



Editorial Policy for Inspire

Safeguarding the Reputation of the Parish Council

Introduction

Inspire is a vital channel for community engagement, information dissemination, and fostering local pride. The magazine should be a voice for the community, its faiths, organisations and clubs not only communicating events and opportunities, but also reflecting the values and standards of the parish itself.

The following editorial policy is designed to ensure that the magazine upholds the Parish Council's reputation, providing clear guidance to contributors, editors, and all those involved in its production.

Editorial Objectives

- To present accurate, relevant, and timely information to parish residents.
- To support community cohesion by reflecting a broad spectrum of views, while avoiding divisive, inflammatory, or inappropriate content.
- To celebrate parish life, local traditions, and community achievements in a way that enhances the culture of the community.
- To act with professionalism, fairness, and transparency in all editorial decisions.

Scope and Applicability

This editorial policy applies to all contributors, editorial staff, and volunteers involved in the production of the Inspire, whether in print or digital form. The policy covers all magazine content, including articles, images, advertisements, letters, and community submissions.

Editorial Standards

- **Accuracy:** All content shall be fact-checked and sourced. Corrections will be issued promptly if errors are identified.
- **Impartiality:** The magazine will not favour one group or individual over another. Editorial decisions shall be free from personal bias.
- **Respect:** Content shall be respectful to individuals, groups, and other organisations. Discriminatory, offensive, or inflammatory language or images are strictly prohibited.
- **Confidentiality:** Personal information about individuals, be it a matter of public record or in the public interest, shall not be published without explicit and unanimous consent of the Full Parish Council.



- **Copyright:** Written permission shall be obtained to use any material not produced by the magazine's contributors (including photos, artwork, and text). All sources shall be credited appropriately.

Content Review and Approval

- All material submitted for publication will be reviewed by the Editor before inclusion.
- The Editor reserves the right to edit, reject, or request amendments to submissions to ensure they meet the standards outlined in this policy.
- Where content relates directly to the Parish Council, a nominated Council representative shall have final approval to protect accuracy and reputation.
- Contributors will be informed of editorial changes where possible and offered the opportunity to respond or amend their submissions as required.

Managing Controversy and Complaints

- The magazine will avoid publishing unsubstantiated allegations, rumours, or statements likely to provoke unnecessary controversy.
- Letters or articles criticising individuals, local groups, or the Parish Council shall be fact-checked, balanced, and, where possible, allow a right of reply.
- The Editor will investigate complaints promptly and transparently, correcting errors and publishing apologies where appropriate.

Safeguarding the Parish Council's Reputation

- All content shall reflect positively on the Parish Council, reinforcing its dedication to honesty, service, and inclusivity.
- Personal attacks, political endorsements, or content that could be perceived as bringing the Council into disrepute are not permitted.
- Any conflict of interest relating to contributors or editorial staff shall be declared and managed transparently.
- Editorial independence is maintained within the scope of upholding the Council's reputation and legal obligations.

Inclusivity and Diversity

- Content shall reflect the diversity of the parish and strive to represent all demographics, beliefs, and backgrounds within the community.
- Images and language shall be gender-inclusive, non-discriminatory, and promote equality.
- The magazine will actively seek contributions from underrepresented groups to ensure all voices are heard.



Legal Compliance

- All content shall comply with UK law, including defamation, privacy, copyright, data protection, advertising standards and safeguarding legislation.
- The Editor and nominated Councillor are responsible for ensuring compliance and seeking legal advice where necessary.

Advertising and Sponsorship

- Advertisements shall be consistent with the values of the Parish Council and not undermine its reputation.
- All advertising is subject to editorial review. The magazine reserves the right to reject or remove advertisements not aligned with the Editorial Standards, inappropriate or offensive
- Sponsorship acknowledgments shall be transparent and should not imply endorsement by the Parish Council unless explicitly agreed.

Social Media and Online Presence

- The same editorial standards apply to online content as to print.
- The Parish Council's social media or online platforms associated with the magazine shall be moderated to prevent the publication of content that could damage the Council's reputation.
- Comments or user-generated content that contravene the editorial policy will be removed promptly, and, if necessary, users may be blocked or reported.

Review and Amendment of the Policy

This policy will be reviewed annually, or sooner if there are significant changes in legislation, community standards, or the needs of the Parish Council. Suggestions for improvement are welcomed from all stakeholders.

Conclusion

Inspire in the long term is intended to be more than just a newsletter—its aim is to reflect the community's identity and values.

Through editorial standards, a commitment to accuracy and inclusivity, and mechanisms for review and accountability, this policy ensures the Parish Council's reputation is protected and enhanced, fostering pride, trust, and engagement for years to come.