

## Delivering codes of practice to the people who need them

How TSO can help you to publish your codes of practice and regulatory guidance in the most economical and sustainable way



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Codes of practice and regulatory guidance are vital documents, which need to be easily accessible for end users in multiple formats. TSO's publishing experts can work with you at every stage of the process, reducing your costs, maximising efficiency and sustainability and ensuring that your guidance reaches those who need it.

In today's digital age it is quick, easy, sustainable and economical to provide regulations, guidance and codes of practice online. But the end users and stakeholders of this information often also need a printed copy. Printing a copy at a desktop printer is often costly, not environmentally friendly and creates an inconvenient loose leaf copy.

Most authoring departments, authorities or agencies do not have the budget or resources in place to print and distribute hard copies to those who need them. This not only requires procuring print at the best price, but also warehousing the printed copies, promoting the availability of the guidance, dealing with orders and distributing them, all of which have significant implications for both costs and resources.

TSO's risk publishing model enables authoring bodies to provide a printed copy of a publication as well as making it available online, at no cost to themselves. We print, publish, promote and distribute the publication at entirely our own risk, recouping the cost from the cover price of copies sold. This means there are no upfront costs to the client and waste is reduced by providing printed copies only to those who need them. TSO also manages any necessary reprints, ensuring that the authoring body has no cost exposure, and that the publication will remain in stock and available to those who need it.

TSO manages the publishing process from start to finish:

- TSO's publishing experts will work with the the authoring body throughout all stages of a publication project. They can help assess the market size and market requirements
- Our experts will work with the organisation to select the best possible format, as publications may be referred to regularly and so will need to be robust enough to withstand constant use. We will also help authoring bodies take into consideration consultation feedback and requirements
- TSO offers a complete range of services to create your document including: in-house design, typesetting, editorial, proof-reading and indexing, as required
- A cover price will be set to ensure accessibility for the market
- Our production team will ensure that copies are printed at the best price and to the best quality standards. As experts in multi-format publishing we can also help to create CD, eBook or web-optimised bookmarked PDF editions
- TSO will arrange the legal deposits of the publication at our own cost

**Read the full case study**

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- Printed copies are stored in our DHL-managed warehouse with stock levels closely monitored and reprints ordered when required
- We will work in conjunction with the authoring body to develop a plan to ensure the code of practice or guidance information will reach its target audiences and its relevant stakeholders. TSO's sales and marketing activities can include direct mail, email, advertising, PR and search marketing
- The publication will also be promoted through TSO's sales channels, enabling users to purchase through bookshops including high-street retailers and independent specialists
- End users will be able to order by telephone, post, fax, email via TSO's dedicated customer contact centre, or through our easy to use online bookshop, providing access 24 hours a day, seven days a week
- TSO offers discounts on the cover price for the authoring body and membership organisations as required.

TSO's end-to-end publishing model offers a low risk, value for money solution.

TSO has been providing expert publishing solutions to government organisations for more than 200 years. We publish for the Driving Standards Agency, Office of Government Commerce, Home Office, Department for Transport and many others.

### **Case study – Mental Health Act Code of Practice**

TSO worked with the Department of Health (DH) and the Central Office of Information (COI) to publish the *Mental Health Act 1983 Code of Practice, 2008 Revision* and the complimentary *Reference Guide to the Mental Health Act 1983*. DH needed a publisher that could keep costs down while producing a high-quality publication able to withstand constant use.

TSO's risk publishing model enabled DH to make the hard copy edition available without DH having to pay for its print production. Additionally TSO worked with DH to achieve a low cover price to maximise the accessibility of the publication. The *Mental Health Act 1983 Code of Practice, 2008 Revision* was promoted to the target audience through direct mail, email and search marketing. Customers are able to order copies in a variety of convenient methods including telephone, fax, post, specialist booksellers or through TSO's own online bookshop: [www.tsoshop.co.uk](http://www.tsoshop.co.uk)

18,000 copies were distributed in the first four months of publication.

## Find out more

To discuss your requirements with one of our code of practice publishing experts please email [solutions@tso.co.uk](mailto:solutions@tso.co.uk) or call Alicia Cohen, Account Manager, on +44 (0) 20 7873 8428.

To find out more about how TSO can help you to manage your information more effectively and to read full case studies, visit our website:

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