

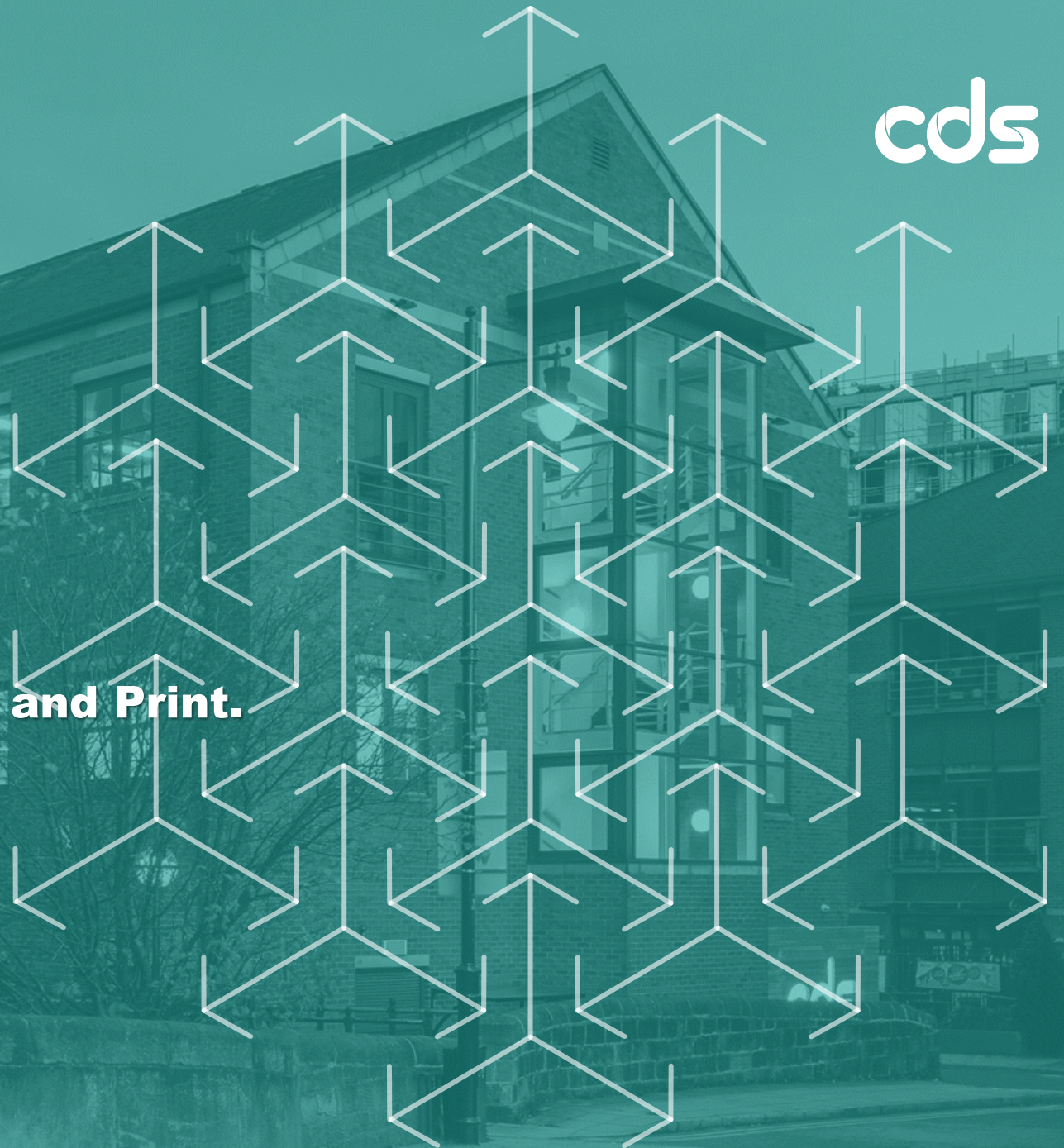


University of Essex

cds

## **CDS:**

- **Process Mapping for Design and Print.**
- **Organisation Charts.**
- **Escalation Procedures.**







# Taking on the **Complex and critical**

We work with complex organisations for which keeping pace with change whilst managing risk is difficult but essential, delivering solutions of critical importance.

**cds**



# Trusted and experienced in making a positive difference.

**cds**

## Our services enable change to improve society's health, wealth and safety

- + We're a 150-strong team of subject matter experts, focused on delivering improved outcomes across digital infrastructure, digital experience, design and print management with outsourced services.
- + Trusted by some of the UK's largest and most complex organisations, we simplify complexity and seek to make a positive difference.



Bank of England



# Account Management & Client Service Teams

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Aidan Carey  
Client Service Manager



Penny Lewis  
Client Service Executive



Aidan Nicholson  
Head of Account Management



Carrera McGrath  
University of Essex Traffic Manager



Paul Day-Haynes  
Business Account Manager



Gordon Bentley  
Client Service Executive



Guy Robinson  
Client Service Executive

# Content Design & Editorial Team

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Anna Sampson  
Head of Content & XD Design



Rachel Barker  
Design Manager



Ella Churchill  
Content Design Coordinator



Craig Tedder  
Senior Content Designer



Iona Anderson  
Content Designer



Ruby Williams  
Junior Content Designer



Nik Clayton  
Lead Artworker



Simon Barton  
Lead Content Strategist



Steve Welsby  
Senior Editor



Ed Steele  
Content Editor

# Getting the most from CDS

## Triage, Benchmarking and Quotation Process

- + Every design/print request that we receive is taken through a triage process by our Traffic Control Manager who will contact you if there is anything we need to clarify, or if we have any suggestions for any alternative solutions.
- + Once the job specification, including the timescale for delivery, is agreed with you, CDS will enter the job into our Print Portal and send the details to a selection of suitable print suppliers on our approved roster to provide a quotation. Usually approaching between 3 and 5 suppliers for print quotes
- + CDS will ensure the product, specification and delivery channel provided, will be the best value for money. We also market-test/benchmark each project.
- + We will normally give the print suppliers a maximum of one working day to provide their quote, although if the timescale for the job is urgent, this will be shortened accordingly.
- + Once we have received the suppliers' quotations, CDS will review the prices ensuring they meet all the requirements of the specification, and we will forward the best price to you. The quotation will come to you as an email with a PDF attachment.
- + Look at the quote carefully, this details what we have asked the supplier to produce for you. The supplier has priced based on the specifications. Ask any questions that spring to mind, better to ask and don't assume!
- + Happy with the quote, send us your Cost Code / Purchase Order (from 1st March 2024). **We can't start work without this.**



# Getting the most from CDS

## What, When, Where? - Tips for completing your briefing form

- + **Three simple words**, but by having these uppermost in your mind you help us give you the most accurate and cost-effective quote. Here is a checklist that gives us the minimum information we need.
- + **Description:** Tell us the title of your product.
- + **New or reprint:** Is this a brand-new product or a reprint of a previous job, if it's a reprint it helps if you can give us the previous CDS Reference number.
- + **Quantity:** How many do you want, this could be multiples, 50, 100, 150 if you want prices for different numbers.
- + **Number of Pages:** How many pages is your document, handy tip, a booklet must be a multiple of 4, so 8, 12, 16, 20.
- + **Finished Size:** What size is your document, e.g. A3, A4, A5, A6.
- + **Colours:** Tell us about the colour in your document, it might you have colour on the cover but only black text inside.
- + **Material:** What type of material do you want your product produced on, silk, gloss, uncoated (plain), it might be a banner, so vinyl etc.
- + **Material Weight:** Tell us the weight of the paper, e.g., standard flyer stock is normally 150gsm.

# Getting the most from CDS

## What, When, Where? - Tips for completing your briefing form

- + **Finishing:** Explain how you want your product to look like, A4 folded to A5, stitched (for booklets), paper banded.
- + **Artwork Format:** If you are providing the artwork, what format will you provide it in, the most common type is PDF, you might even attach it to the quote request.
- + **Delivery date:** When do you need the items, if the item is time sensitive say so.
- + **Delivery address:** Let us have the full delivery address including a contact name and number.
- + **Anything else:** More information, don't hold back, tell us everything that you don't think is covered above.

If in doubt pick up the phone or email, we are here to help you get the product you want. We may have ideas or be able to share products we have produced for other people. Use our expertise, we have a wealth of experience, there is not much we haven't produced over the years, from wrapping vans to the badges that ask you to give up your seat on the underground!



# Getting the most from CDS

## Basket of Goods – list of regular order items

- + **Brochure / booklets:** Standard sizes; A6 - 105mm x 148mm. A5 - 148mm x 210mm. A4 - 210mm x 297mm. In both portrait and landscape format with various binding options depending on page count; saddle-stitched, PUR Bound, wiro-bound.
- + **Pull / Pop Up Roller Banners:** Standard size; 800mm (w) x 2000mm (h).
- + **Posters:** Standard sizes; A2 - 420mm x 594mm. A1- 594mm x 841mm. A0 - 841mm x 1189mm.
- + **Postcards:** Standard sizes; A6 - 105mm x 148mm. A5 - 148mm x 210mm.
- + **Flyers / leaflets:** Standard sizes; A6 - 105mm x 148mm. A5 - 148mm x 210mm. A4 - 210mm x 297mm. Including roll-fold, gate-fold options.
- + **Business Cards:** Standard size; 55mm (h) x 85mm (w).
- + **Enormoboard:** Standard size; 2437mm (h) x 10990mm (w).
- + **Signage / Large Format:** Various standard sizes to bespoke.
- + **Promotional items:** Arranging from lanyards, t-shirts, pens, mugs, tote bags, notebooks (most items, just ask if not listed).

# Getting the most from CDS

## Basket of Goods – estimated print guide costs on standard products

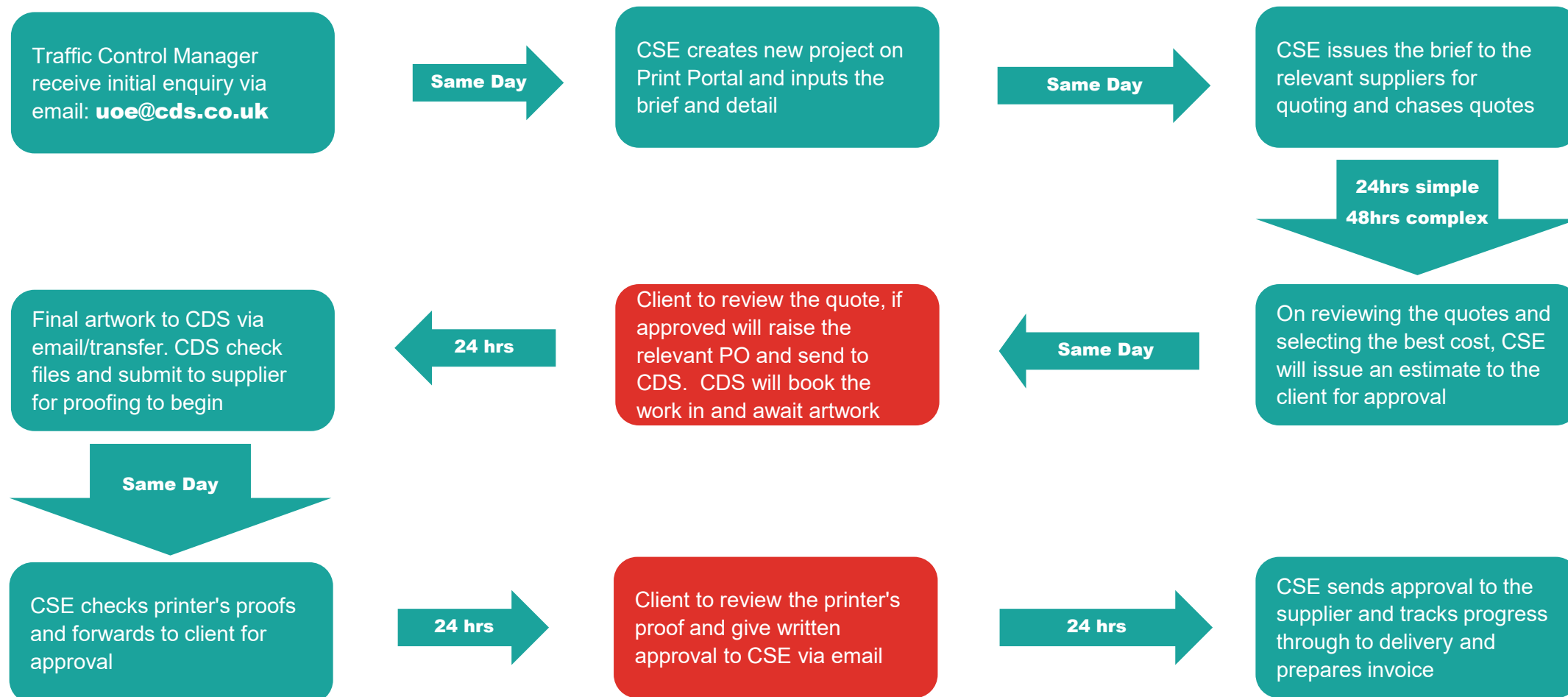
- + **Posters:**
  - A2 = £20.48 per unit.
  - A1 = £22.58 per unit.
  - A0 = £26.28 per unit.
- + **Pull / Pop Up Roller Banners:** Standard size; 800mm (w) x 2000mm (h) = £114.45 per unit.
- + **Business Cards:** Standard size; 55mm (h) x 85mm (w).
  - Batch 100 = £33.60.
  - Batch 200 = £42.00.
  - Batch 300 = £48.30.
  - Batch 500 = £60.90.
- + **Enormoboard:** Standard size; 2437mm (h) x 10990mm (w) = £1395.14 per unit.

**PLEASE NOTE:** Above prices are just for guidance and not confirmed costs. A requested quote will detail accurate costs.



# The Print Process

## What we do to get your jobs printed



# The Design Process



## REQUIREMENTS

UOE

Design  
Request  
Submission

- Traffic Control Manager (TCM) receives design request via email: [uoe@cds.co.uk](mailto:uoe@cds.co.uk)
- Please ensure UOE Briefing Form is attached when submitting design request to CDS.
- Highlight urgency of job when briefing in.

Please ensure all imagery, copy, deadlines, a briefing form and a marked-up PDF (if applicable) is supplied. If unable to do so, please speak to the TCM.

CLIENT SERVICES TEAM

Design  
Request  
Review

- TCM or Client Service Executive (CSE) reviews design request & identifies whether more information is required.
- If all information is provided, TCM or CSE will move forward to quote stage.

A firm brief means that we can provide an accurate quote. You will be referred back to the submission stage for clarification if needed.

Please stick with original brief requirement through the design process. We're happy to work with you on a new direction, but if there is a change request, this will impact on cost, schedule and deadlines.

Quote

- TCM/CSE provides quote breakdown to UOE via email.
- Please accept quote within 48 hours. This ensures we hit deadlines and get job booked into Studio ASAP.

Please provide a pre-approved budget / PO where you can. This is required to move your job forward.



## CONTENT DESIGN TEAM

## Schedule and Bookings

- The Content Design Coordinator will create a schedule reflects meets client deadlines.
- The schedule will be shared to UOE for approval, then formally booked into the studio with our designers.
- We'll allow time in the schedule for client review. Please check this meets your availability. If not, we can amend to fit your diary.

If scheduled review dates are not met, your booking will be moved to the next available slot in the Studio. This may impact ongoing schedule and final delivery deadlines.

## Concepts

- Concepts will be created. Designers will ensure concepts are on-brand/brief.
- A pre-concept design meeting will be arranged where required. This is an opportunity to discuss the brief with your designer.
- We'd encourage a post-concept design meeting, allowing feedback to aid the development stage.

May require brand sign off if off-brand design elements are requested. Be proactive in engaging the UOE brand team when trying new and exciting ideas

## Design and Amends

- V1 designs will be created.
- Design will fulfil the brief and follow concept pages.
- Following V1 approval, any amends will be completed and returned to client.
- Amends to proofs will only be accepted on a marked-up PDF.

Should an additional round of amends be required, we will advise on the time estimated to complete them and add cost to invoice.

**NB:** If additional amends are due to CDS, this will not be charged to client.

## Sign-Off and Artworking

- We'll ensure the document is technically correct by checking format, colours, typography & imagery.
- We can provide a technically accessible PDF. Depending on deadline, the accessible version may follow the print.
- Where artwork is for print, it will be sent directly to the printers. If digital distribution only, it will be sent to client.

Please sign-off artwork on the pre-agreed date. If sign-off is stalled due to client availability, this may impact delivery date.

# Rate card

## Artwork = £48 per hr (Used for simple jobs which meet the below criteria):

- Artwork changes are a stand-alone job and do not require design or layout changes.
- This rate cannot be used when artwork is part of a multi-phase job.
- Single-phase job, that will not include amends stage. Approval stage only.
- A single set of changes, no more than 10 copy amends.
- Changes must be provided in a marked-up PDF.

## Graphic Design = £59 per hr:

- Blended rate used for all design studio services, unless fits into the artwork criteria.

## Meetings / Consultation / Workshops / Concept work = £84 per hr:

- Consultations, concept meetings or workshops with design manager / senior designer to discuss ideas, creative direction and formulate detailed brief.
- Allows for added value activities, creativity and concepts.

This is a three-tier approach, simple jobs should be quick and efficient, design jobs at the rate that has been consistently charged previously. The concept rate is for projects with the scope, budget and timings that allow the opportunity to push the messaging and creativity and add significant value.

The only other common item that sits outside these tiers is business cards – artwork is a flat £25 fee.

CDS can provide specific high-level consultation with our Senior Leadership Team members on a wider service offerings, please contact your account manager: [paul.day-haynes@cds.co.uk](mailto:paul.day-haynes@cds.co.uk) for further information and associated costs.



# Escalation Process / contacts

## General escalation process

The below general escalation process covers day-to-day print and design enquiries or issues.

1. Initial escalation point of contact should be the UoE inbox to our Traffic Control Manager Carrera McGrath, Carrera is responsible in the first instance for addressing and responding to any issue or complaint.
2. In the event of an issue arising that Carrera cannot resolve, it should be escalated to Aidan Carey (Client Service Manager) with Paul Day-Haynes (account lead) to be copied in.
3. If the issue cannot be resolved by Aidan Carey, it will move across from an operational responsibility to account management responsibility and be raised to Paul Day-Haynes.
4. If the issue cannot be resolved by Paul Day-Haynes, it will be raised to Aidan Nicholson.
5. If the issue cannot be resolved by Aidan Nicholson, it will be raised to a CDS Director.

Each step should take no longer that **24 hours**.

**Customer queries or complaints are not closed without agreement from the client.  
Details will be recorded as part of the MI report and discussed at contract reviews.**

# Escalation Process / contacts

## Contract escalation process

The below contract escalation process covers contract enquiries or issues.

1. The first escalation point of contact should be Paul Day-Haynes who will be responsible in the first instance for addressing and responding to any customer's issue or complaint.
2. If the issue cannot be resolved by Paul Day-Haynes, it will be raised to Aidan Nicholson.
3. If the issue cannot be resolved by Aidan Nicholson, it will be raised to a CDS Director.

Each step should take no longer that **24 hours**.

**Customer queries or complaints are not closed without agreement from the client. Details will be recorded as part of the MI report and discussed at contract reviews.**

# Escalation Process / contacts

## Client Service

### CDS UOE requests

[uoe@cds.co.uk](mailto:uoe@cds.co.uk)

### Carrera McGrath

Traffic Control Manager

[carrera.mcgrath@cds.co.uk](mailto:carrera.mcgrath@cds.co.uk)

07469 993 628

### Gordon Bentley

Client Services Executive

[gordon.bentley@cds.co.uk](mailto:gordon.bentley@cds.co.uk)

### Guy Robinson

Client Services Executive

[guy.robinson@cds.co.uk](mailto:guy.robinson@cds.co.uk)

07901 855 384

### Aidan Carey

Client Services Manager

[aidan.carey@cds.co.uk](mailto:aidan.carey@cds.co.uk)

0771 3627 302

## Account Management

### Paul Day-Haynes

Account Manager

[paul.day-haynes@cds.co.uk](mailto:paul.day-haynes@cds.co.uk)

07920 464 103

### Aidan Nicholson

Head of Account Management

[aidan.nicholson@cds.co.uk](mailto:aidan.nicholson@cds.co.uk)

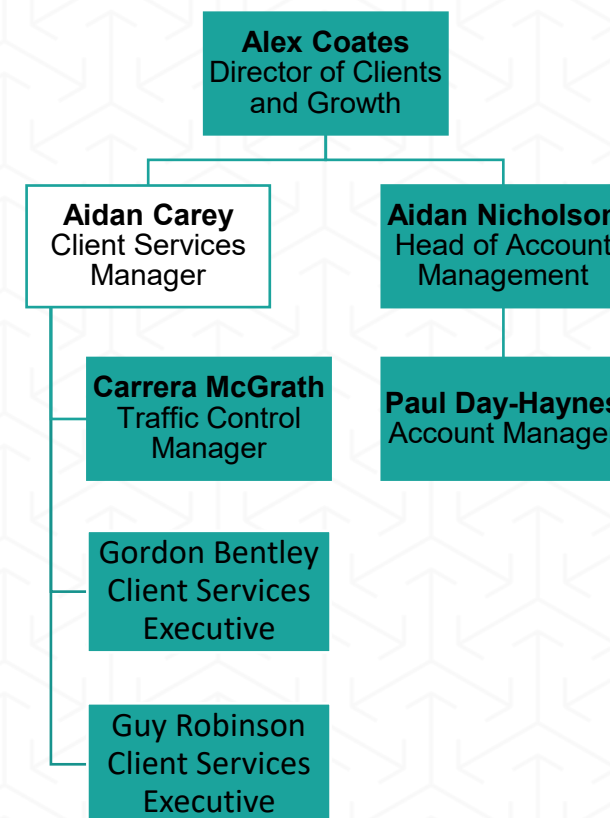
07596 298 761

### Alex Coates

Director of Clients and Growth

[alex.coates@cds.co.uk](mailto:alex.coates@cds.co.uk)

07523 313 067





**Thank you**

**cds**

