

LBV Hub guidance for contributors

LBV Hub provides members with a dedicated space to share valid news, advice and opinion with the 50,000 Lancashire Business View readers across both online and print channels.

As Lancashire Business View is a professional publication, there are certain standards we must uphold to ensure all our content is relevant and of a good enough quality for our readers. By following the guidance below, LBV Hub members can ensure they get the best possible return for their Hub membership.

Is your article news, advice or opinion?

Type	Purpose	Reader expectation	Editorial test
News	Tell readers something new	What happened and why does it matter?	Is this new? Is it relevant and about business? Does it matter to Lancashire businesses?
Advice	Help readers solve a problem or improve their business	What can I learn from this?	Is it practical? Is it evidence-based? Would a reader leave knowing something useful?
Opinion	Offer an informed perspective on an issue affecting business	Do I understand this issue better?	Is it informed? Does it stimulate thought? Is it more than self-promotion?

To sum up, news tells readers what has happened; advice helps them decide what to do; opinion helps them understand why it matters.

And remember to write for Lancashire's business community. Our readers want relevant, practical and informative content that reflects the interests and challenges of businesses across the county.

Every LBV Hub submission should fit one of these categories.

News

A news story could be any of the following:

- Contract wins
- Appointments

- Expansion
- Investment
- Awards (where there is wider significance)
- New products or services (if they matter beyond the company itself)

News items should follow the ‘five Ws’. These are:

- Who?
- What?
- When?
- Where? (Please be more specific than ‘Lancashire’. Our readers know the area and so the specific town is relevant and necessary)
- Why does it matter?

If a submission cannot answer these questions, then it probably isn’t news.

Advice

Advice should be something Lancashire Business View readers can apply. Examples of relevant topics include:

- Employment law
- HR
- Finance
- Marketing
- AI
- Exporting
- Cyber security

Every advice piece should answer three questions.

- **A – Authority**
Why should readers listen to you?
- **B – Benefit**
What practical benefit will readers gain?
- **C – Call to action**
What should readers do differently after reading?

If any one of those is missing, the article probably needs work.

Opinion

Publish because it offers **informed insight**, not because someone has an opinion.

Examples:

- Economic outlook

- Planning policy
- Skills
- Manufacturing
- Net zero
- Local growth

Two key checks:

- **Evidence check**
Is the opinion informed by experience, evidence or expertise?
- **Balance check**
Does it acknowledge complexity rather than simply promoting the author's business?

Writing tips

Remember the A, B, C: Accuracy. Brevity. Clarity.

- **Think about the reader first**
Before writing, ask: Why would someone running or working in a Lancashire business choose to read this?
- **Lead with the news**
Start with the most important information, don't build towards it.
- **Explain why it matters**
Focus on why the news matters. Help readers understand the significance rather than simply describing what happened.
- **Keep it concise**
Remove repetition, avoid unnecessary background, respect readers' time.
- **Write naturally**
Avoid marketing language, excessive superlatives and corporate jargon. Write as though you're explaining something to a friend.
- **Support your points**
Where possible, support your submission with facts, examples or outcomes rather than broad claims.
- **Use quotes carefully**
Quotes should add perspective, not repeat information already covered. But use them, they humanise / personalise a story.
- **Finish naturally**
Don't force a sales message. If readers find the submission useful, they'll decide whether to learn more.