

Newsletter Checklist

Borough:

Ward:

Please ✓

The newsletter is instantly identifiable as having come from the MPS	
It includes a picture of the local SN Team (in their uniforms) on the front page	
It uses both the SN and Met logos clearly and correctly	
Any other logos are from appropriate partner agencies (avoid commercial organisations)	
It has a clear title ("News from your local police")	
There is an introduction that clarifies what the newsletter is about	
Comments	
The newsletter is locally relevant	
It outlines current ward priorities	
It gives information given as to how these ward priorities had been decided (i.e. the ward panel)	
The content of the newsletter then clearly focuses on these priorities	
The newsletter contains pictures of the local team and / or the local area	
Comments	
The newsletter informs about police actions in response to the ward priorities	
The newsletter content focuses on the actions local police have undertaken in response to the local ward priorities	
It informs about results / outcomes of these actions	

Any crime prevention advice is tailored to these local issues	
Comments	
The newsletter gives information about how to get involved	
It provides information of becoming a Special, Cadet, Volunteer, ward panel member etc	
It contains information on and invites to upcoming public meetings	
It explains their purpose	
Comments	
The newsletter tells people how they can access the police	
The newsletter contains clear contact details for the local SN Team	
It gives contact information for the local police station	
It refer to further information sources, such as the MPS website	
Comments	
The newsletter uses inclusive language	

The newsletter is written in plain English, is concise and understandable	
The newsletter is free of jargon and abbreviations	
Comments	
Format and Layout	
It complies to DDA requirements - suitable font size, colour and type	
It provides a way of requesting the newsletter in another language or format	
The layout is good - evenly spaced, no large blank spaces	
The format is good - A5, or A4 double sided, user-friendly	
Negative Indicators	
The newsletter contains generic crime prevention advice without giving information on what the police are doing in response to the issue	
The newsletter content focuses on generic and/ or borough-wide issues and initiatives	
The newsletter outlines local priorities, but then focuses on unrelated issues in its content	
The newsletter contains grammatical errors and / or spelling mistakes	
Comments	

Any other observations / comments