

Compliance Team – Health Records

Kestrel House
Hellesdon Hospital
Drayton High Road
Norwich
Norfolk
NR6 5BE

Tel: 01603 421687
Fax: 01603 421411

FOI REQUEST NUMBER 201 2015

Request:

Under the Freedom of Information Act I would like to know:

Who designed the latest edition of Insight magazine (Issue 90) and how much did it cost?

Who printed Insight magazine, how many were printed, and how much did it cost?

How much has it cost to post copies to members of the trust?

Response:

Thank you for your recent request under the Freedom of Information Act 2000.

Please see the attached document which includes the information that you have requested.

The Trust provides a complaints procedure to deal with complaints about the Trust's handling of requests for information. If you feel you need to make a complaint, in the first instance, you should contact a Non-Executive Director via the Chair of the Trust. If you feel you have exhausted our internal complaints procedure, you also have the right and may feel you wish to write to the Information Commissioner who can be contacted on telephone number 01625 545740 or at www.ico.gov.uk.

Freedom of Information Request

John Smith: 30.07.15

Introduction

The relaunch of Insight magazine is part of the Trust's continued efforts to improve how we communicate with our staff, service users and carers and stakeholders.

The aim if the improved magazine is to better help raise awareness about mental health conditions, reduce stigma, inform people on how to access support and offer an insight into the personal stories and experiences of our patients, carers and staff.

The Trust also wanted to address issues around the cost of producing the magazine to ensure it is cost effective.

It was recognised that to achieve these aims an initial investment into this relaunch was necessary and would be clawed back in the savings made, year-on-year.

Key decisions

It was decided to publish Insight on the Trust website so that members, staff, service users and carers could read it online, unless a postal copy was specifically requested or they opted to receive a copy via email. This would now be our primary method of publication.

Print copies were kept to a minimum for distribution to key public places, including GP practices, libraries, council buildings, hospitals and clinics and all our Trust sites.

Cost savings

Print runs of the previous generation of Insight were in the region of 12,000 copies for a 16-page magazine at an average cost of £32,000 for four editions per year to design, print and distribute.

Moving forwards, based on a print run of 3,000 copies with an estimated 32-page magazine, produced twice-a-year, the cost of future editions is anticipated as realising a cost saving of £25,500 per annum as the annual cost will reduce to approx. £6,500 for design, print and distribution.

Questions

- 1. Who designed the latest edition of insight magazine (Issue 90)**
MADE Agency Ltd, based in Norwich, was commissioned to develop a completely new concept and redesign of Insight as a template for future editions
- 2. How much did it cost to design?**
The concept, redesign, style guide, templates and lay up of this for a bumper and relaunch edition cost £3,000
- 3. Who printed Insight magazine**
Insight was printed by Gallpen Colour Print, Darling Road, Norwich, NR3 3EL.
Quotes were gathered from three printers

4. **How many were printed**

3,000 copies were printed (as opposed to the previous 12,000 copies)

5. **How much did it cost?**

For this 76-page bumper edition print and distribution costs came to £6,730.00

6. **How much did it cost to post copies to members of the trust?**

To date, no copies have been posted to public members of the Trust as we have been holding a communications consultation with them.

All staff members were alerted to the publication of Insight via email.

The outcome of our consultation with our public members has shown that out of 13,000 public members only 600 have now have opted to be sent a hard copy of Insight in the future. The rest are happy to receive an email copy or read the magazine online.