



About Peterborough City Council

Peterborough is a thriving city; a centre of commerce and industry, as well as a popular tourist destination. Its growing community is drawn from diverse backgrounds, and the City Council oversees the successful delivery of services and amenities at the lowest environmental impact for its residents.

The Council is striving to recover and recycle more than 65% of discarded household materials – and to use any surplus as fuel to generate electricity and heat for the local community. It's an ambitious scheme, and positions Peterborough City Council as one of the most progressive local authorities in the country. The City Council isn't just open to change; it's at the forefront of change.



When a progressive local authority wants to reduce spending but redouble its environmental operation, it needs an equally progressive print partner. Peterborough City Council (PCC) was already heavily invested in environmental initiatives when they turned to Danwood for help. Specifically, they wanted to implement a more sustainable print infrastructure, whilst continuing to reduce spend. Fortunately, this was a progressive partnership that really clicked. Danwood was able to reflect the Council's voluble commitment in the shape of measurable savings; thus helping Peterborough City Council lead by example. And Peterborough knew they had the basis of a good relationship without the need to undertake a full tendering process. (Danwood had already been objectively tested as part of their Buying Solutions framework agreement.)

Cutting waste, cutting costs

Local authorities looking to cut costs often target print. That was certainly the case at Peterborough City Council (PCC). An unwieldy print infrastructure; multiple manufacturers' machines, and costly peripherals all added to the spiraling cost of print. But they knew an unfocussed, arbitrary implementation of new kit wasn't the answer.

Their commitment to improving service delivery (linked to Improvement and Efficiency drivers as part of their Business Transformation programme) required a strategic approach. The implementation really had to stick. It wasn't enough to simply assess how the existing infrastructure could be improved; but rather whether the Council's fundamental approach to print was right. Did it deliver an efficient service in terms of cost of production and quality of delivery to the end user? This meant assessing use by department, as well as testing employees' reliance on print. Even more fundamentally, it meant probing to see what kind of working relationship the City Council needed from their print partners.

PCC was keen that their chosen supplier could demonstrate an environmental focus - as well as a sustainable solution. Practically too, it would be incumbent on the supplier to translate environmental improvements into quantifiable savings - quickly.

The team at PCC already knew about Danwood from a case study outlining their work with Lancashire County Council. And going through a Buying Solutions framework made things even easier for PCC: Danwood's credentials and their ability to deliver on their promises had already been assessed and verified.

Working closely with PCC's Business Transformation team, Danwood immediately got to the nub of things. Peterborough didn't just need a solution, they needed a supplier with whom they could establish an ongoing relationship. One who would really get to grips with their unique requirements and propose new and better ways of doing things. Above all, they needed to invest total trust in their supplier, in their credentials, and in what they could do for the organisation.

As part of the selection process, Danwood implemented an Insatsu Chosa[®] print audit on a council department and designed a print solution to fit. This gave them an immediate edge in terms of viability and fit – the trial solution impressed the Peterborough team – and Danwood secured the commission.

“The audit was really helpful; it quantified the volumes by printer, and showed how we could enhance our capability without removing anyone’s capacity to print.”

Gilli Galloway, Business Development Manager,
Peterborough City Council

Two phase approach

Danwood’s print audit revealed desktop printers, faxes and copiers all over the Council – 820 machines in total. Up until this point, PCC had had an unstructured purchasing methodology for this type of equipment, and were in need of a fully managed service and a full time account manager on-site. For Danwood, it meant working closely to identify specific needs by department.

That’s why the roll out was implemented in two waves. Phase 1 addressed users’ needs at major sites within the council infrastructure (cutting 520 devices down to 112), while Phase 2 dealt with satellite offices and delivered best fit solutions on a smaller scale (reducing the number of devices from 300 to just 83). There was plenty of flexibility built-in. While Danwood rolled out the new single source fleet of HP MFPS, they kept costs down by retaining some legacy printers (taking on ownership of service and maintenance) for many Phase 2 areas. The rest of the fleet was recycled or disposed of in line with the WEEE directive.¹

“The flexibility of Danwood’s solution really worked for us.”

Gilli Galloway, Business Development Manager,
Peterborough City Council

“There were lots of individual requirements to consider – so we had to be sufficiently flexible to accommodate unforeseen circumstances. We worked very closely with the Peterborough team, giving us a clear sense of how things needed to happen.”

Richard Morris, Account Manager, Danwood

PCC had very clear expectations. Reducing and enhancing their print infrastructure was an important component of their wider approach to efficiency and environmental saving, through smart working, VOIP telephony etc. Reducing the size of the print fleet would also leverage savings in output emissions and power, as well as space saving, even staff saving - and relieving the IT department of some of the burden of managing it all.



Savings from day one

Danwood needed to realise immediate benefits. Even though the roll out was planned to take six months, with a further six to iron out any resulting issues, PCC looked to Danwood to deliver savings from day one. Given Danwood’s buying power in the market, and their capacity to implement enhancements and leverage savings quickly, they were able to comply.

Working to a headline figure of 30%, Danwood instituted a cost per page contract. It suited PCC down to the ground. It made it easier for PCC to recharge the cost of print to relevant departments. It also enabled them to outline the cost per black and white or colour usage for even greater transparency and visibility.

Standard duplex and default mono print settings also made it easier to keep a tight rein on the cost of print. And cumulatively, the culture within PCC is changing to become ever more aware of the individual responsibility to keep costs down and help protect the environment. They’re printing less, they’re exporting more jobs to the print room, and they’re enjoying the benefits. The age of the “demand-managed print system” has arrived.

Savings laid bare

By the end of 2008, eight months into their engagement with Danwood, PCC had already accumulated some impressive figures. They have extrapolated power savings over three years of 154,000 KW hrs (that’s equivalent to 64 tonnes of CO₂). And that’s a cost saving of around £15,000.

The reduction in the size of their fleet has also had a commensurate impact on floor space – PCC can now apportion more space to other functions. They are using less toner and fewer reams of paper – that’s means a further monthly saving of about £5,000.

Working together

This story is as much about the power of shared objectives and mutually rewarding working relationships, as it is about cost and environmental savings. From the beginning, Danwood have shown a very clear understanding of what was required. And, based in part on the security afforded by the Buying Solutions framework, and by the way in which Danwood invested so wholeheartedly in exceeding their expectations, PCC have embraced Danwood’s expertise and partnership approach. Between them, they’re improving efficiency and cutting waste; it’s a relationship that shows no signs of letting up on savings.

¹ The WEEE directive aims to reduce the amount of electrical and electronic equipment being produced and to encourage everyone to reuse, recycle and recover whenever possible.