner for an independent review.

Yours sincerely



Michael Hill
Communications Officer
Lancaster City Council



INVESTOR IN PEOPLE

