

PRODUCTION OF GUIDANCE NOTES 2003

INTRODUCTION

This paper sets out proposals for the production of Guidance Notes as outlined in the Order from April 2003.

Having studied the brochures to be produced as tabled to Council by the Chief Executive on 18th September three brochure templates have been devised along with a categorization process and word count proposals that we believe will help deliver the brochures in as simple and straightforward a manner as possible.

While the actual writing will be divided between Committee Secretary's, Communications and Newchurch adoption of guidelines at this stage will we believe help Committees deliver the information required for each brochure they are responsible for.

BROCHURE TYPES

We have identified three different audiences for our brochures and are therefore suggesting three different sizes of brochure, one for each.

- Members of the public will receive an A4 folded brochure on which the maximum word count of around 650.
- Registrants will receive an A5 brochure on which the maximum word count of around 1000
- Employers/Assessors/Visitors/Educational Institutions will receive an A4 brochure with a maximum word count of around 2000

The word count and size difference takes into account the different audiences and allows for more technical details to be applied to professional audiences. However we would encourage Council to adopt in principle the commitment to write simple and clear brochures no matter the audience.

We would further recommend to Council that the Plain English 'Crystal Mark' be applied to those brochures aimed at the public and seek your approval of this decision.

EASE OF REFERENCE

In line with each brochure being sectioned by audience (and therefore size) I would also suggest they are categorised by theme and propose to colour code them for ease of reference. This means for instance that each brochure produced on Complaints will have a green* banding on them. This will make it easier for staff in distributing the material and also for our audience seeking brochures on recurring themes rather than audience.

Executive Summary

Having run the idea past the Communications Committee and got general agreement on the way forward we ask Council to agree the following procedures for producing Guidance Notes as outlined in the Order in Council.

- Adoption of the enclosed templates of three brochure types
- Adoption of the draft table below as a guideline for what brochure has to be produced in what format taking into account the suggested maximum word counts
- Commitment to producing plain English brochures no matter the audience
- Commitment to have public leaflets 'Crystal Marked' by the Plain English Society
- Agree to the colour coding by theme of each document for ease of reference.