

e-spark

Newsletter

The email news service of the Stockwell Park Residents' Association

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About the newsletter

- The eSpark Newsletter is a community asset, with almost 400 members signed up on the distribution list.
- The majority of these are from our SPRA Conservation area, though the decision has been taken by the committee also to allow residents from the surrounding streets who ask to sign up not to be excluded. The list also includes a number of local councillors.
- The main newsletter is issued weekly, at or just after the weekend. Mailchimp is used to build these weekly campaigns.
- There are four specialist sub-group newsletters with separate templates – Slade Gardens Adventure Playground news, Neighbourhood Watch news, Summer Festival News, and Urgent / Special Notices.

Editorial policy

- The eSpark editor has responsibility to review all notices and decide which to publish, and which to seek clarification on, or decline.
(If any reassurance about suitability is needed, the editor should feel free to double-check messages with the committee.)
- Contact details (usually email addresses) of residents who write in are usually included, to route email traffic away from the eSpark inbox and ensure the editor is not left managing multiple communications.
- The eSpark editor is a member of the SPRA Committee and should ensure that messages pertinent to the committee's discussions and direction are included.
- The eSpark editor should also check local news sites (eg. Lambeth Council's [Love Lambeth](#), [Brixton Blog](#), [Nine Elms News](#)) and ensure messages which are likely to be of interest to local residents are included.
- Items of a political party nature are not allowed to be published. The same is true of items likely to cause offense.
- The SPRA committee has a policy of not getting involved in disputes between neighbours, and any messages received to that effect should also not be published.

- The ultimate aim of eSpark (and SPARK generally) is to keep residents informed and updated on the goings-on in the local area.