

## IPSO Annual Report 2024

### Barrnon Media titles:

Cumberland & Westmorland Herald, weekly newspaper plus website

Keswick Reminder, weekly newspaper plus website

Teesdale Mercury, weekly newspaper plus website

Cumbria Crack, online-only breaking news website

Business Crack, online only business news website

### Responsible person:

Emily Atherton

Group Editor, Barrnon Media Contact: 33 Middlegate, Penrith, Cumbria CA11 7SY; email [emilya@cwherald.com](mailto:emilya@cwherald.com); tel 01768 861214

### Introduction

Barrnon Media owns three independent weekly print titles covering a large part of rural North Cumbria and Barnard Castle, County Durham, plus Cumbria's biggest breaking news website, Cumbria Crack.

2023 also saw the launch of Business Crack, an online-only sister title to Cumbria Crack with its focus exclusively on Cumbria's business community.

The Cumberland & Westmorland Herald (CWH), established in 1860, has just completed its fifth full year as part of Barrnon Media. It went into administration during early 2020 and is now part of a small but growing media business.

The CWH covers four market towns and 75 parishes in Eden (population 53k) and the Keswick Reminder (KR) covers five parishes in Keswick (population 4.9k).

2024 was another standout year for Barrnon Media, with the acquisition of a third historic newspaper title, the Teesdale Mercury, based in Barnard Castle.

In addition, a new product was developed alongside the Herald and Reminder - North Lakes Living - a free 32-page monthly lifestyle magazine which was launched in May, 2024, and in March, 2025 was named Supplement of the Year at the Regional Press Awards.

Other highlights of the year included the publication of four Farming & Countryside supplements, each with 28 pages of rurally-focused news, expert opinion and advertising. We also produced two Working Week business-focused supplements during the course of the year.

The year ended, as ever, with the publication of our Christmas shopper magazine, 100 glossy pages of Cumbria focused food, drink and festive gift ideas.

A partnership between Cumbria Crack and the Cumbria Food Awards was also continued in 2024.

The publishing company has three main departments, editorial, advertising and distribution. The editor remains Emily Atherton - the first woman and only the 8th editor in the Herald's history.

The Cumberland & Westmorland Herald, Keswick Reminder and Teesdale Mercury are all printed by Newsquest, in Glasgow. The CWH circulation figures stand at c5,800k copies weekly. This includes c300 copies mailed out to subscribers each week and c200 digital subscribers. The KR sells c1.5k papers a week and the TM c2.4k papers per week.

#### Editorial standards

The CWH, KR and TM adhere to the Editors' Code of Practice. We strive to ensure that our articles are fair and accurate, and that readers have a right of reply if there is something with which they do not agree.

Editorial complaints are accepted in the first instance by letter, telephone or email. Depending on the extent of the complaint, for instance a minor correction or clarification, it can be firstly handled by an experienced journalist or the news editor before being passed on to the editor. Any complaints that have legal implications are immediately lodged with the editor.

A column for corrections and clarifications appears, as and when required, in all print titles. Also in every edition (P2 CWH; P2 KR) is a statement that the CWH and KR abide by the IPSO code of practice. It also informs readers that if they want to make representations about articles they should write in the first instance to the editor and that, if not satisfied, they can contact IPSO, whose postal address, email address, telephone number and website details are provided.

I have requested that TM be approved to join IPSO alongside KR and CWH.

The home page of Cumbria Crack and Business Crack carry a statement that they are IPSO regulated.

Reporters are fully aware of the need to keep detailed and accurate notes of interviews for future reference if necessary. They are provided with a copy of the Editor's Code.

#### Record on compliance

To my knowledge, from 1st January, 2024, to 31st December, 2024, there were no approaches made to IPSO about articles published by Barrnon Media.

During the period there were a small number of complaints which were resolved satisfactorily via dialogue and explanation and the remainder were factual inaccuracies which were corrected at the earliest available opportunity in our print and digital products.

#### Training

Staff have not taken part in training during 2024.

Signed

Emily Atherton

IPSO responsible person

28<sup>th</sup> March, 2025.