

Meeting:	Publications Advisory Panel
Date:	September 27, 2005
Subject:	Harrow People Publishing Schedule
Responsible Officer:	Peter Brown
Contact Officer:	Peter Brown
Portfolio Holder:	Councillor Nolan
Key Decision:	No
Status:	Public

Section 1: Summary

Decision Required

To Note the report

Reason for report

To consider any matters arising out of new printing schedules for Harrow People

Benefits

Will assist in future guidance re editorial input
 Furthers the council's consultation and communication strategies

Cost of Proposals

N/A

Risks

N/A

Implications if recommendations rejected

N/A

Section 2: Report

Brief History

Cabinet agreed in March that Harrow People should be published on a more frequent basis as residents' surveys had indicated that readers wished to see the magazine published monthly or bi-monthly. This enables more up to date information to be included and enables better access to council consultations and campaigns.

Since then, following a number of complaints particularly with regard to distribution, the arrangement whereby the Harrow Observer printed and distributed the magazine has ceased.

The September edition of the magazine was published entirely "in-house", with a new distribution company delivering the magazine and the council's preferred printers, The Print Factory, conducting the printing. The Communications Unit canvassed advertisements for the magazine to help alleviate the extra costs.

The initial reaction to the magazine has been favourable and at the request of the Portfolio Holders and the Corporate Management Team it has been agreed to publish the magazine on a monthly basis.

As discussed at the last panel meeting, this has clear implications for the printing schedules and editorial deadlines and means that the Communications Unit and the council's publishers must be more disciplined in the magazine's production.

In addition, it has been decided to produce a council recruitment supplement in Harrow People. The supplement, provisionally entitled Harrow Jobs, will be included in promotional form in the November and December issues and launch fully in January. It will have a larger circulation than local press and additional copies will be printed for local job centres, supermarkets etc.

A council job supplement in Brent, launched earlier this year, has proved very successful, resulting in council savings. Other west London authorities have also produced a similar publication or are planning to do so.

A table showing the revised Harrow People printing schedule will be presented to the Publications Panel at its meeting on September 27. It shows that pages for the November issue will be sent to panel members on October 6 with a request that any amendments be returned by October 11. The November issue will be distributed in the last week of October.

It is proposed to delay the December issue distribution until December 14 to 18 because it will include information for residents about Christmas bin collection dates. Page proofs for the December edition will be sent to panel members on November 16 with a request that any amendments be returned by November 23.

The January issue proof pages will be sent to panel members on December 8 with a request they be returned by December 14.

Options considered

N/A

Consultation

In a reader survey earlier this year 88 per cent of respondents said they would prefer Harrow People to be published on a monthly or bi-monthly basis (35 per cent monthly and 53 per cent bi-monthly). A further reader survey is project for later this year.

Financial Implications

Editorial costs are being met within the Communications Unit budget. Although the magazine is being produced more regularly there are fewer editorial pages per edition than when editions were produced less frequently. Income from advertisements will need to be monitored.

Legal Implications

N/A

Equalities Impact

No comments were made in the reader survey regarding translation or accessibility issues.

Section 3: Supporting Information/ Background Documents

Printing schedule table to be produced at the meeting on September 27.