

## **4th Annual Report to IPSO: 2017**

**Landor LINKS Ltd**

### **Introduction: Landor LINKS**

Landor LINKS is an independent knowledge-networking specialist whose activities focus on the transport, urban planning and related fields. The company was founded in 1989 and is acknowledged as a sector leader.

Our activities include running events, publishing B2B magazines and online information services.

Our audience is a professional one, spanning policy-makers and practitioners in central, regional and local government, the private sector, academia and various institutions and other bodies.

### **A list of the publisher's titles/products:**

The core Landor LINKS publications currently are:

#### *Online*

- TransportXtra.com (website)

#### *Print*

- Local Transport Today (magazine)
- Parking Review (magazine)
- Bus Rapid Transit (BRT) Handbook (annual journal)
- Data & Modelling (annual journal)
- Smarter Travel (annual journal)
- Various supplements to magazines above

### **Responsible person:**

Rod Fletcher, Managing Director, Landor LINKS

### **Correspondence contact:**

Irina Cocks, Company Secretary, Landor LINKS

Landor LINKS Limited

Apollo House, 359 Kennington Lane, London, SE11 5QY

Email: [irina.cocks@landor.co.uk](mailto:irina.cocks@landor.co.uk)

**Landor L|I|N|K|S** Limited

**L**earning **I**nformation, **N**etworking and **K**nowledge **S**haring

Company Registered in England No. 02346104

## **Our editorial standards**

Landor LINKS prides itself on being expert, authoritative and independent. The in-house editors are all long-term employees while the freelance correspondents, sector contributors and columnists we work with are experts in their field.

### **Overview of the publisher's approach to editorial standards**

The Landor LINKS approach is to report on the sectors we cover in an impartial and independent manner. Our editors write news, analysis, features and diary items based on contact with primary sources, experts in the field, etc.

Where press releases or other media form the starting point of a story, every effort is made to corroborate facts. When drawing on other media we always seek to cite those secondary sources.

Where a journal carries a commercial supplement, this is flagged up as either a 'sponsored supplement' or 'advertising feature'.

### **Seeking editorial guidance from IPSO**

Landor LINKS has not yet needed to seek pre-publication guidance from IPSO. However, our journalists have been informed that they can contact IPSO if they need guidance before publication, on the Editor's Code or on public interest exceptions.

We have circulated the IPSO Editor's Code (esp. when updated) to all editors and regular writing staff and also given them the link to the IPSO helpline as found at: <https://www.ipso.co.uk/IPSO/contactus.html>

### **In what circumstances would it seek/has it sought guidance from IPSO?**

We took note of the positive feedback to our first report to IPSO and have included suggested improvements in subsequent reports.

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## **Our complaints handling process**

The nature of publishing means that stories will generate requests for clarifications and corrections as well as formal complaints. These will be made in the form of emails, phone calls and letters sent directly to the relevant editors or to the company.

Where a complaint is made, the relevant editor is tasked with establishing the nature of the complaint. It is often the case that a conversation or personal correspondence resolves the issue. Sometimes the complainant is content with: writing a letter for publication; seeing an amendment made to the story online; or, if in print, a clarification/correction printed in the next available issue. However, where a complaint holds the potential, however remote, to result in a legal claim that complaint will be referred to the Managing Director. This will enable a suitable response to be discussed and acted upon.

Where a complaint seems likely to escalate, or is initially made using terms such as ‘I have been libelled’, the relevant editor will alert the Company Secretary and Managing Director who will refer the complaint to our insurer’s legal advisors. Once a complaint has involved the Company Secretary and, by extension, our insurer, a formal record is kept. We have also made the editorial team aware of IPSO’s guidelines on keeping original copies where there have been complaints about online content.

During the period this report covers (2017) there was just one instance where we contacted our insurer. This was followed a complaint by ‘Company A’ about how a rival, ‘Company B’, had been described in article and wanted a correction and apology, even though Company A had not been mentioned in the article. When approached about the complaint, the subject of the article, Company B, stood by the account of its services, which were publically presented on its corporate website and other communications. Company A had said it was seeking legal advice, hence the reason for us seeking advice from our insurer, who advised us that it felt there would be no case to answer. From the outset of correspondence with Company A, we flagged up our membership of IPSO as a route to express a concern should they feel we had not handled its complaint fairly. We also suggested to Company A that it raise its concerns directly with Company B. The matter seems to have been resolved.

### **Information is provided to readers, and where, about its internal process for editorial complaints and IPSO’s complaints process:**

The company’s membership of IPSO is signalled by use of the IPSO logo on the contents pages of our two main journals – Local Transport Today and Parking Review. Should a complainant’s initial concerns not be resolved they will be informed of our membership of IPSO.

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## **Our training and awareness processes**

Landor LINKS continually reviews the skillsets of its staff and the training needs of the company.

### **Experience and mentoring**

Our core editors and contributors are well established within the company and their fields. Our editors – who act as gatekeepers – have a good working knowledge of journalistic standards. They share experience and concerns with one another and also communicate this to newer staff and freelance contributors.

### **Courses**

Several of our editors have undergone formal NCTJ approved courses and have attended courses on sub-editing, media law, online working and feature writing at London College of Communications and similar bodies. The editors are also encouraged to attend events and seminars run by organisations such as the Periodical Publishers' Association and relevant publishing trade events.

Where a member of staff expresses a need to update their understanding or skills, we work with them as part of a Personal Development Plan approach via our HR process.

### **The IPSO Editor's Guide**

We have ensured that editors and reporters responsible for signing off printed materials and posting online content have been sent copies of the IPSO Editor's Code and also the 2016 annual report Landor LINKS sent to IPSO. The editorial team has also been made aware of IPSO's updated recommendations on handling complaints about online content, including the need to retain a copy of the original online content.

### **Online**

With our editorial staff now increasingly using online channels to communicate as well as research, we are ensuring our team applies the same rigorous editorial practices to content posted on websites (such as our own [www.TransportXtra.com](http://www.TransportXtra.com) service) and online/social media channels (Twitter, Facebook, LinkedIn, etc.).

The judgment in the libel action *Jack Monroe vs Katie Hopkins* (Case: HQ15D05286) was significant as it both illustrated libel applies to social media and the importance of both addressing complaints early and not aggravating a problem by engaging in insults. We have circulated the judgment and some useful analysis by Press Gazette to all editors and also staff posting content on social media.

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## **Our record on compliance**

Landor LINKS is pleased to report that we have a good record, with no complaints requiring arbitration via IPSO being made since we joined the organisation.

### **Details of any complaints against the publisher that have been ruled on by IPSO's Complaints Committee over the period:**

There were none during 2017.

### **Details of the steps taken to respond to any adverse adjudications by IPSO over the period:**

There were none during 2017.

### **Details of any other incidents in relation to which the publisher accepted that it had breached the Editors' Code, or which otherwise raised significant concerns about compliance with the Editors' Code over the period, and details of the steps taken to remedy these concerns:**

There were no such incidents during 2017.

Regards

Rod Fletcher  
Managing director  
Landor LINKS Ltd

Cc.  
Irina Cocks, Company Secretary, Landor LINKS  
Mark Moran, Editor, Landor LINKS

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