

Reprographic Services - 2022/2023

OVERVIEW OF THE SERVICE

Reprographics Service belongs to the Commercial area within Council's structure and is overseen by Director Commercial.

Predominantly an internal service focused on helpful, efficient and successful cooperation with all ECDC departments, Reprographics is first and foremost a facilitator of all public facing services and a promoter of internal policies and procedures.

Our Team works closely with officers on producing all digital and printed campaigns, aids in the delivery of corporate objectives and commitments and assists in marketing projects and mailouts. There isn't a strategy, plan or idea that we are not involved in, making us a perfect hub for all ECDC services. Furthermore, we are also responsible for inputting and referencing paper and digital communications (up to 50,000 documents a year) through corporate Document Management System; traditional incoming and outgoing mail service; safety of all staff in line with Security Treats Codes of Practice (suspect parcels); procurement of photocopiers to ECDC and provision of paper, stationery and other print consumables to all staff.

In addition to the above, Reprographics Service is a revenue generating section through provision of graphic design, printing, web design and photography service to East Cambs Trading Company, East Cambs Street Scene Ltd. and external customers, i.e. Specsavers, Ely Museum, Stained Glass Museum, Harry Specters Chocolates, Borough Council of Kings Lynn and West Norfolk. Our mission is 'commercial for community' and we take a great pride in delivering a high-quality service to local organisations, businesses and sole traders.

A complete array of Reprographic services:

Graphic design

This service is delivered within corporate and commercial business area utilising creative and organisational skills on par with a complete Adobe Creative Cloud software and is supported by constant investment in professional training and on the job development. Typical graphic design tasks are: creating new print and digital marketing materials i.e. posters, flyers, booklets, social media images and banners; branding; business stationery; calls to action; digital fillable forms; licences and newsletters.

Few of the design works completed for the corporate area in 2021 were: Cycling and Walking Strategy, £100k Homes marketing material and application, Green Flag applications for Jubilee Gardens and Ely Country Park, Christmas COVID campaign, Business Growth Fund campaign, Housing and Community Advice Bus flyers, Community Advice Service leaflets, Home Improvement Agency leaflets, Heathy You campaign, Community Safety Partnership newsletter and posters, Careers Fair promoting materials and banners, Young Persons Services Consultation.

In line with the Council's Equality, Diversity and Inclusion Action Plan for 2021-2024, we have been educating members of staff on the importance of including a diverse community in terms of content and images in all publications. Many new designs are now compliant with the Plan in addition to meeting the accessibility criteria and marketing requirements for both print and digital designs.

Web design

Web design is a niche corporate and commercial service provided by Reprographics Team to selected customers. This includes the website building, content updating and custom elements creating.

Photography

Photography service includes studio headshots, event photography and on location shoots. In 2021/22, this area of the service has been mostly utilised internally for staff photos, ID cards, social media and press releases.

Printing

Reprographic printing consists of three areas:

- Corporate and Commercial Printing,
- Agenda printing,
- Document Management System Printing (DMS Printing).

Corporate and commercial printing includes: specialist printing such as leaflets, brochures, booklets, business stationery, posters; wide format printing such as vinyl banners, roll up banners, display artwork and signage; plastic card printing for internal and external use and finishing service such as folding, creasing, cutting, laminating, binding and gluing.

Agenda printing is a corporate requirement in line with statutory publication of agenda documents.

DMS printing for Development Control and Building Control within the frame of Council's Document Management System.

Document Management System (DMS)

Our team plays a vital role in digitalising, storing, sharing and managing paper and digital communication related to the operations of Development Control (planning, appeals, enforcement) and Building Control.

All documents are subject to necessary preparation or digital manipulation (scanning, redacting, splitting, combining, extracting and rotating). Finished documents are registered into the EDRMS system according to their type, sensitivity, date received and case reference making them ready for searching, sharing and viewing by both ECDC officers and Public Access users. Input data is also subject to strict prescribed deadlines to ensure applications are registered and verified on time.

Mail service

Mail service includes the opening and sorting of incoming post, redistributing internal post and MailMark franking of outgoing mail.

Suspect Parcels

Our Team plays a key role in implementation of Security Treats Code of Practice and in dealing with suspect parcels. All incoming packages are treated as a security threat and are scrutinised and X-rayed for suspicious content without exception. The team continues to educate all members of staff of the importance of parcel notifying and promotes the use of the online intranet form as an easy and convenient way to do so.

Stationery and Consumables

Reprographics Team is responsible for provision and distribution of paper, photocopier toners and stationery to all ECDC staff in addition to monitoring supply chains and procurement of all mail room and print consumables to ensure business continuity. In 2021/22, we have made changes to the stationery stock to maximise the value for money and introduced "Cabinet of Curios" to promote the reduce-reuse-recycle culture.

COST OF SERVICE

Graphic Design, Photography, Printing & Stationery - £139,032
Document Management & Mail Services - £96,167

STAFFING INFORMATION

Reprographics Team comprises of:

Reprographics Manager -1 (FT)

Reprographics Officers - 2 (FT & 22.5 hours)

Reprographics and Document Management System Officers - 4 (PT – 21, 22, 23 & 24 hours)

This is equivalent to staffing level of 5.04 FTE.

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Committee

STRATEGY MAP 2022/2023



Commitments towards our Vision

Reprographic Services - Service Delivery Plan 2022-2023

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year (2019/20)	Owner and co-owners
To effectively contribute to the delivery of key corporate plans and strategies, including Council's Corporate Objectives and Priorities.	Sound Financial Management Improving Transport Housing Cleaner, Greener East Cambridgeshire	Graphic design, web design and photography – to create high quality digital material and to complete all corporate requests to agreed deadlines. (100%, annually)	New target	Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer
	Social and Community Infrastructure	Printing – to produce high quality and cost-effective specialist, wide format and plastic card printing and finishing service to agreed deadlines. (100%, annually)	New target	Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer
To identify and utilise commercial opportunities in order to contribute towards Council's budget	Be more commercial but within reason: "commercial for community"	To meet revenue target of £17,679 through provision of graphic design, web design, photography and printing service to external customers. (100%, annually)	New target	Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer
To ensure an efficient and proactive service is provided to all our customers	Sound Financial Management Minimise bureaucracy, duplication and ensure efficiency and transparency across Council services	Document Management System (DMS) - to maintain high standard and to maximise the efficiency of Council's Document Management System ensuring all service procedures are followed and targets are met. (100% documents indexed into EDRMS system within prescribed deadline of 3 working days or 24hrs for invalid planning applications, annually)	2019/20 target - 99% 44,063 documents in total were added to EDRMS system in 2019/20 - target met.	Marta Lotysz-Veiga – Reprographic Manager Helen Clark – Reprographics and DMS Officer Claire Parker – Reprographics and DMS Officer Miranda Rogers – Reprographics and DMS Officer Vacant – Reprographics and DMS Officer
		DMS Printing – to maintain high standard and cost-effective printing for operations of Planning and Building Control completed within 3 working days from receipt. (100%, annually)	New target	
		Focused meetings with Development Control and Building Control to ensure maximum effectiveness and best adaptation to evolving demands of the DMS service. (bi-annual meetings)	New target	

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year (2019/20)	Owner and co-owners
To ensure an efficient and proactive service is provided to all our internal customers (continued)		<p>To print Agendas for Council and Committee Meetings within prescribed 5 or 7 working days deadline. (100%, annually)</p> <p>To operate an efficient and cost-effective outgoing mail service by ensuring every item meets strict criteria for Royal Mail automated sorting process and by completing MailMark franking by 3.30pm every day. (100%, annually)</p> <p>To fulfil all online stationery requests within 24hrs of receipt and to attend to all consumables and photocopiers' repair enquiries upon request. (100%, annually)</p>	<p>100%</p> <p>2019/20 target 99%</p> <p>69,919 outgoing mail items (100%) franked and collected by Royal Mail</p> <p>New target</p>	<p>Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer Helen Clark – Reprographics and DMS Officer Claire Parker – Reprographics and DMS Officer Miranda Rogers – Reprographics and DMS Officer Vacant – Reprographics and DMS Officer</p>
To support a continued professional development within Reprographics Service by identifying training needs and following effective performance management processes	Sound Financial Management	<p>Completion of mandatory ECDC corporate trainings by all members of the Reprographics Team within prescribed deadlines.</p> <p>Ongoing professional graphic design training completed online by the graphic design team to keep the provision of the service on trend and to the highest standard.</p> <p>One to one staff meetings. (minimum monthly)</p> <p>Team Meetings. (minimum quarterly)</p> <p>Staff appraisals completed annually and within a timeframe set by HR Team.</p>	<p>New target</p> <p>Data Protection Nov 2019 100%</p> <p>Health and Safety Sep 2019 100%</p> <p>New target</p> <p>New target</p> <p>New target</p> <p>100%</p>	<p>Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer Helen Clark – Reprographics and DMS Officer Claire Parker – Reprographics and DMS Officer Miranda Rogers – Reprographics and DMS Officer Vacant – Reprographics and DMS Officer</p>

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year (2019/20)	Owner and co-owners
<p>To ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.</p>	<p>Sound Financial Management</p>	<p>To quarterly review corporate risks associated with Reprographic Services, including but not limited to:</p> <ul style="list-style-type: none"> • Security Treats Code of Practice – ensure all parcels received at the Grange are processed for suspect content to mitigate an associated risk of injury or loss of human life • Business Continuity and Service Delivery • Health and Safety measures in common areas • Resilience to breakdown of supply chains (paper, stationery, inks, toners and other consumables) 	<p>100% Achieved</p>	<p>Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer Helen Clark – Reprographics and DMS Officer Claire Parker – Reprographics and DMS Officer Miranda Rogers – Reprographics and DMS Officer Vacant – Reprographics and DMS Officer</p>
<p>Undertake activities which help to mitigate/adapt to climate change.</p>	<p>Cleaner, Greener East Cambridgeshire</p>	<p>To contribute to the implementation of the Council's Climate and Environment Action Plan</p>	<p>New target</p>	<p>Marta Lotysz-Veiga – Reprographic Manager Simon Garner – Reprographic Officer Sharron Pearson – Reprographics Officer Helen Clark – Reprographics and DMS Officer Claire Parker – Reprographics and DMS Officer Miranda Rogers – Reprographics and DMS Officer Vacant – Reprographics and DMS Officer</p>