

## **The West Way Blog – guidelines and policies**

The West Way Blog is a platform for individuals to share their personal views, concerns and suggestions on the future of Botley's development. Hosted by WWCC none of the views express the official opinion or judgement of the WWCC committee unless explicitly stated. We welcome a wide range of views and comments, which must be respectful and civil in tone. Blog posts of between 300 and 1000 words are sought on topics directly relevant to the current West Way shopping centre application and redevelopment.

Contributors must follow these guidelines:

- Include your name and a short byline
- Be considerate and respectful of others. Threats, vulgarity, or offensive language will not be tolerated.
- Differing opinions and discussions of diverse ideas are encouraged, but personal attacks on anyone will not be permitted.
- Share freely and be generous, but aware of copyright laws. Be accurate, obtain copyright where necessary and give credit where due.
- Nothing of a personal nature is to be published without that person's consent unless they have already clearly placed it in the public domain.
- Stay on topic and avoid posts or comments of a political nature, opinions must be stated as such, rumours or accusations are not permitted
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WWCC retain the right to refuse acceptance of posts, comments or content that include:

- Obscene, racist, or abusive content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized material, any material in violation of any laws including copyright
- Private, personal information published without consent
- Commercial promotions or spam

**Comments** on the blog posts will be open to all but moderated by WWCC. Commenters should use their real name. Their email address will be not be posted publically but will be available to the WWCC moderator so they can be contacted. We endeavour to approve or reject a post within 48 hours and to respond to the commenter by email explaining why a post has been rejected and/or suggest how to reword to make it acceptable.

### **Writing guidelines:**

- Posts should be short and engaging, include links and images where possible.
- Be clear and direct in your writing, avoid jargon, spell out acronyms and abbreviations
- Provide guidance for those who may want to follow up on your points in their comments on the application by linking to more advice, pointing out which parts of the application documents are useful to look at or ask the WWCC team to add a link to relevant advice documents on the WWCC site
- We want the writing to grab people's attention and pull them in, so use language which is bold and engaging. Don't use exclamation marks, as your copy should express the importance of the point without needing to exaggerate it with a !.
- Keep it simple – always use plain English, so use short words rather than long ones. It's not about dumbing-down – it's about being easily (and quickly) understood.
- Write in a conversational, simple style - conversational language is easier to read, browse online and digest quickly. You can keep it simple by:

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- Using contractions, as they will make your writing easier to read. Use 'it's' rather than 'it is', 'they're' rather than 'they are'.
- Vary your sentence lengths. Short sentences are the best, so try to avoid any that use more than 25 words. But mix it up, as a combination of long and short sentences will keep your writing pacy and interesting.
- Use descriptive words that people can relate to – words that are accessible and down-to-earth.

**How to contribute:**

If you are interested in contributing a post to the blog please email us at [westwayconcern@gmail.com](mailto:westwayconcern@gmail.com) and tell us what you'd like to write about.

Lorna Berrett  
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