SLCC

For Local Council Professionals

The Clerk Magazine – Editorial Requirements

ARTICLE SPECIFICATIONS

Full page: 600 words

Half page: 300 words

ARTICLE CONTENT

To ensure your article has even greater prominence in the magazine, here are some suggestions that you may wish to consider when writing your article…

- Select a strong heading that draws the reader into the article
- Make the first sentence as dramatic as possible, explaining what the article is about. Ideally, this should be no more than 25 words. Your first sentence will be highlighted on the printed page
- Avoid writing in plain, block text. Try to include graphs, tables, text boxes and bullet point lists etc, which add interesting detail to the page for the reader
- Don't only mention good, positive things, colleagues will really appreciate your honesty, hearing of where things went wrong and your advice on how to avoid similar mistakes
- Please avoid sector 'jargon' and use plain English
- Perhaps conclude with a list of 'top tips' from your experience of the topic

IMAGES

- Please include a head and shoulders image of the author and, if at all possible, at least one other supporting image to support the article content
- All images must be high resolution (at least **1MB**)
- Any original digital image will be acceptable - including from mobile phones

When referring to SLCC, please use SLCC and not 'the Society'

Do not use 'the' before SLCC or NALC

Please use 'Chairman' when referencing a Chairman, Chairperson or Chair

Please use designated letters after a person's name (if relevant). For example:

Elisabeth Skinner MBE FSLCC

COVID-19 REFERENCES

References to the Covid-19 pandemic should be **Covid-19**

VALUES & DATES

- Dates should read as **1 January 2022**

- Percentages should appear as '**10%**' and not 10 percent

- Currency should appear as '**£10M**' and not £10 million

- For numbers, please use words for numbers 1-10, but numbers for 11 onwards, i.e. -
 *'It had been **ten** years since... ',* but *'It had been **11** years since...'*

SLCC IN-HOUSE FORMATTING

Capitalisation
- Everything must be in lower case unless you are referring to a **specific** individual, their job title or council name
- Please use lower case when using general terms, such as 'clerks', 'a council' 'councils often find that', 'councillors' etc
- Please use lower case when referring to the **g**overnment (unless a full title, i.e. – the British Government) and precede with 'the', so it reads '**the government**' rather than 'government'
- When referring to an SLCC qualification level (i.e – Community Governance), please capitalise '**L**evel', so it reads 'Students are able to achieve the **L**evel 4 without pressure to proceed to **L**evel 5.'

Here are some examples:

> *"Melanie Smith PSLCC, the **C**lerk to **L**ittle **P**arish **C**ouncil, explained that many **c**lerks had very similar functions to the **c**hief **o**fficers of large **t**own **c**ouncils."*
>
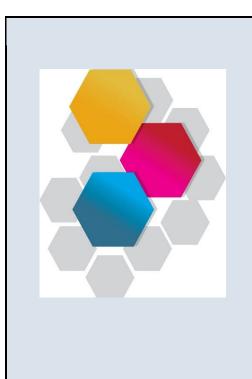> *"As **C**lerk, I believe the same applies to **c**lerks of most **c**ommunity **c**ouncils in Wales."*
>
> *"Since the **g**overnment announced that there would be a lockdown, the **C**ouncil had to make provisions immediately."*

Further Formatting
- As councils are corporate bodies, please ensure they are always expressed in the singular, i.e. - "The Council is considering offering a grant once it has received more information."
- Include sub-headings and small paragraphs to break up the text
- Please use 'and' and not "&" in a sentence
- When using bullet points, use **sentence case text** rather than capitalising every word and do not use semi colons or any punctuation at the end of each bullet point. For example:
  - *Make leisure, sporting and cultural opportunities easily accessible to children and young people*

References and Footnotes
- Please ensure that you provide a footnote for every quote and any statistics used within your article, using the Harvard style of referencing. Here is an example of a footnote in the Harvard Style of referencing to an author/publication:

1. Last name, First initial. (Year published). Title. Edition. (Only include the edition if it is not the first edition) City published: Publisher, Page(s).
- For the Harvard style of referencing, please visit https://www.citethisforme.com/harvard-referencing
- Population figures can be found on your local area report at https://www.nomisweb.co.uk/

THE FACT FILE

If you are an officer to a local council, please provide some basic information (see below) for a "Fact File" at the end of your article and we will use infographics to display the information:

- Population
- Local Council Award Scheme Level - is the council a foundation, quality or quality gold award holder?
- Does the clerk/officer hold ILCA/CiLCA?
- Is the clerk a Principal (PSLCC) or Fellow (FSLCC) of SLCC?
- Number of staff (FTE)
- Annual Budget
- Parish share of council tax at Band D
- If appropriate, annual cost of service or project being discussed

If you require any assistance with writing your article or its presentation, the editorial team at *The Clerk* will be more than happy to help.

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