

The Mallard Constitution and Policy

1. Purpose

1.1 The purpose of The Mallard is to provide timely and relevant information to residents of Great Massingham and Little Massingham.

1.2 The Mallard operates on a not-for-profit basis and is funded through sponsorship, advertising revenue, and community support.

2. Sponsorship and Governance

2.1 The sponsoring organisations are:

Great Massingham Parish Council (lead sponsor)

Great Massingham Village Hall

Great Massingham St Mary's Parochial Church Council

2.2 The Parish Council, as lead sponsor, holds primary responsibility for oversight of The Mallard.

2.3 A Subgroup shall be established to manage the publication, comprising a minimum of five members, including at least three Parish Councillors.

2.4 The Subgroup will meet at least quarterly with additional meetings convened when necessary.

2.5 A quorum for meetings shall consist of at least three members, including at least one Parish Councillor. Decisions will normally be made by simple majority, with the Chair having a casting vote where required.

2.6 The Subgroup is accountable to the Parish Council. Significant decisions and financial matters will be reported to the Parish Council.

2.7 All recommendations made by the Mallard Sub-Group must be agreed by Great Massingham Parish Council before they are implemented.

3. Editorial Policy

3.1 The Editor is responsible for the selection of material for publication, in consultation with the Subgroup as and when considered necessary.

3.2 Priority will be given to material from village organisations and societies.

3.3 Contributions from individuals may be included at the discretion of the Editor, taking into account balance and fairness of views expressed.

3.4 Political associations may advertise meetings but may not use The Mallard to promote political views or campaigns.

3.5 Where possible, contributors' names will be published alongside their articles. However, names may be omitted in the following circumstances:

- when the item is clearly written on behalf of a village organisation or group;
- when the item is a brief or routine update (e.g. dates for events or short notices).

3.6 Anonymous comments will not be published under any circumstances.

3.7 Complaints regarding content or editorial decisions will be considered by the Editorial Committee, with final oversight resting with the Parish Council.

4. Advertising Policy

4.1 Priority in advertising will be given to residents and businesses based in Great Massingham and Little Massingham.

4.2 Advertising may be charged monthly or annually, with the advertising year running from October to September.

4.3 Rates will reflect the size and format of the advertisement, and any changes in rates must be reviewed by the Subgroup and agreed by the Parish Council.

4.4 Content and style of advertisements will be agreed with the advertiser before publication.

4.5 Payment for advertising must be received within one month of first inclusion.

4.6 Where space is limited, priority will be given to local businesses and to avoid conflicts of interest.

4.7 Adverts must be lawful, decent, honest, and not likely to cause offence.

4.8 Website advertising opportunities shall be subject to the same approval, payment, and content rules as printed advertising.

5. Finance and Funding

5.1 The Mallard shall aim to meet all expenses from sponsorship, advertising revenue, and donations.

5.2 Sponsorship contributions may be reviewed and amended by agreement between the Subgroup and sponsoring organisations.

5.3 Advertising charges may be adjusted by the Subgroup to reflect changes in printing and delivery costs.

5.4 All income and expenditure relating to *The Mallard* will be managed through the Parish Council bank account. These funds are ringfenced specifically for *The Mallard* and will not be used for other Parish Council purposes.

5.5 Reserve funds will be retained to cover at least one year's running costs, providing a contingency against future increases in expenditure.

5.6 Donations from reserve funds, if available, may only be made to charitable or voluntary organisations within Great and Little Massingham, and must be approved unanimously by the Editorial Committee.

6. Delivery

6.1 Deliveries of The Mallard shall be made by a person aged 14 or above.

6.2 All households in Great Massingham and Little Massingham should receive a copy.

6.3 Delivery in Great Massingham is remunerated by an honorarium. Delivery in Little Massingham is currently undertaken by volunteers.

6.4 Payment to delivery personnel shall be made monthly, with any changes subject to Subgroup agreement.

6.5 Additional copies shall be made available at the Village Store, St Mary's Church, Great Massingham Surgery, and The Dabbling Duck.

7. Accountability and Communication

7.1 Copies of the up-to-date Constitution and Policy shall be circulated to each sponsoring organisation.

7.2 Significant decisions of the Parish Council will be communicated to stakeholders, usually via publication in The Mallard.

7.3 The Constitution and Policy shall be reviewed at least every three years, or earlier if required.

7.4 The Parish Council shall review this policy annually as part of its wider governance cycle.

Document Control

Adopted by: Great Massingham Parish Council

Review date: September 2025

Supersedes: The Mallard Constitution (2024 edition)