

## 7th Annual Report to IPSO: 2020

### Landor LINKS

#### 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 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.

#### **Titles/products:**

The current core Landor LINKS news publications are:

##### *Print*

- LTT (Local Transport Today)
- Parking Review
- Occasional supplements to the magazines above
- One-off reports

##### *Online*

- TransportXtra.com (website)

##### *Apps*

- Local Transport Today
- Parking Review

Besides publications, our activities include running events and providing online information services.

#### **Responsible person:**

Rod Fletcher, Managing Director, Landor LINKS

#### **IPSO report prepared by:**

Mark Moran, Editor, 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

Learning **I**nformation, **N**etworking and **K**nowledge **S**haring

Company Registered in England No. 02346104

## **7th Annual Report to IPSO: 2020**

### **Landor LINKS**

#### **Editorial standards**

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

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.

The editors are in regular dialogue with one another and will act as sub-editors for one another where required.

#### **Fact checking**

The news and features that our editors produce are drawn from a wide variety of sources:

- Primary research
- Interviews
- Press releases
- Press conferences
- Seminars.

#### **Interviews**

When conducting interviews, either on the phone, in person or via correspondence (Q&As, etc.) interviewees are always made aware that what is discussed is available for publication unless specifically stated as being off-the-record. Editors will, where requested, check back quotes and figures cited, but always retain the final edit of interviews. The editors are encouraged to retain notes, audio recordings, emails and correspondence relating to work in an orderly fashion.

#### **Secondary sources**

Where press releases or other media form the starting point of a story, every effort is made to corroborate facts.

#### **Editorial etiquette**

The editors understand and respect:

- Embargoes
- Chatham House Rules
- Attribution of third parties.

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### Landor LINKS

#### Complaints handling

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 is initially made using terms such as 'I have been libelled', or seems likely to escalate, the relevant editor will alert both 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 (2020) there have been no instances that have required us to contact our insurer.

## **7th Annual Report to IPSO: 2020**

### **Landor LINKS**

#### **Guidance and information**

Our membership of IPSO is signalled via use of the updated 'IPSO Regulated' logo on the contents pages of our two main journals – Local Transport Today (LTT) and Parking Review.

Should a complainant's initial concerns not be resolved they will be informed of our membership of IPSO.

#### **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.

However, we have taken note of the positive feedback to our previous reports to IPSO and have included suggested improvements in subsequent reports.

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

Landor LINKS circulates the IPSO Editor's Code (esp. when updated) to all editors and regular writing staff, as found at:

<https://www.ipso.co.uk/editors-code-of-practice/>

The editors are aware of IPSO and can study advice, rulings and case notes online.

We have also provided them the link to the IPSO helpline as found at:

<https://www.ipso.co.uk/IPSO/contactus.html>

#### **Online content**

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

#### **Transparency**

Landor LINKS is an independent publisher working in professional fields. Independence and public service approach are both key to our reputation in the sectors in which we operate.

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

## **7th Annual Report to IPSO: 2020**

### **Landor LINKS**

#### **Our record on compliance**

Landor LINKS continues to 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 2020.

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

There were none during 2020.

#### **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 2020

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### **Landor LINKS**

#### **Our training and awareness processes**

Landor LINKS continually reviews the skillsets of its staff and the training needs of the company. Where a member of staff expresses a need to update their skills, we work with them via our Personal Development Plan approach to HR.

#### **Experience and mentoring**

Our editors and contributors are well established within 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 (PPA) and relevant publishing trade events.

Via corporate and individual memberships, the company and its editors can draw on guidance published by professional organisations such as:

- The Periodical Publishers' Association (PPA)
- The Society of Editors.

Several of the senior editors also receive copies of press trade publications:

- UK Press Gazette (online)
- In Publishing (print and online).

Key announcements and trends spotted in these are shared informally.

#### **APPENDIX: Manuals, codes and guidance used by editors**

The company has invested in current editions of the following standard texts, which are held by two of our senior editors:

- McNae's Essential Law for Journalists (24<sup>th</sup> Edition) – Mike Dodd & Mark Hannah
- The Economist Style Guide (12<sup>th</sup> Edition)
- Essential English for Journalists, Editors and Writers – Harold Evans