

Overview

Warwickshire View is the residents' magazine of Warwickshire County Council. Currently produced 3 times a year with a print run of 202,000, it is delivered to more than 180,000 households via the local free press. It is also made available via supermarkets, petrol stations, public libraries and other council outlets.

It is published to:

- Provide useful, practical information about front line County Council services
- Highlight how County Council services positively impact the lives of residents.
- Present a modern and dynamic organization which is highly customer focused and committed to providing excellent services.

It is positioned as a consumer/lifestyle magazine and focuses on County Council services from the point of view of the people who use them. Real people and their experiences provide the focus. The writing style and tone of voice is intended to connect with the reader. This is backed by carefully selected imagery to create a visually interesting and engaging publication.

Balanced coverage

Over a 12 month period Warwickshire View provides fair and balanced coverage of all County Council departments engaged in the provision of front line services. Seasonal themes frequently dictate content. For example, back to school or education stories in autumn, road safety themes in winter etc. Balanced coverage should not be judged on the basis of a single issue.

Editorial decisions

A thorough critique of the previous issue is undertaken alongside a review of reader feedback. Formal customer/reader feedback is sought annually. All information feeds into the editorial meetings to plan the subsequent edition. The editorial and production team comprises four members of Corporate Communications working with the wider News team and key stakeholders in Departments. Final decisions on each issue's content rest with the editorial team and the Head of Communications.

Content submissions

The editorial team is constantly seeking new and positive feature ideas to illustrate the diverse work of the council. Departments are actively encouraged to offer story ideas via their News officer, to vieweditor@warwickshire.gov.uk

Contact

For further information contact the editor, Wayne Matthews on (01926 41) 2664 or via lotus notes.