



Editorial Mission and Public Benefit (aka our "Cheerleader" Mandate)

Promoting Social Cohesion - Content is strictly designed to foster community pride, bridge diverse local groups, and highlight positive civic engagement.

Supporting the Local Economy - We actively champion independent businesses, community enterprises, and local creators to stimulate high street footfall and economic resilience.

Constructive Journalism - Our editorial framework focuses on solutions-based storytelling. When civic challenges are mentioned, the narrative focus remains on community resilience, volunteerism, and collaborative problem-solving.

Objective Positivity - To maintain public trust, the publication strictly abstains from political partisanship, editorial cynicism, or divisive commentary. Our commitment to a positive editorial model ensures we highlight local solutions and community resilience, without compromising on factual accuracy or ethical integrity

Hyperlocal Integrity and Geographic Targeting

Strict Statutory Footprint - All editorial subjects, businesses, and featured individuals must reside or operate within the exact geographic boundaries defined by the magazine's location. Expanding into digital will increase our ability to represent other nearby areas.

Community-Led Representation - Content is sourced directly from residents, grassroots groups, and local stakeholders to ensure the publication genuinely reflects the demographic makeup of the area. Our contributors (writers, photographers, illustrators) must all be based or have strong connections to the area of each magazine.



Quarterly Longevity and Asset Value

Evergreen Community Resource -While our print portfolio maintains a three-month shelf life, our digital platforms will offer evergreen, searchable community assets and long-term civic projects accessible at any time.

Strategic Seasonal Promotion- Magazine features are mapped to quarterly civic and economic cycles to maximise practical utility for residents. Digital platforms will provide more immediate content missed by the nature of print editorial deadlines.

Commercial Transparency and Ethical Governance

Editorial Independence -Editorial selection in the magazine is merit-based and independent of advertising revenue.

Clear Commercial Distinction - In compliance with consumer protection regulations, any paid or sponsored content is labeled (e.g., "Advertorial" or "Sponsorship Partner").

Equitable Representation - We actively ensure that micro-businesses and non-profit community groups receive editorial coverage, regardless of their financial capacity to advertise.

Independent Regulation and Risk Management

Independent Press Regulation - The Brightside Publishing portfolio is a regulated member of Impress, the independent monitor for the press in the UK. This guarantees our absolute independence from political, state, or commercial interference.

Adherence to the Standards Code - Our entire editorial team, including external contributors, is strictly bound by the Impress Standards Code. This ensures our positive, solutions-focused journalism maintains the highest benchmarks of accuracy, fairness, and public interest.

Accountability and Public Redress - Through Impress, we provide our readers and subjects with a completely transparent, free, and third-party complaints mechanism, ensuring total community accountability.

Financial and Legal Risk Mitigation - We utilise the Impress low-cost arbitration scheme to resolve legal disputes fairly. This robust framework protects our organisation from prohibitive



litigation costs, directly safeguarding the long-term financial sustainability of our publications.

Pre-Print Fact-Checking - Due to the permanent nature of print, a rigorous verification process is executed two working days before going to press to validate all names, dates, and general call to actions.

Diversity, Inclusion and Representation

Reflecting the Whole Community - Editorial planning actively seeks to represent the diverse demographic makeup of the towns, ensuring that individuals of all ages, backgrounds, and abilities are featured.

Accessible Language - Content is written in plain, universally accessible language to ensure it can be easily read and enjoyed by all residents, including non-native speakers.

Amplifying Marginalised Voices - We actively dedicate editorial space to grassroots community groups, charities, and micro-enterprises that lack the marketing budget to promote their own work.

Intergenerational Connections - Content intentionally bridges generational gaps by pairing youth-led community projects alongside local history features and senior volunteer profiles.

Digital Integrity

Post-Publication Corrections - While print relies on pre-press verification, our digital expansion will follow the Impress Standards Code on Accuracy. Any digital errors will be corrected transparently and immediately.

Moderation of Community Spaces - Social media comments will be actively moderated. We will strictly prohibit hate speech, defamation, or divisive trolling to preserve our core mandate of social cohesion.

Digital Privacy and Data Protection - In alignment with digital journalism best practices, we respect public privacy online. We enforce strict data protection policies regarding user data collection.