

Waltham Forest Town Hall, Forest Road, London E17 4JF

DX: 124540 Waltham Forest

Mr L Barnett

ask for: Shirley Orjih
direct line: 0208 496 4710
e-mail add: shirley.orjih@walthamforest.gov.uk
direct fax no: 020 8496 4255
our ref: LE/SOR/62270
your ref:
date: 21st January 2010

Email: request-26310-
328f6ea@whatdotheyknow.com

Dear Mr Barnett,

Re: Request for Information

I write further to your request for information under the Freedom of Information Act 2000 (FOIA). You have specifically requested information in relation to the Council's newspaper.

Having considered your request, I can confirm that the Council holds the information that you have requested and it is as follows:

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 name of the Council's newspaper is Waltham Forest News (formerly WFM). The newspaper is distributed fortnightly with around 110,000 copies being delivered to homes and businesses across the borough.

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

The cost to produce and distribute the newspaper in the last full financial year, 2008/09 was 2008/9 - £563,036.34.

In relation to 2009/10, the budget is £543,200

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3. How much of that cost is offset by advertising

In response, the relevant department informs me that all costs were offset by advertising.

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

In 2008/9 – 26% of advertising came from external advertisers

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

The following organisations pay to run advertising in the Waltham Forest News:

Waltham Forest NHS, Ascham Homes (Housing partner), ODA (Olympic Delivery Authority, London Councils, Metropolitan Police, GLA, Birbeck university, UEL - Uni of East London, Waltham Forest College, Newham 6th Form college, Epping Forest College, Sir George Monoux College, Leyton 6th Form college, Tower Hamlets college, Tom Hood college, Mission Grove School, Norlington school, Groundworks East London, Frederick Bremer School, Mayville Primary School, kelmscott school, Voluntary action Waltham Forest, Leyton Orient community Sports, Newlon housing trust, London Development Authority, Waltham Forest Community transport, Waltham Forest Housing Association, North London Waste Plan.

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

I am informed that we accept recruitment advertisements.

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

Please find attached the Waltham Forest News Editorial Policy. In terms of News and features to be covered in the Newspaper, this is agreed in editorial meetings between the Editor and the Media & External Relations Manager.

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

I can confirm that the Council holds this information. Attached herewith is the Waltham Forest News Advertising Policy.

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

The Newspaper has an Editor and Advertising Officer who are dedicated to the Newspaper. The budget for 2009/10 is £86,500 including salary and costs. Design and printing of the newspaper and its distribution are managed through separate external contracts.

I trust that this satisfies your request sufficiently, however, if you require further information, please do not hesitate to contact me. Under the Freedom of Information Act 2000, you have the right to complain about the Council's response to your request for information. If you have such a complaint, you may contact the:

Corporate Information Officer
Corporate Law Team
Room 2
Waltham Forest Town Hall
E17 4JF
Tel- 020 84964334

Within 28 days of the date of this letter for a review of the Council's decision. If you remain unsatisfied with the outcome of that complaint, you may seek further recourse by lodging an appeal with the Information Commissioner.

Yours Sincerely,



Shirley Orjih
For the Director of Governance & Law