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Direct Line: 01732 227350
Ask for: Ross Keatley
Your ref:
My ref: 008/2010
Email: FOI@sevenoaks.gov.uk

Date: 12 January 2010

Dear L. Barnett

Freedom of Information Request: 002/2010

Thank you for your request received by the Council 04 January 2010.

In relation to your enquiry, please find the Council's response set out in italics below:

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 produces 'In Shape' magazine. It is distributed three times a year to approximately 50,000 homes and businesses in the Sevenoaks District.

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?

Production and distribution costs:

2008/9: £32,627.10 (this does not include net advertising income).

2009/10 £33,098 is budgeted

3. How much of that cost is offset by advertising?

In 2008/9, In Shape raised £3,263.65 in advertising (net figure). The Council does not currently hold figures for 2009/10.

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

All advertising is from external sources.

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

In 2008/9, 'In Shape' included one advert from Kent Adult Education, one advert from West Kent PCT and two adverts from Kent County Council.

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

Recruitment advertising does not form part of the advertising in 'In Shape'

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

The District Council does not have a formal editorial guide. However, in practise, Sevenoaks District Council and its strategic partners are given space in the magazine. Each edition is oversubscribed by approximately 50%, therefore additional space is not made available to other organisations.

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

Adverts must not bring the Council into disrepute nor be in competition with Council services. The Council can veto potential adverts at its discretion

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

The Council does not employ staff specifically to produce In Shape magazine. Instead it is produced by the Council's Communications Team as part of their wider duties. The Council does not record the officer time taken to produce each issue and is therefore unable to give a cost.

Please see the link for details of the Council's structure chart http://www.sevenoaks.gov.uk/council_democracy_local_services/about_the_council/2274.asp

I trust the above information has been of assistance to you. Should you have any further questions please do not hesitate to contact me.

Should you be dissatisfied with the way we have processed your request the Council has an internal review process which you can begin by contacting Ally Round,

Democratic Services Manager (ally.round@sevenoaks.gov.uk). If you remain dissatisfied you have the right to appeal to the Information Commissioners' Office (ICO) http://www.ico.gov.uk/complaints/freedom_of_information.aspx

Yours sincerely,

Ross Keatley
Democratic Services Officer