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WI Enterprises (NFWI)
IPSO Annual Report

Period covered: January 2020 to December 2020



1.0 Factual Information about the Regulated Entity

WI Enterprises (NFWI) publishes a total of one regulated publication.

1.1 Titles Published

Title	Print edition	Digital edition	Frequency	Circulation
WI Life	X		8 issues/year	215,000

1.2 Responsible Person

The Regulated Entity's responsible person is the editor, Sarah Drew Jones,
WILife.Editor@nfwl.org.uk

2.0 Overview

The Regulated Entity, WI Enterprises, is the trading arm of the National Federation of Women's Institutes (NFWI). NFWI was founded in 1915 and is a charity with members across England and Wales. The main purposes of the Women's Institute organisation are to enable women who are interested in issues associated with rural life, including arts, crafts and sciences, to improve and develop conditions of rural life, to advance their education in citizenship, in public questions both national and international, in music, drama and other cultural subjects and in all branches of agriculture, handicrafts, home economics, health and social welfare. It seeks to give to women the opportunity of working together through the Women's Institute organisation, and of putting into practice those ideals for which it stands.

3.0 Editorial standards

The core purpose of WI Life is to ensure women get the most from their membership. It does this by producing high-quality content to inform, educate and inspire women, while safeguarding its editorial independence. It makes every effort to comply with the Editors' Code of Practice.

There is a lengthy checking process.

Stage 1: the editor reads copy and raises any queries with the writer, who may go back to sources and interviewees for clarification.

Stage 2: layouts are read again by the editor and by the sub-editor.

Stage 3: proofs are sent to each member of the editorial team for checking. Relevant proofs are sent out to colleagues in other departments and to external contributors for comments on matters of factual accuracy.

Stage 4: the sub-editor, with the editor's guidance, takes in any comments that are relevant, important and necessary. The sub-editor gives a final read-through.

Stage 5: the editor reads through the page and, as a courtesy, gives a copy to the general manager of WI Enterprises.

Stage 6: the editor approves pages to be loaded to the printer's system.

Stage 7: the editor checks pages on the printer's system.

A statement referring readers to the Editors' Code is printed in every issue of WI Life.

4.0 Internal Guides

The regulated entity has the following internal manuals used by journalists, of which copies are available on request by the Regulator:

- The Editors' Code of Practice

5.0 Compliance Procedures

5.1 Pre-publications guidance

Where required editors and journalists seek advice from IPSO in advance of publishing articles to consider matters of compliance with the Editors' Code. This advice is then considered alongside editorial guidance and the public interest when refining and publishing any articles.

5.2 Verification of stories

Journalists and editors take all appropriate steps to confirm stories.

5.3 Compliance with the Editors' Code

Journalists are notified that copies of the Editors' Code are supplied on the editorial shared drive.

Where the Regulator finds against a publication in the course of assessing a complaint, the publication complies with the findings and any remedial action required.

5.4 Editorial Complaints

WI Enterprises, the publisher, has a standard complaints procedure. Members of the public can register an editorial complaint under this procedure by submitting a complaint in writing to the magazine's email address or the company address.

Complaints received directly, or referred from IPSO, are assessed by the responsible person, who will seek to resolve the matter with the complainant. Complaints that concern alleged breaches of the Editors' Code are logged. Complaints that fall outside the procedure, i.e. are not editorial complaints, are referred to the relevant department/person.

Any complainant not satisfied by the editor's response is referred to the NFWI General Secretary. If still unsatisfied, a complaint alleging a breach of the Editors' Code would be referred to IPSO.

Where the Regulator finds against WI Life when determining a complaint, the publication complies with the findings and any remedial action required by the Regulator.

5.5 Training of Staff

When required, WI Enterprises arranges staff training sessions to update staff on regulatory changes. New joiners are supplied with a staff handbook and a copy of the Editors' Code.

6.0 Complaints alleging breaches of the Editors' Code

There have been no complaints concerning breaches of the Editors' Code of Practice.

7.0 Adverse Adjudications

There have been no adverse adjudications against WI Enterprises.

SIGNED: _____ Sarah Drew Jones _____
On behalf of WI Enterprises

Submitted to IPSO: 05 May 2021