

IPSO STATEMENT 2019 – 20

Introduction

West Bridgford Wire - westbridgfordwire.com

West Bridgford Wire is an online non-print independent news title covering West Bridgford, Nottingham city and wider Nottinghamshire.

The site focuses where possible on video first - producing professional video of events, incidents, business openings and live broadcasts where necessary.

Reach is around 250,000 uniques/month - approx 1,500,000 page views/month News content ranges from local events to news stories and breaking news.

The brand is 8 years old having launched on 2 February 2012 as a hobby/community type project.

In 2015 the site became a business supported by advertising.

The owner then took a career change from an unrelated background to develop the business full-time and offering.

The site is well trusted locally, and is supported by advertising from businesses and other sources.

This is the only title operated currently.

No employed staff.

Memberships: ICNN, BAJ, Society of Editors, Bureau Local, BBC LDRS

Some paid court reporting, freelance and student support are also utilised on an ad-hoc basis.

Publisher: Pat Gamble

21 North Road West Bridgford NG2 7NG newsdesk@westbridgfordwire.com 07921 252 677

Business: 29 Bridgford Rd, West Bridgford NG2 6AU 0115 977 5445

Editorial Standards

The site adheres to and operates within the Editors' Code

West Bridgford Wire joined IPSO in 2017 because it takes high editorial standards as a crucial part of what it does. The brand wanted to show this, and to show readers how they can complain should they feel the need at any time.

Seeking Guidance from IPSO.

Some pre-publication guidance has been sought from IPSO.

An example of this was in August 2019 - A swing-type fairground ride at a local fun day had stopped in the 'up' position, the guard rails across the children's laps had failed and were also 'up' - leaving them without restraints. A video of the children, all very young under-10 - was sent to me, they were screaming and parents could be heard panicking. I sought advice re publishing the video clip without any pixelation of faces. Was advised and decided against it - instead publishing a still taken from it and anonymised.

Guidance would be sought to clarify our position prior to publication if we felt it necessary; perhaps uncovering a public sector scandal, a legal position on information we may want to publish are examples of this.

Other resources include access to solicitor via BAJ membership and access to media law expert via ICNN.

Complaints

Over the years the only 3 complaints ever received have been relating to images - these have been members of the public asking for images to be removed because they appear in the images, sometimes as the subject, or as an incidental bystander. I encourage them to call me, explain that I have not broken any rules, but as a gesture of goodwill I have always then removed the image(s).

A further two requests to remove images in 2020 – no infringements just people wanting their cars 'blurring' or removing – all were carried out.

No records kept - not applicable

Information for readers clearly listed here: <https://westbridgfordwire.com/contact/>

Training

No staff - not applicable

Where occasional guest writers or freelance work is used, reference to IPSO is given in initial meetings. All work is edited where necessary by Pat Gamble prior to publication.

Compliance Record

No complaints received on any editorial content.

Pat Gamble 20 MAY 2020