



# Sawtry Eye

## Background

The Sawtry Eye is published six times a year by CARESCO - Registered Charity Number 1140728, Registered Company number 7513432. Each issue is edited and produced by the CARESCO General Manager and CARESCO Printshop Manager on behalf of CARESCO with the help of a volunteer graphic designer to do the layout and volunteers who collate & staple. The editors also organise a team of people to deliver the Sawtry Eye to every house in the villages of Sawtry, Glatton, Conington, Upton, Winwick and Hamerton.

The copies of the Sawtry Eye delivered to the parish of Sawtry are accompanied by the Sawtry Parish Council Newsletter which is published by and the responsibility of Sawtry Parish Council.

## Aims

In publishing the Sawtry Eye, CARESCO aims to produce a magazine which positively celebrates life, people and events as a service to the local community by:

- providing information about local events and activities.
- publishing a diary of future events.
- encouraging an exchange of views on local issues in a positive and constructive manner.
- giving local people an opportunity to acknowledge family events and space to be able to thank others publicly.
- including various ongoing columns on a variety of topics of interest to the general public.
- providing a forum for local community groups and sports clubs to report on their activities, advertise future events and to find new members.
- co-ordinating commercial advertisements from local businesses to pay for the production & delivery costs thereby ensuring that the Eye is free to the readers.

## Editorial Policy

### Community News

(That is everything apart from the commercial advertisements and the Sawtry Parish Council newsletter)

All items submitted to the editors will be considered for inclusion in the Sawtry Eye. To aid the decision making process, the following principles will be followed:

- Items can be submitted by email (preferred option), or alternatively on a disk or as a printed/handwritten copy delivered to the CARESCO Centre. The final layout will be set out by our in-house graphic designer.
- It is the responsibility of each potential contributor to submit their item before the deadline. The following deadline is clearly stated in each issue of the Sawtry Eye. Regular contributors by email are invited to join a mailing list to receive a reminder a couple of weeks before each deadline.

- Where possible contact details are included for each item, should readers require further information.
- All items are included entirely at the discretion of the editors who reserve the right to edit or refuse to print any item submitted.
- Items of an overtly party political nature will not be accepted. While the Sawtry Eye may deal with controversial issues, it will not do so in a way that could be seen as giving support to a political party.
- No charge is made for any community news items. However, the editors will consider inclusion of the occasional 'editorial feature' for a reasonable fee. These editorials will be subject to the same conditions as the rest of the community news.
- Views expressed in the Sawtry Eye are not necessarily those of the editors or CARESCO, they are included in the interests of free speech.
- Anonymous items will only be considered where the author has submitted their full name & contact details to the editors with their contribution and have requested, with reason, that these are withheld.
- All published articles become the copyright of CARESCO once included in the Sawtry Eye.
- Before printing a critical item the editors reserve the right to approach the criticised persons/group and offer an opportunity to reply, where possible, in the same issue. At their discretion the editors may delay the critical item to the following issue or publish without a reply.
- The editors cannot accept any liability for omissions, errors or mistakes which occur in production.
- CARESCO cannot be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of the Sawtry Eye.
- Submission of a contribution shall be taken as an acceptance of the above conditions.

## **Commercial Advertising**

Advertisements for insertion in the Sawtry Eye are accepted subject to the following conditions:

- Items can be submitted by email (preferred option), alternatively on a disk or as a printed/handwritten copy delivered to the CARESCO Centre. Where necessary, the advert will be set out by our in-house graphic designer.
- The placing of an advert constitutes an assurance that the advertisement is legal, decent, honest and truthful complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation.
- While every endeavour will be made to meet the wishes of advertisers, we cannot guarantee the insertion of any particular advertisement.
- Payment must be made when the advert is submitted unless a prior arrangement is in place for invoicing, in which case payment must be made within 28 days of the invoice date. We can accept either cash or cheque (made payable to 'CARESCO Ltd'). We are unable to take any payment by credit/debit card.

- It is the responsibility of each potential contributor to submit their item before the deadline. The following deadline is clearly stated in each issue of the Sawtry Eye. Advertisers who pay for a year in advance will receive a reminder before their advert runs out.
- It is the advertisers' responsibility to ensure that the editors have their up to date contact details.
- Inclusion in the Sawtry Eye does not mean that CARESCO endorses or recommends any particular advertisers. CARESCO cannot accept liability for any loss or damage arising out of a response by any party to an advert appearing in the publication.
- The editors reserve the right to refuse to accept a particular advert.
- It is the responsibility of each potential contributor to make their instructions clear.
- CARESCO cannot accept any liability for business lost due to any error in production.
- In the event of any error, misprint or omission in the printing of an advertisement we may make a reasonable refund for the cost of the advert or offer a re-insertion. No refund or re-insertion will be made where the error, misprint or omission does not materially detract from the advertisements.
- Where an advertiser pays for a year in advance they may make amendments to their advert during that year. However, it is the advertisers' responsibility to ensure their advert is kept up to date.
- It is the responsibility of the advertiser to check the first insertion of any series of advertisements and notify the editors immediately of any errors. We cannot assume responsibility for the repetition of errors unless previously notified by the advertiser.
- CARESCO cannot be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of any newspaper or edition in which any advertisement is scheduled to appear.
- The placing of an advert by an advertiser constitutes an assurance that all necessary authority and permission has been secured to use names and logos.
- The placing of an advert shall be taken as an acceptance of the above conditions.

January 2014