

# our guide to writing your editorial

from concept to production - simple steps for your editorial content



# Editorial Research Service

The editorial research service offers local authorities assistance with the editorial component of their book. From compiling a simple table of contents to writing editorial, the level of service available depends on a local authority's contract with Burrows.



## **STAGE 1 - Contact and discussion**

The Editorial Research Team will get in contact to establish the amount of editorial assistance that will be given to the project. This can range from simple research and basic editing services, to complete writing, editing and proofing.



## **STAGE 2 - Table of contents**

A sample table of contents will be drawn up from this discussion and sent to the client along with sample publications to help with ideas.

Once the table of contents has been received, the Editorial Research Team will follow up with a phone call or meeting (as appropriate) to discuss not only where the information for the guide will be sourced, but also to gather information about details such as the intended readership. It may be that the local authority wants to write certain sections and assign the Editorial Research Team to write other sections.



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### **STAGE 3 - Scheduling**

A schedule and deadlines will be set from this meeting/phone call and agreed. The schedule has to consider not only how long the editorial will take to write and compile, but also to fit in with the design and proofing process as well as the publication's assigned publication date.



### **STAGE 4 - Writing and proofing**

Editorial will be compiled by the Editorial Research Team and combined with any written by the local authority. This will then be proofread in-house at Burrows before being sent over to the local authority for its own approval process.



### **STAGE 5 - Text approval and design**

Once read, proofed and amended, the text will be forwarded to the design studio at Burrows for the design process to begin. Proofs will be provided by the design department for final approval.

# Frequently asked questions...

## **What if we have had a Burrows Guide before? Can we have our previous editorial updated?**

If you have had a guide with us before, then we certainly have the editorial on file here. It may be that we can go through the text with you and choose which sections need to be updated.

## **We know what we would like to include but haven't got the time to compile it all.**

This is just the sort of thing that Burrows can assist with. During our discussions we can work out which areas you want us to write and to find out where the information will be coming from. Then once it is written, we can forward it for you to review.

## **How do we know how much to write for each section?**

This depends on the size of your book (A4, A5, 2/3 A4), the amount of assigned editorial pages as well as the size and number of pictures to be included. We will discuss this with you before we start work as having a final word count can be a good way of deciding what to include and what to omit. For an A4 book, we usually work to between 300-400 words per page with pictures.

## **Will we get to check what is written on our behalf?**

Yes. As soon as the text is ready we will forward it to you to be checked.



### **We also need help sourcing images for our book – can Burrows assist?**

Yes, Burrows has access to a stock image library and can also contact a professional photographer should you wish to commission some new photography.

### **We have the information here ready for the guide, but just don't know how to put it together – can the Editorial Research Team help?**

Organising text and information into a printable format is just what the editorial research service is about. We can research additional information to complete your editorial, or just bring together what you have already supplied.

### **How long does it take to write the editorial?**

This will depend on the amount of involvement needed i.e. whether it is being written from scratch or perhaps edited from existing information. Once we have discussed your requirements, we will be able to set a schedule.

### **Is the Editorial Research service available to all local authorities who have a contract with Burrows?**

The Editorial Research service is not standard to every contract with Burrows and is negotiated into the agreement between Burrows and the local authority.

# Contact Details

**Client Services Manager;  
Central & North England**

Tracy Corbett-Shipleigh  
Tel: 0115 952 3510  
Mobile: 07900 570994

**Client Services Consultant;  
South West**

Roger Preston  
Tel: 01326 376399  
Mobile: 07957 173154

**Client Services Consultant;  
Scotland**

Dick Ward  
Tel: 01224 705832  
Mobile: 07778 863628

**Client Services Manager;  
London & South East**

Andrew Nice  
Tel: 01420 477080  
Mobile: 07799 345893

**Client Services Manager;  
Wales, West & Midlands**

Fiona Le Bon  
Tel: 01666 511149  
Mobile: 07887 641999

**Trade Associations Manager**

Mark Woodger  
Tel: 0208 255 8896  
Mobile: 07774 626263



**Burrows Communications**

Publicity House  
106 Stafford Road  
Wallington, Surrey SM6 9AY  
**Tel: 020 8773 3000**  
Fax: 020 8773 3019  
ISDN: 020 8669 3035  
Website: [www.burrows.co.uk](http://www.burrows.co.uk)

 **Burrows**  
Communications Ltd