

Marketing and Communications – Efficiencies (April 2009 – March 2010)

Item	Department	Historic cost	Saving	Comments / Outcomes
Bolton Adult Partnership	Adult & Community Services	£1,066	£738	Recommendations included: use of social care stock images rather than new photoshoot, greater use of press editorial rather than advertising; development of a newsletter template and web based short breaks guide to be printed on demand
Dido Suite relaunch	Adult & Community Services	£729	£729	Recommendations included using BOB to promote relaunch rather than posters and to repair existing pull up banners rather than replacing them
Carers easy read strategic report	Adult & Community Services	£2,000	£1,425	Recommended creating a PDF for the website / report to be printable on demand
Elderly Mental Illness	Adult & Community Services	£600	£600	Recommended using trimmed oversized folder spine inserts rather than getting folders reprinted
Active ageing	Adult & Community Services	£408	£408	Recommended delaying active ageing work to promote the launch of the Older People website pages on the basis that it is likely to change
JSNA Commissioners Event	Adult & Community Services	£30	£30	Recommended speaker presentations put online for delegates to access post event, saving paper and print
Befrienders Guide	Adult & Community Services	£380	£132	Recommended client to use council's social care stock images rather than arranging a photoshoot
Research surveys	Adult & Community Services	£19,315	£10,346	Savings on research including 'short term breaks, older people home care and carers surveys due to being undertaken by in-house team rather than commissioning externally.
Library signage	Adult & Community	£2,518	£280	Saved £280 on external and foyer signage for new Brightmet Library through using alternative suppliers

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Accura licences	Chief Executive's	£575	£175	Reduced licences for Communications and Marketing Agency from 5 to 4
CMA Framework Microsite	Chief Executive's	£8,000	£2,280	Negotiated significant discount with supplier on original quotation.
Meet your councillor leaflet	Chief Executive's	£953	£953	Leaflet replaced by page in Bolton Scene
Research surveys	Chief Executive's	£166,908	£127,863	Savings on research including 'New Leadership Model', One Bolton evaluation, politics and muslim women, direct payments, place survey, electoral registration, electronic link on survey forms, staff survey, Bolton Scene, festive markets, marriages and civil partnerships and Citizens Panel consultation due to being undertaken by in-house team rather than commissioning externally.
Information Security	Chief Executive's	£4,060	£3,950	Saving due to using online rather than paper survey
Media services	Chief Executive's	£6,500	£6,500	Recommendations included streamlining news provision on the intranet, and cancellation of Mediadisk
BoB	Chief Executive's	£27,000	£10,000	Having Bob designed by Design team instead of external design company will save up to £2,000 per issue.
Bolton Plan 2009-10	Chief Executive's	£6,500	£4,297	Recommended concentrating on online mechanisms, including a Zmag, with a clever minimalist design and only 200 copies printed.
Bolton Scene – reviewing tenders	Chief Executive's	£230,000	c£60,000	Saving from tender process of £50,000 across printing, distribution and design plus lower costs for newsprint. Total savings this year c£60,000 (tender savings, one less edition, fewer photographs paid for directly and fewer supplements).
Audio Scene	Chief Executive's	£6,800	£3,400	Production ended after two editions in this financial year
Reputation and Media Management module	Chief Executive's	£4,000	£4,000	Module delivered in manager meetings rather than specific sessions at Castle Hill
		£2,124	£125	

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Assessment in Action: Secondary school document	Children's Services			Reduced print costs by revising content to produce a 32 page rather than a 36 page document saving £125
Research surveys	Children's Services	£26,982	£19,379	Savings on research including childrens centres, Futures4me , ILP pilot, childcare sufficiency, play and flexible free entitlement due to being undertaken by in-house team rather than commissioning externally.
14-19 Diplomas	Children's Services	£,3000	£1,250	Recommendations included developing factsheets as electronic template, redirecting website to Futures4me and working with external partners re promotional print
Connexions	Children's Services	£2,197	£1,928	Recommendations included reductions in advertising spend and printing postcards in-house
Learning and Development	Children's Services	£4,814	£2,327	Recommendations included using an electronic pdf invitation to an induction event, a templates wallchart and promoting use of a z-mag rather than a printed manual
Family Support	Children's Services	£1,781	£1,781	Recommended not producing items including bookmarks and information cards for initial launch of 8 Assessment Standards guide
Play	Children's Services	£674	£337	Recommended inhouse print and publishing to save on reprint costs of forms
Early Start	Children's Services	£11,025	£6,753	Recommended alternative supplier for design and print of assessment standards booklets
Research surveys	Corporate Resources	£45,393	£39,997	Savings on research including 'Council Tax', 'Business Rates', benefits, joint visiting, One Stop Shop, Customer Services, CICT and homeworking due to being undertaken by in-house team rather than commissioning externally.
How are we doing guide	Corporate Resources	£981	£981	Quoted for complaints policy leaflets but no longer printed
Customer care campaign	Corporate Resources	£4,315	£3,190	Recommended savings through using in house design team
Bolton Market – attendance at Great Days Out	Development & Regeneration	£1,500	£700	Encouraged Bolton Market to be part of Bolton attractions stand - investment of £800 each for 6 Bolton partners (compared to £1,500 for sole attendance at 2009 event).

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Fair 2010				
Business Bolton	Development & Regeneration	£2,712	£1,587	Recommended creating a range of templates that can be completed internally and printed on demand saving the cost of print runs and to utilise an on-line invitation package saving on design and print costs
Business Bolton	Development & Regeneration	£1232	£1182	Saving on employer engagement strategy due to using online rather than paper survey
Merchants Quarter SPD	Development & Regeneration	£5,505	£3,655	Recommended client against an expensive print option and to reduce quantities by using an optimised PDF added to the web or emailed out.
Little Bolton - St George's Terrace	Development & Regeneration	£225	£95	Recommended client to utilise PDF invitation to launch event rather than printing
Bolton Market	Development & Regeneration	£167	£167	Recommended using existing Bolton Market template to create Christmas opening times posters in Word. Saving on additional design and print cost
Strategic Housing-Beacon event	Development & Regeneration	£1189	£919.00	Recommended client to rationalise marketing materials required for event through not producing pull up banners, documentation and branded template. Actual materials included PDF invite, name badges and created delegate packs with Word template.
Leisure Centre surveys	Development & Regeneration	£1,090	£865	Savings on Hayward and Excel leisure centre surveys due to research being undertaken by in-house team rather than commissioning externally.
Crompton Highways	Development & Regeneration	£9,275	£8,294	Saving due to research re survey and facilitating focus groups being undertaken by in-house team rather than commissioning externally.
Research surveys	Development & Regeneration	£38,879	£35,026	Savings on research including India Trade mission, the Workshop, sustainable development, Food and Drink Festival, M61 Group and housing register surveys due to being undertaken by in-house team rather than commissioning externally
Markets surveys	D&R / ES	£7,532	£6,037	

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				Savings re Ashburner Street and markets best practice surveys due to research being undertaken by in-house team rather than commissioning externally.
Bin round redesign – bin wagon sides	Environmental Services	£15000	£9800	Recommended to client to use bin wagon sides rather than bus advertising
Bin round route redesign	Environmental Services	£700	£700	Recommended to client to produce councillor packs electronically rather than full design and print.
Trade waste Christmas collection	Environmental Services	£1400	£710	Recommended to client for job to be produced as a mail merged word document
Ward packs 2009	Environmental Services	£4800	£4470	Client wanted 20 ward pack documents rebranded page by page with each having roughly 24 pages. Recommended to client just to brand the front covers then PDF the original word document. Also advised them to send them electronically as opposed to having them printed.
Bin fire bin wagon sides adverts	Environmental Services	£30,000	£12,500	Recommended to client to use the bin wagon sides client rather than bus advertising.
Dog fouling	Environmental Services	£10,017	£3,409	Recommended to client options around branding poo bag dispensers, reducing size of calling cards and for a generic leaflet holder.
School meals menu template	Environmental Services	£495	£330	Instead of designing 3 versions – a template was designed for the client. This will be used 3 times a year saving 3 x £495 here onwards
Research Surveys	Environmental Services	£42,754	£38,256	Savings on research including school meals, roadside memorials, and Horwich Markets surveys due to being undertaken by in-house team rather than commissioning externally
Bolton Community Leisure Trust	Partnerships	£6564	£2297	Recommendations included additional weeks 6 sheet advertising at no cost, reduction in supplement costs and production of a campaign page on the Bolton Life website
BeSafe	Partnerships	£13,915	£11,741	Savings due to research reference victim support, 'you decide' and facilitating focus groups being undertaken by in-house team rather than commissioning externally.
Be Safe	Partnerships	£12,778	£5,548	

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				Recommendations included placing advertising rather than supplements, producing a single rather than two leaflets and reducing number of pull up banners
New Chance	Partnerships	£1,631	£367	Recommended client to have one pull up banner rather than two and negotiated down cost of memory sticks
Bolton Care and Repair	Partnerships	£1790	£390	Negotiated cost of Handyperson bedside folder advert down with the supplier.
Vision Conference programme/newsletter	Partnerships	£938	£50	Didn't have a print run of the document and it was all distributed electronically.
Great Lever YIT DVD workshop pack	Partnerships	£2,728	£670	Recommended to client to use booklets with integral DVD pockets and for invitations / posters for launch to be PDF with self print / email option
Farnworth Arts Festival participant packs	Partnerships	£600	£400	Information sheets and application forms – suggested design only as PDF and self-print/Email by client

Summary for 2009 / 2010

Historic Cost £807,044

Savings Summary

Total Savings £466,319

Cashable £168,515

Non cashable £297,804 (highlighted)

The in-house costs for consultation and research have been compared to the average for a number of external, market leaders including MORI, MRUK, Quaestor, Vision 21 and MVA. The costs vary by method, averages are shown below:

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Method	Consultancy firm	Consultation and research team
Focus group	£1,800	No cost to client
Telephone surveys (per 500)	£8,700	£2,300
Face to face interviews (per 500)	£5,250	£723
Postal surveys (per 1,000 returns)	£14,000	£3,100