

Options considered for presentation of 2002/03 policing and performance plan

Appendix 1

	Format	Content	Customer	Copies required	Costs*	Publication timescale and notes
1.	Joint summary [Already agreed]	2 pages - main priorities.	80% of London households	3 million approx.	£130,000 contribution	GLA managing process
2.	Internet [Recommended]	Full plan plus appendices	Audit, senior managers, general public and worldwide availability	N/A	Negligible	31 March 2002
3.	# 'Plain paper' version of internet plan [Recommended]	2-colour. Approx. 100 pages. Spiral bound.	Libraries/ MPA members/ police stations	1000 copies	£10,500 (nominal distribution costs)	31 March 2002
4.	MPS Intranet [Recommended]	Full plan plus appendices	MPS staff	N/A	Negligible	31 March 2002
5.	Colour 6 page summary of 2002/03 plan [Recommended]	Priorities/objectives/ main targets/ PIs/ summary of Best Value, consultation and finance	Key partners/ MPs/ interested members of the public/ MPS staff	5,000	Design - £2,500 Printing - £5,500 (exclusive of distribution costs)	May 2002
6.	'Job Special' 8 pages/4 colour [Recommended]	Summary of main points	MPS staff	Usual 'Job' circulation	£10,038(if inserted with "The Job" if not additional distribution costs)	April 2002
7.	'Designed' version	A4 document, 50 –	MPA members/	5,000	Design - £8,000	May 2002 potential

	of plan (without appendices)	60 pages. 2 colours throughout but full colour cover	MPS senior staff/key partners		Printing - £5,500(exclusive of distribution costs)	publication date.
8.	A4 leaflet	Summary of main points of plan	MPS staff (with possibility to retain for future reference)	Usual 'Job' circulation	Production - £5,000 Distribution - £2,000	Too expensive
9.	'Job Special' 8 pages/2 colour	Summary of main points	MPS staff	Usual 'Job' circulation	£12,448(if inserted with "The Job" if not additional distribution costs)	Too expensive
10.	'Newspaper' version (inserted into e.g. community newspaper)	Full plan	Public, London households, MPA members	3 million	Minimum £70,000 for 1 page insert for publication and minimum syndication. Double page insert £140,000 (we would need approx 6 pages =£340,000) and wider syndication.	Too expensive
11.	One page advertisement in Evening Standard	Summary of plan	General public	Wide public circulation	£15,000 (of which £5,000 for design and up to £10,000 for the space)	Too expensive

* Costs from DPA estimated in November 2001. All costs approximate until specific brief can be given to DPA.

Statutory