

## **10th Annual Report to IPSO: 2023**

### **Landor LINKS**

#### **Introduction: Landor LINKS**

Landor LINKS is an independent publisher, event organiser and knowledge-network. The company was founded in 1989 and is acknowledged as a sector leader in areas such as whose activities focus on the transport, urban planning, traffic management and electric vehicle.

Our audience is a professional one. It spans policymakers and practitioners in central, regional and local government, the private sector, academia and a variety of NGOs and public institutions.

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

The current core Landor LINKS news publications are:

##### **Print**

- Parking Review
- EVolution Magazine (a supplement to Parking Review)
- One-off reports and directories

##### **Digital – PDF**

- LTT (Local Transport Today) – via a dedicated website
- Parking Review – via ISSUU
- EVolution Magazine – via ISSUU

##### **Websites**

The editorial content carrying websites run by the company are:

[www.TransportXtra.com](http://www.TransportXtra.com)

[www.LTTmagazine.co.uk](http://www.LTTmagazine.co.uk)

[www.parkingreview.co.uk](http://www.parkingreview.co.uk)

[www.EVolutionMagazine.co.uk](http://www.EVolutionMagazine.co.uk)

##### **Responsible person:**

Rod Fletcher, Managing Director, Landor LINKS

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

Mark Moran, Managing Editor, Landor LINKS

##### **Correspondence contact:**

Irina Cocks, Company Secretary, Landor LINKS

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## Landor LINKS

### Editorial standards

Landor LINKS prides itself on being an expert, authoritative and independent publisher. The Landor LINKS approach is to report on the sectors we cover in an impartial and independent manner.

Our in-house editors are long-term employees, and the freelance correspondents, sector contributors and columnists we work with are all experts in their fields.

The editors write news, analysis, features and diary items based on engagement with primary sources, discussions with experts in the field, attendance at events, etc. They are in regular contact with each other and act as sub-editors for one another.

### Fact checking

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

- Primary research
- Interviews
- Press releases
- Press conferences and briefings
- Seminars, webinars and conferences
- Social media.

### **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 and cite sources.

### **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 can be made in the form of emails, phone calls and letters either 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 with the complainant resolves the issue. It may be that the complainant is satisfied with: writing a letter for publication; seeing an amendment made to the story online; or, if in print, a clarification/correction can be printed in the next available issue.

Early engagement usually avoids an issue escalating. 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 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.

#### **Complaints during 2023**

During the period this report covers (2023) there have no instance that have required us to contact our insurer.

**Amendments to historic online coverage:** As flagged up in our 2022 report, we occasionally receive requests from individuals want to have details of their past amended or deleted from our online coverage.

Some of the requests come from individuals working in contentious areas such as the parking and traffic enforcement sector, to have photographic portraits deleted from the sites. These requests have been discussed internally and agreements reached following discussion with the individuals where merited.

A key consideration for the editorial team is balancing regard for the wellbeing of those making requests while also ensuring we are not deleting or fundamentally changing key elements of the historic record. We feel we are striking the right balance on this issue.

## **10th Annual Report to IPSO: 2023**

### **Landor LINKS**

#### **Guidance and information**

Our membership of IPSO is signalled via use of the updated 'IPSO Regulated' logo on the contents pages of three journals – **Local Transport Today** (LTT), **Parking Review** and **EVolution Magazine** (which covers zero-emission vehicles).

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 Code**

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>

We also circulate the regular IPSO newsletters within the editorial team.

#### **Online content**

We ensure that editors are 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.

We have asked editors to take note of copyright issues flagged up by a recent claim. However, following our investigation we were able to show that due process was followed regarding checking the status of the image at the time it was selected.

#### **Social media**

The whole question of journalism and the use of material found on social media and what journalist post onto social media. When the first annual statement was drafted social media was relatively new and Twitter did not exist. Social media is now a core channel of communication. IPSO has produced a booklet which explains how journalist should use content from social media, which has been shared with editors:

<https://www.ipso.co.uk/media/1510/social-media-public.pdf>

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#### **Transparency**

Landor LINKS is an independent publisher working in professional fields. Independence and public service approach are 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', 'paid content' or 'advertising feature'.

#### **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 2023.

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

There were none during 2023.

#### **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 2023.

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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.

The move to home working during pandemic initially presented challenges in terms of team working, but Landor LINKS has established weekly company meetings and encouraged the use of MS Teams to allow project teams to keep in touch.

#### **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 also encouraged to keep up to date with bulletins, events, seminars and webinars produced by organisations such as the Periodical Publishers' Association (PPA), the Society of Editors and publishing trade events, as well as membership of the National Union of Journalists (NUJ).

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

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

One of our editors is a member of:

- PPA Digital Policy and Regulation Forum.

Our senior editors subscribe to press trade publications including:

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

Key announcements and trends spotted in these are shared informally.

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

The company has invested in current editions of the following standard texts, which are held by 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

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

The IPSO logo on the Landor LINKS website

<https://www.landorlinks.uk/multimedia-publishing>



Landor LINKS brings a sophisticated understanding of the interplay between policy and practice and it's intersection with demographic and technology change.

Landor LINKS catalyse knowledge sharing across the transport and urban sectors and with the public arena.

Print | Digital | Social

Contract publishing

A screenshot of the footer of the Landor LINKS website. The background is black. On the left is the Landor LINKS logo, which features the text 'landor LINKS' in white and a stylized orange and yellow knot-like symbol. To the right of the logo are three columns of white text. The first column is titled 'Contact us' and provides the address (Apollo House, 359 Kennington Lane, London, SE11 5QY), email (conferences@landor.co.uk), and telephone (+44(0)20 7091 7865). Below this are small icons for Twitter and YouTube. The second column is titled 'Our Services' and lists Events, Publishing, Recruitment, Contract Events, and Contract Publishing. The third column is titled 'Policies' and lists Privacy Policy, Terms &amp; Conditions, Editorial Policy &amp; Complaints, Procedure, and The drive to decarbonise. At the bottom of the footer, there is a paragraph about being a carbon-aware event organiser and a copyright notice for Landor LINKS Ltd. The bottom-most line of text provides the company's registration details: Landor LINKS Ltd. is registered in England and Wales No. 02346104, VAT registration number: GB672079520.

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