

**From:** [PSMarcusJones](#)  
**To:** [REDACTED]  
**Subject:** FW: Draft - Wirral Borough Council - Monthly Publication  
**Date:** 03 October 2016 10:59:16  
**Attachments:** [image004.gif](#)  
[image001.jpg](#)  
[Response to Marcus Jones MP \(Minister for Local Government - DCLG\) by Leader 28 July 2016.pdf](#)

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A – can you put on DB – Alex Powells team please

[REDACTED]

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**From:** EEMA\_MJones  
**Sent:** 03 October 2016 10:32  
**To:** PSMarcusJones  
**Subject:** FW: Draft - Wirral Borough Council - Monthly Publication

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**From:** [REDACTED]  
**Sent:** 30 September 2016 14:58  
**To:** EEMA\_MJones  
**Subject:** FW: Draft - Wirral Borough Council - Monthly Publication

Dear Minister

Thank you for your letter dated 23<sup>rd</sup> August regarding Wirral Council's compliance with the provisions of the Code of Recommended Practice on Local Authority Publicity.

Marketing for this publication has begun in earnest and I would like to draw your attention to the following email sent to businesses in the Borough:

**To:** [REDACTED]  
**Subject:** FW: WIRRAL TODAY - NEW ADVERTISING OPPORUNITY FROM WIRRAL COUNCIL  
I am contacting you today to introduce WIRRAL TODAY, a new monthly publication from Wirral Council.

Tabloid size, full colour, and with a minimum of 28 pages each edition, it will be distributed free to **every home and business** in Wirral, as well as having copies available at over 150 high footfall areas.

Wirral Today is packed with essential information, including features, news, and what's on across the peninsula.

With extremely competitive advertising rates, Wirral Today provides by far the largest reach of any publication in Wirral, so there really is no better way to get your message out to all parts of the borough.

I have attached a rate card, which included details of discounts available for bulk purchases of advertising space.

If you would like to discuss advertising opportunities, or indeed any features or local stories, please do not hesitate to contact me.

Many thanks,

**Corporate Marketing  
Wirral Council**

T: [REDACTED]

I note in the attached letter to you [REDACTED] gave assurances that Wirral's publication 'would not attempt to emulate a newspaper in either style or content' and yet as you can see from the above, the publication is being marketed as 'including features, news and what's on across the peninsula'. It certainly sound like a monthly newspaper to me and so one can only assume either [REDACTED] was being dishonest in his letter to you in the first place or, the intention has always been to flagrantly disregard the guidance laid down in the Code.

You are no doubt aware of ongoing failings of Wirral Council including the recent inadequate rating of its Children's Services. Now, more than ever, we need an independent and vibrant free press and I would urge you to use the instruments at your disposal to stop the Council from breaching the Code and safeguard our independent newspapers here in Wirral.

Yours sincerely



[REDACTED]

Twitter: [REDACTED]

Phone: [REDACTED]

You can also find me on [Facebook](#)

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**From:** [REDACTED]  
**Sent:** 02 August 2016 10:05  
**To:** 'marcus.jones.mp@parliament.uk'  
**Cc:** [REDACTED]  
**Subject:** Wirral Borough Council - Monthly Publication

Dear Mr. Jones

Yesterday I was made aware that you had been in correspondence with Wirral Borough Council over the proposal for the Council to produce a monthly newsletter. I understand that you wrote to the Council over a month ago reminding them of the provisions within the Publicity Code – no mention was made of your correspondence during the Cabinet meeting where the report was presented and there was only scant mention of 'correspondence from the DCLG' during the Call-in meeting.

Yesterday morning, before I knew of your correspondence, I sent a letter to the Secretary of State which I have attached for your interest.

If there is any way I can assist you or the Department with regards to this matter please do not hesitate to contact me.

Best wishes



[Redacted]

Twitter:

Phone:

You can also find me on [Facebook](#)

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**From:** [Redacted]

**Sent:** 01 August 2016 15:49

**To:** [Redacted]

**Cc:** [Redacted]

**Subject:** RE: Further to Thursday's Call-in meeting

Dear [Redacted]

I was out of the office all of Friday and was unable to respond to your email.

For the avoidance of doubt, at the call-in I mentioned that a letter had been received from DCLG and that a response was to be provided.

I have spoken with [Redacted] and he acknowledges the public interest in this matter and has agreed to share the letter received Marcus Jones MP, Minister for Local Government, together with the response that has now been sent in reply. Both communications are attached.

Regards

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Wirral Metropolitan Borough Council  
Department of Transformation and Resources  
Town Hall  
Brighton Street

Wallasey  
Wirral  
CH44 8ED

Tel: [REDACTED]  
Fax: [REDACTED]

Visit our website: [www.wirral.gov.uk](http://www.wirral.gov.uk)



### 'Most Improved Council'

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**From:** [REDACTED]  
**Sent:** 29 July 2016 10:59  
**To:** [REDACTED]  
**Subject:** Further to Thursday's Call-in meeting  
**Importance:** High

Dear [REDACTED]

At Thursday's Call-in meeting you referred to correspondence that had been received from the DCLG and a response that Council has sent.

I would like to see that correspondence as a matter of urgency please? As you know I do not usually put timeframes around my requests to officers but on this occasion, given the correspondence is so recent, I would expect a response by Monday at the very latest.

Thanks



[REDACTED]  
[REDACTED]  
[REDACTED]  
Twitter: [REDACTED]  
Phone: [REDACTED]  
You can also find me on [Facebook](#)

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