

Brochures sign off process

Aim

The process below is designed to ensure that in the future, brochures are produced efficiently and effectively, that relevant people have the chance to make changes and to see text, but that a final 'sign-off' is possible.

Difficulties in 'signing off' text

The structure of the HPC means that there are numerous people, not all of them easily contactable, who wish to have some input into the text of the printed materials that we produce. In addition to the committee whose remit covers the brochure in question, there are also the additional factors of external concerns such as Crystal Marking by the Plain English Campaign, and internal factors such as ensuring that the brochures fits in with the HPC's 'house style', and has been checked by the HPC lawyer if appropriate.

It is obvious that the scenario in which text is endlessly circulated between committees, lawyers, communications staff, and the Plain English Campaign would be time-consuming, and would result in all probability with a final version of text which pleased no one, and was only able to go to print several months after deadline!

Benefits of the process

If the Communications committee will sign off this process then we can be sure that the responsibility for text is clearly defined, but at the same time that all relevant parties are given an adequate chance to have their input.

It is wholly possible that this process will not always be followed in full, particularly when a brochure doesn't relate to any committee, or falls between the remit of two committees. However, the point in implementing it officially as a sign-off process is that it will ensure that responsibilities are clearly defined, and that people are completely sure what they need to get done, and what will rest elsewhere. We do not, for example, end up with three different sets of people at HPC liaising with the Plain English Campaign, or with Jonathan Bracken, which is inconvenient and potentially expensive.

Approving this process will mean that we can reprint the brochures, and know that mechanisms are in place so that, even if we cannot please everyone, everyone is aware of how the drafting takes place, and at what stage they can make their comments.

Publications sign off process

First draft of proposed text is produced by **committee secretary**



Committee secretary forwards text to **committee members** for comments and suggested changes.



Committee secretary **collates responses** into one document, making adjustments as necessary. Committee secretary informs individual committee members concerning whether their suggestions and amendments have been taken forward into the second draft. **Second draft** (incorporating committee changes as appropriate) is then forwarded to **Communications department**.



Communications department liaise with **company lawyer** and **Plain English Campaign** as appropriate, and produce **final draft** of text. This is passed to committee secretary



Committee secretary takes **final text** to **committee** for signing off, or if time does not allow this, text is signed off by chair's action.



Committee/chair approves **final version** of text, which can then be sent for **type-setting**.