

HEADLINE

DESIGN & PRINT



Working in the charities sector



Working with clients in Guildford

Formerly Age Concern, Age UK Surrey provides services to people aged 50+ to help make the most of their lives. Print remains the most effective way to communicate with this group of people despite the rise in the popularity of digital media.

Client Profile:



Diana Bignell, Marketing and Fundraising Manager, Age UK Surrey

"I first started used print services delivered by Mark a number of years ago (his company was not known as Headline back then) when working for another charity. As Marketing & Fundraising manager at Age UK Surrey I have responsibility for ensuring our print procurement is competitively priced and invited Headline to tender for a print project. Headline were comparatively cheaper than the incumbent. Value for money is a key consideration for any charity, but not at the expense of quality or service. It soon became clear that the charity could get the best of both worlds as Headline provided the service that I had received when I engaged them in past jobs.

Our print requirements include a twice yearly newsletter, service leaflets, fliers and posters. A lot

of our materials go into places like GP surgeries, libraries and day centres. Our print runs tend to be in the low thousands.

If I had to sum up the service from Headline in one sentence. Excellent turnaround and value for money delivered with a smile. By that I mean Mark is accessible and also a good advisor particularly on appropriate choices of paper stock. The team are very responsive; in fact, I'd say quicker than I expect most times!

When all is said and done both Age UK Surrey and Headline are not corporate businesses. There's a good fit in terms of the geographical market we serve and an appreciation that good service, accessibility, and personal relationships really do matter. It's when that link becomes strained that issues can start to arise:"

The vision of Age UK Surrey is to see a county where older people live a fulfilled, enjoyable and dignified life, free from isolation, poverty, abuse and discrimination. In order to deliver its local services the charity needs to raise all of its funds locally too.

"Excellent turnaround and value for money, always delivered with a smile"

Diana Bignell,
Marketing and Fundraising Manager

Headline were a huge help to us when the charity was invited at short notice to participate in a flower event at Wisley. We had been awaiting sign off of some leaflets that we would need if we were to make the most of our attendance, together with some volunteer handbooks and postcards. The handbooks needed finishing as well as printing. The call went in on Thursday and I had everything by Monday. We don't usually work like that but Mark intuitively sensed the importance, cleared the decks, and delivered for which were very grateful.

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