

The Camping and Caravanning Club

Greenfields House, Westwood Way, Coventry CV4 BJH

Green Paper Number: 5.3

Subject: Guidelines for District Associations, Regions and Sections, on the Preparation of Publicity Literature

To: As listed below

From: Marketing and PR Manager

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The Club's Communications Committee is frequently asked, by D.A.'s, Regions and Sections, whether it needs to approve the content and design of the publicity leaflets they wish to issue.

The Committee draws a distinction between literature produced for long-term use (Le. haVing a lifetime of six months or longer) and 'flyers' - that is material of a less permanent and more brief nature.

An example of the former might be a leaflet explaining the benefits of being a member of a Section, whilst the latter might be a single page, single-sided flyer advertising a specific meet.

The rule is that both types of literature must follow Guidelines as detailed below. Brief flyers of a short-term nature can then be issued without being scrutinised by the Communications Committee. Leaflets of a longer-term nature must, however, be submitted to the Committee in draft form, for approval before printing. If there is any doubt as to which category a proposed leaflet falls into, the Committee Chairman's guidance should be sought.

The Guidelines for preparation of literature are as follows:

- 1) The content must be honest and within the confines of the law.
- 2) There must not be content, either wording or pictures, that might be regarded as indecent or offensive to good taste, or bring the Club into disrepute.
- 3) The content must be grammatically correct, and be a credit to the Club.
- 4) There must not be criticism of The Camping and Caravanning Club or any part thereof.

To National Councillors

To Region Secretaries

To Section National Secretaries

To District Association Secretaries



- 5) The content must not invite non-members to participate in activities that would require them to be Club members (e.g. a Section leaflet must make it clear that membership of the Section is only open to members of the Club).
- 6) The leaflet must carry the Club logo and this should be given equal prominence to any logo that the DA, Region or Section may have.
- 7) There should be a means of contact (e.g. a telephone number) for people wanting further information.
- 8) A clear typeface should be used.

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