

FALKIRK COUNCIL

Subject: CORPORATE PRINT & MFD POLICY
Meeting: EXECUTIVE
Date: 13 January 2015
Author: CHIEF GOVERNANCE OFFICER

1. INTRODUCTION

- 1.1 The purpose of this report is to seek Executive approval of a Corporate Print & MFD Policy.

2. BACKGROUND

- 2.1 There is currently no formal Policy in place which deals with the Council's print therefore this document aims to ensure that all printed material fully complies with the Corporate Identity Manual, which covers the use of the corporate identity, including colours, fonts, sizes and how these should be used in documents, on signs, vehicles, etc. This document aims to ensure that a considered printing approach is applied to all documentation produced via Multi-Functional Devices (MFDs) located throughout Council buildings.
- 2.2 This Policy has been developed to ensure all printed material for customers, employees and stakeholders is:
- produced cost effectively;
 - of a professional standard; and
 - fit for purpose.

3. CORPORATE PRINT & MFD POLICY

- 3.1 A new MFD Contract was introduced earlier this year and there are currently 384 MFDs located throughout the Council, 378 of which are networked enabling documents to be sent electronically to any MFD within a Service. The anticipated annual cost associated with these machines is c. £430,000 per annum. These costs include rental charges, click rates (cost per sheet), toner, maintenance and servicing but do not include the cost of paper.
- 3.2 The introduction of the new contract resulted in a reduction in desktop printers. There are however still 900 desktop printers located throughout the Council – 800 in Education Services and 100 in the corporate fleet. The cost of consumables for these desktop printers is c. £90,000 per annum.
- 3.3 There is potential to reduce the costs associated with printing by changing our current methods of print by-
- using the appropriate machine (i.e. don't use a desktop printer if an MFD can be used);
 - don't use colour unless there is an absolute Service need;
 - using duplex (double sided) as standard, and

- redirecting high volume printing (broadly any print job of more than 750 pages) to Falkirk Printworks.

It is essential therefore that strict guidelines are introduced to maximise these savings and to appoint Service Champions to oversee the implementation of these guidelines.

3.4 These guidelines are intended to ensure:-

- machines default to mono (black);
- machines default to duplex printing;
- colour settings on all machines are disabled ensuring colour print is only used where there is an operational necessity;
- all users 'lock' their printing (held securely in the machine);
- automatic deletion of any printing which has not been 'unlocked' and printed within 72 hours of sending to print;
- appropriate usage of the equipment to ensure the correct type of work is printed on the correct type of equipment thereby maximising savings.

3.5 Each Service, and Falkirk Community Trust, has nominated a Champion or Champions to oversee the implementation of the Policy throughout their Service and ensure the guidelines are adhered to. Falkirk Community Trust will take their own Policy forward separately.

3.6 Under the Policy, the role of the Service Champions will be to ensure –

- Service adherence to the Policy;
- all MFDs default to mono and duplex;
- all colour settings are disabled;
- all MFD users set up their own individual PIN code (5.5 of the Policy) to lock print;
- appropriate usage is achieved (5.7 of the Policy) whilst closely monitoring colour print;
- printing behaviour is monitored with any significant variances being reported to their Service Management Teams;
- that the correct type of work is printed on the correct type of equipment to maximise savings potential;
- no document is produced locally which could more cost effectively be produced at Falkirk Printworks; and
- a thoughtful approach to printing is adopted within their Service.

3.7 This Policy also introduces two changes in relation to the design of documentation to ensure compliance with the Corporate Identity guidelines and the outsourcing of print work to ensure best value is achieved.

3.8 In relation to design, there are specific rules against any documentation being designed without input from the Graphic Design Team in the Communications Unit. Bullet point 3.2 on Page 2 of the Policy states – 'Services should not be producing their own posters, leaflets, etc. using clip art or similar, and printing them on MFDs. This work should be routed through Corporate Communications and Printworks to ensure that it is being produced professionally and securing best value for the Council'.

3.9 In relation to outsourcing, bullet point 4.3 on Page 3 of the Policy states – ‘All outsourced print requirements will be arranged in consultation with the Printworks Manager who will liaise with Central Procurement Unit (CPU). This will ensure:

- all external print requirements fully meet the terms of the Council’s Standing Orders;
- best value is achieved on all print spend both internal and external;
- there is no duplication of service/effort in all aspects of service provision;
- there is a link to all aspects of print design/procurement/production/mailing to achieve one common goal; and
- complete control of outsourcing on all print across all Council Services via a central point.

4. LEGAL IMPLICATIONS

None

5. PERSONNEL IMPLICATIONS

None

6. FINANCIAL IMPLICATIONS

None

7. RECOMMENDATION

Members are asked to:

7.1 approve the new Corporate Print & MFD Policy.

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Chief Governance Officer

Date: 8th December 2014

Contact Officer: Gillian McIntyre, Customer and Development Manager, Ext. 6104

BACKGROUND PAPERS

File – CP/CG/72

Any person wishing to inspect the background papers listed above should telephone Falkirk 01324 506104 and ask for Gillian McIntyre

Corporate Print & MFD Policy



Falkirk Council

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1. STATEMENT

Policy Statement

- 1.1 Falkirk Council aims to ensure that all printed material fully complies with the Corporate Identity Manual and that a considered printing approach is applied to all documentation produced via Multi-Functional Devices (MFDs) located throughout Council buildings.

Definition

- 1.2 Information is produced in a variety of ways both online and in printed form. For the purpose of this Policy 'printed material' is how we produce and share information in its final form.

2. INTRODUCTION

- 2.1 This Policy has been developed to help ensure all printed material for customers, employees and stakeholders is:

- produced cost effectively;
- of a professional standard; and
- fit for purpose.

- 2.2 With the specific aims to reduce duplication, limit wastage and make savings where appropriate, by using the professional print and graphic design resources available within the Council, this can be achieved by:

- ensuring that our printed material is well-targeted, uses appropriate channels and can be evaluated;
- reducing duplication in printed material by consolidating activities where possible and using online channels;
- reducing the volumes of localised printing through MFDs by establishing protocols for their use; and
- ensuring that the Council's corporate identity is correctly applied, including the use of the crest, approved fonts, etc.

- 2.3 Falkirk Council is committed to best value in all of its print and print procurement activities. This Policy:

- aims to provide clear guidance and direction to all staff to enable them to ensure best value; and
- links to the Corporate Identity Manual which covers the use of the Council's crest, logo, fonts and visual identity.

Scope

- 2.4 This Policy encompasses all employees of Falkirk Council and complements the Corporate Identity Manual. This Policy covers all activities arising out of Council business.

3. DESIGN GUIDELINES

Design

- 3.1 It is essential that every piece of printed material produced is clearly identifiable as having been produced by the Council. In most cases this will mean that the Council's corporate identity, or crest, should be applied. There are agreed guidelines contained within the Corporate Identity Manual covering the use of the corporate identity, including colours, fonts, sizes and how these should be used in documents, on signs, vehicles, etc. These standards will automatically be applied to all material produced by the Graphic Design Team in the Corporate Communications Unit, Corporate & Neighbourhood Services and are available for reference on the intranet and for downloading.
http://underground.falkirk.gov.uk/work/communications/communications_guidelines/guidelines_protocols_procedures/docs/corporate_identity_manual.pdf
- 3.2 Where there are bespoke design requirements, all services must initially contact the Graphic Design Team to discuss details of the request. This will ensure the correct message, method and visual style are applied. The Council is responsible for delivering a range of professional services to our communities. It is important that all our communications reflect that professionalism and that the corporate guidelines for style, plain language and presentation of the material are followed. Services should not be producing their own posters, leaflets etc. using clip art or similar, and printing them on MFDs. This work should be routed through Corporate Communications and Printworks to ensure that it is being produced professionally and securing best value for the Council.

All publications, whether printed or electronic, should carry the following core elements:

- Falkirk Council logo;
- Web address;
- Date the information was published;
- Clearly identified contact number for the information; and
- Details on how to access the information in alternative formats.

4. PRINT

- 4.1 The purpose, message and audience determine how we produce printed material and there must be clear customer value and efficiency in the chosen route. A variety of publishing options should therefore be considered.

Falkirk Printworks

- 4.2 Falkirk Council has a modern, well equipped facility at Printworks, based at Bankside Industrial Estate, Falkirk which offers a professional print and print finishing service. All high volumes of printed material (broadly any job with more than 750 pages) to be produced must be printed at Printworks, where the facility has the technical capability of producing the work.

- 4.3 Printed material which cannot be produced in-house will be outsourced. All outsourced print requirements will be arranged in consultation with the Printworks Manager who will liaise with the Central Procurement Unit (CPU). This will ensure:
- all external print requirements fully meet the terms of the Council's Standing Orders;
 - best value is achieved on all print spend both internal and external;
 - there is no duplication of service/effort in all aspects of service provision;
 - there is a link to all aspects of print design/procurement/production/mailing to achieve one common goal; and
 - complete control of outsourcing on all print across all Council Services via a central point.
- 4.4 No member of staff can outsource print related work (i.e. any design work, printing, copying or finishing) without consultation with either the Communications or Printworks Managers.

Sustainability

- 4.5 The World Wildlife Fund (WWF) worked in partnership with the Sustainable Scotland Network (SSN) to ensure that Scotland's public bodies were fully prepared for EU Timber Regulations which came into effect in March 2013. These European-wide regulations aim to counter the trade in illegally harvested timber and timber products. Through its 'What Wood You Choose' initiative, WWF and SSN encouraged local authorities to make either a bronze, silver or gold pledge to ensure that the wood products used, from paper to furniture to building materials, were from legal and sustainable sources, such as Forest Stewardship Council (FSC). Falkirk Council currently has Gold status.

Useful links: http://www.wwf.org.uk/wwf_articles.cfm?unewsid=6403
<http://sd.defra.gov.uk/advice/public/buying/products/paper/>

- 4.6 CPU will provide advice and guidance on environmental purchasing to these standards and the Printworks Manager, where practical and working closely with the CPU, will purchase locally sourced, recycled, least environmentally damaging goods and materials.
- 4.7 The Printworks Manager has the technical expertise to ensure that:
- best value is achieved; and
 - documents are produced in accordance with the Council's commitment to sustainability by ensuring responsible, ethical purchasing choices are made.

Alternatives to Print

- 4.8 Alternatives to print include publishing information as web pages, PDF or other suitable formats, e.g. Microsoft word file.

5. MULTI FUNCTIONAL DEVICES (MFDs)

Localised Printing

- 5.1 All Services produce print locally and most members of staff use print in some shape or form as part of their working day. Most of this printing is produced on MFDs. The CPU has worked closely with Services to determine appropriateness of equipment based on usage, with ICT assisting in determining network capabilities. Service needs have been considered on a Service by Service basis to ensure the fleet meets Falkirk Council's operational requirements and a Service Champion for each Service has been identified. It will be the role of the Service Champion to ensure adherence to this Policy.
- 5.2 MFDs will, where technically possible, be networked enabling documents to be sent electronically to any MFD within a Service and replace localised photocopiers and desktop printers. Desktop printers are an uneconomical option for producing documentation which could be printed on an MFD more cost effectively. To illustrate the differences in costs:-

Cost Comparison for printing one A4 sheet			
Mono (black)		Colour	
Desktop Printer	MFD	Desktop Printer	MFD
£0.03	£0.003	£0.15	£0.02
10x more expensive using a desktop printer		7.5x more expensive using a desktop printer	

- 5.3 Service Champions will ensure all machines default to mono and duplex (double sided printing) and they will oversee the use of the MFDs for their specific Service, ensuring appropriate usage (5.7 below) is achieved whilst closely monitoring colour printing.
- 5.4 Service Champions will ensure that the colour settings on all MFDs are disabled to ensure that colour printing is only used where there is an operational necessity and after consultation with the Service Champion. To illustrate the differences in cost between mono and colour on an MFD:-

Cost Comparison for printing one A4 sheet	
Mono (black)	Colour
£0.003	£0.02
Almost 7x more expensive to print in colour	

- 5.5 Service Champions will ensure 'Locked printing' (where printing is held securely until unlocked by the user) is enabled and there will be automatic cancellation of print jobs where these have not been printed within 72 hours of been sent to print. This will improve traceability, security, confidentiality and will allow the deletion of unnecessary prints. Service Champions will ensure that all employees set up their own individual 4 digit PIN code following ICT guidance which is provided within the following link:- <http://mfd.falkirk.gov.uk/InstallationUserGuideCanonV2.doc>
- 5.6 The Printworks Manager will work closely with Service Champions to ensure that the correct type of work is printed on the correct type of equipment thereby maximising savings potential by ensuring all high volume printing (see 4.2 above) is sent direct to Printworks. The Service Champions will monitor all printing behaviour reporting any significant variances in printing across their Services to their Service Management Teams. The Printworks Manager, CPU and Service Champions will meet on a quarterly basis to scrutinise and review print usage providing update reports to the Corporate Management Team.

Rules Based Printing

- 5.7 In consultation with our MFD Service provider and as confirmed industry standards, the maximum number of prints per document per device is as follows:-
- Desktop printer - 5 sheets
 - Service based MFD - 250 sheets
 - Reprographics Rooms in all High Schools - 750 sheets
 - Printworks - 750 sheets and above

If however, any one print job exceeded the maximum number of prints as described above (e.g. 30 copies of a 10 page booklet) then this should be redirected to the appropriate equipment.

The MFDs must not be used to produce documents which could otherwise be produced more cost effectively on an alternative piece of equipment.

Think Before You Print

- 5.8 Every member of staff has a duty to ensure that there is no unnecessary printing of documents and should adopt a thoughtful approach to printing, particularly when a document is in colour.

6. RESPONSIBILITIES

The Chief Executive and Corporate Management Team

- 6.1 The Chief Executive and Corporate Management Team are responsible for the effective operation of the Policy across the Council as a whole and for ensuring that the Policy is

implemented within Services. They will provide full support to their Service Champions giving the necessary authority to ensure compliance with this Policy.

Line Managers

- 6.2 Line Managers, working with the Service Champions, are responsible for ensuring that the Policy is implemented within their particular teams and have a responsibility to ensure that documentation is produced in accordance with the guidelines contained herein. They will ensure that the rules regarding the use of MFDs are adhered to and will closely monitor usage in terms of volume trends in printing, particularly colour.

Service Champions

- 6.3 Service Champions will be the Service contact for all matters associated with MFDs; they will closely monitor colour usage providing regular reports to their Service Management Team. Specifically they will ensure –
- Service adherence to the Policy;
 - all MFDs default to mono and duplex;
 - all colour settings are disabled;
 - all MFD users set up their own individual PIN code (5.5 above) to lock print;
 - appropriate usage is achieved (5.7 above) whilst closely monitoring colour print;
 - printing behaviour is monitored with any significant variances being reported to their Service Management Teams;
 - that the correct type of work is printed on the correct type of equipment to maximise savings potential;
 - no document is produced locally which could more cost effectively be produced at Falkirk Printworks; and
 - a thoughtful approach to printing is adopted within their Service.

Employees

- 6.4 Employees can contribute positively to the successful implementation of this Policy by adhering to the guidelines and adopting a thoughtful approach to printing.

7. MONITORING AND REVIEW

- 7.1 The Chief Governance Officer in conjunction with Services will monitor and review the Policy as necessary.