

## Traffic Congestion Scrutiny Review

### Costings For Production and Distribution of Survey

#### Survey to all households

##### Printing

Quantity: 90000 Copies

Description: 8 page A4 full colour booklet printed on 80gsm  
100% recycled paper  
Subject to final print buying process £5,300

Above price is for delivery to one address. There will be extra costs of approximately £300 if they need to be delivered to different distributors home addresses.

##### Design

Dependent on number of photographs, amendments and the final text: £700

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 options

- |   |        |
|---|--------|
| i Solus distribution with a locally based national distribution company | £8,500 |
| ii Solus distribution by local listings magazine company                | £7,500 |
| iii Distribution alongside local listings magazine                      | £2,400 |
| iv In-house solus distribution  | £7,500 |

##### Return post costs

'FREEPOST' return address  
Dependent on the number of returns  
If 10% returned = 9,000 @ 0.30p = £2,700

##### Data processing and analysis (outsourced)

Dependent on number of returned surveys  
If 10% returned = 9,000 £6,500

**Minimum Total based on 9,000 returns £17,600**

## Annex B

This does not include any additional costs to cover requests for the survey in alternative languages, large print, Braille or on audio tape.

Marketing & Communications have confirmed that the usual consequence of sending out a survey to all York residents is that detailed and lengthy enquiries are likely to be received for up to six weeks after the survey is issued.

Marketing and Communications do not have the additional staff resources, nor the detailed knowledge of the subject, required to deal with enquiries received as a result of sending the survey out.

An email contact address and telephone number would need to be included in the survey, and resources identified in order to respond to the public on these issues.