

## Traffic Congestion Scrutiny Review

### Costings For Production of Survey & Distribution Via Your Ward / Your City

#### Residents Survey

Quantity: 90000 Copies  
 Description: Traffic management insert  
 Duo Office 100gsm, 1/1 Black  
 A4 - A3 folded to A4, 6 page  
 Gather, fold & insert into Your Ward  
 (excluding VAT) = £ 5,279.00

#### Design - By HBA graphics

Dependant on the final text: £500.00

Marketing & Communications could plain English the document for free but if it is near publication deadlines and they don't have the capacity it would have to be outsourced at a small charge.

#### Distribution

Additional costs over and above normal delivery costs due to additional weight etc is £2,944.03

#### Return Postal Costs For Survey

'FREEPOST' return address  
 Dependant on the number of returns  
 i.e. 10% returned = 9,000 @ 0.24p = £2,160.00

#### Compiling Survey Results

Dependant on number of returned surveys  
 i.e. 10% returned = 9,000 £4,650.00

#### Analysis Costs

Dependant on number of returned surveys  
 i.e. 10% returned = 9,000 £1,500.00

There is a suggestion that this work could be done by graduates From Leeds University which would minimise the cost, but at this stage we are not able to confirm if this will be possible.

**Minimum Total based on 9,000 returns £17,033.03**

This does not include any additional costs to cover requests for the survey in alternative languages, large print, Braille or on audio tape etc. We have also not included for the additional staff resources required to deal with any enquiries received as a result of sending the survey out. Marketing & Communications have confirmed that this is the usual consequence of sending out a survey to all York residents and that enquiries will continue to be received for up to six weeks after the survey is issued.

Of the £250.00 budget already allocated to the review, the Committee plan to use some of this to provide refreshments at the three sessions where stakeholders and interested parties are to be invited to attend (see paragraph 54 of the main report).