



## **MARDEN PARISH COUNCIL** **NEWSLETTER POLICY & PROCEDURES**

The Marden Parish Council newsletter is produced three times a year and is intended to keep residents of Marden updated with information about Parish Council activities and other items of general interest about the community.

The newsletter is delivered by Cllrs and volunteers by hand to households within the village and posted to residents living in the more rural parts of the Parish.

The newsletter print and postage costs are paid for out of Parish Council funds for which a budget is set each year. The newsletter production is done in house by the Deputy Clerk.

### **Producing and Publishing Newsletters**

One Cllr is appointed as Newsletter editor, together with a substitute. Relevant information is gathered and put into a word document in readiness to circulate to all Cllrs and Clerks. Photos are sent separately and location of these indicated in the document. Once all Cllrs have viewed the first draft the Clerk amends the word document for circulating to MPC Chairman, Vice-Chairman, Editor and other members of the Communications Sub-Group to view once more prior to the newsletter being converted for publication. The word document is then transferred over to newsletter format together with inclusion of any photos – The Deputy Clerk is given delegated powers to decide on what photos are to be included and on editing any organisation reports. The first draft of the completed newsletter is circulated again to the Chairman, Vice Chairman, Editor and other members of the Communications Sub-Group. Following any further amendments this is sent to print. As at February 2022, 2,400 are printed – this will be reviewed if any future developments are built.

### **Photos**

The Deputy Clerk to keep a photo library for use in future newsletters. Photos from Cllrs and residents are welcomed and should be forwarded to the Deputy Clerk ([deputyclerk@mardenkent-pc.gov.uk](mailto:deputyclerk@mardenkent-pc.gov.uk)). Permission to be obtained before use.

### **Organisation Reports**

The newsletter is generally printed in A5 booklet form and the Parish Council will always endeavour to include short items i.e. no more than 250 words, from village community organisations. If the word count is over this amount the village organisation will be contacted again to reduce this to the correct number of wording, alternatively village organisations can give the editor permission to amend.

Office Opening Times:

Mondays, Tuesdays & Fridays 10am - 12 noon

Email: [clerk@mardenkent-pc.gov.uk](mailto:clerk@mardenkent-pc.gov.uk)

Website: [www.mardenkent-pc.gov.uk](http://www.mardenkent-pc.gov.uk)

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## **Flyers**

One flyer, consisting on one sheet of paper (A5 or A4 folded), can be inserted into each edition of the newsletter. The request for insertion into the newsletter of a flyer must be made in writing to the Parish Clerk no later than three weeks prior to the newsletter being sent to print (dates available from the Deputy Clerk or viewed at [MPC Newsletters - Marden Parish Council Marden, Tonbridge, Kent - Marden Parish Council, Marden, Tonbridge](#)). A copy of the proposed insert to also be included – *The Deputy Clerk, MPC Chairman and Newsletter editor proofread the document and the Parish Council retains the right to refuse to accept the insert or ask for amendments to be made.*

Where the Parish Council accepts such an insert it will be on the basis that it is ready by the date specified by the Deputy Clerk and that the community organisation agrees, in writing, to assist with inserting the flyers in the time frame specified by the Deputy Clerk and delivery of the newsletters to designated village roads.

*Adopted by Marden Parish Council on: 29<sup>th</sup> March 2016*

*Reviewed on: 12<sup>th</sup> June 2018 / 11<sup>th</sup> June 2019 / June 2020 / 20<sup>th</sup> November 2020 / 6<sup>th</sup> April 2021 / 8<sup>th</sup> March 2022 / April 2023 / 12<sup>th</sup> March 2024 / 11<sup>th</sup> March 2025 / 10<sup>th</sup> March 2026*

*Review date: March 2027*

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