

The Social Publishing Project in action...

Quids in!



As well as delivering high quality design and print for customers, the Social Publishing Project has developed its own titles. Quids in! is the money management magazine for people on low incomes. It provides highly accessible and engaging information

and advice on overcoming debt, improving budgeting, earning, spending, saving and borrowing. It was launched in association with the Bristol Financial Inclusion Taskforce and is sold to social landlords and agencies committed to tackling financial exclusion. Quids in! reaches 150,000 low income households across England, Scotland and Wales.

Welsh Language Edition

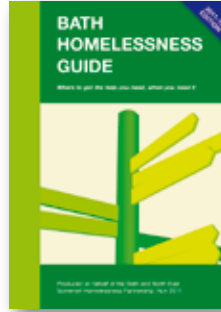
It's important that Quids in! reaches as many readers as possible and that we maximise the impact of our work to tackle financial exclusion. Many of our customers are in Wales so we were pleased to add a 'tilt and turn' Welsh edition.

Clear Print Edition

The clear print edition was developed by us for distribution to people with visual impairments. The edition is not only large print but high contrast and easily accessible.

"These are exactly the issues our readers need to know about"

One-off publications



Bath Homelessness Guide

We have matched our commercial publishing expertise with the customer's expertise on the subject matter in this case to maximise the quality and readership of the product.

The guide is designed for homeless people in Bath and is a directory of services available to them. It is easy to read and use, small enough to be kept in a pocket and durable enough to withstand the strains of life on the street.

"As usual it's very informative and well presented"

Talking things through



Shape Housing: Time to Talk

The Social Publishing Project can work closely with non-marketing managers, helping them through the process of turning their invaluable work into information that people will read and act upon. Tight budgets mean getting things right first time is essential and we have a wealth of experience in creating eye-catching materials.

"The directory has received nothing but praise"

Social Responsibility



Bromley Mencap/ Fair Trade

Our work with Bromley Mencap has been an opportunity to work closely with the customer to ensure that the design and layout of their yearly Members' Reports are as easy to read and understand as possible. Colour, contrast, type size, space, and image usage are all considerations for this particular group.



The Fair Trade Directories, produced over recent years for Fairtrade Towns groups, are self-funding titles we have developed in-house

and reflect the ethical principles of the Social Publishing Project. We work closely with Fair Trade networks around the UK to produce regional publications to promote positive consumer choice and support the work of local traders and campaigners. The Directories report on the latest developments in the movement and explore issues that are important to supporters of Fair Trade in a way that is accessible to readers who are less familiar with the subject. We produce between 100,000 and 200,000 Fairtrade directories every year.

About Jeff Mitchell

Jeff Mitchell has a unique insight into the social potential of design and print. He spent 13 years at The Big Issue, the magazine sold by homeless people on the streets across the UK and around the world, culminating in three years in London as Managing Director. This experience demonstrated how utilising professional publishing standards could make an impact on the most disadvantaged people, change public policy and influence the wider community. Since 2003, Jeff has channelled this belief in the power of publishing to make a difference through work with not-for-profit and public sector organisations. In 2006, Jeff founded Clean Slate Training & Employment, a social enterprise creating and supporting work opportunities for people facing barriers to the labour market.

About The Social Publishing Project

The Social Publishing Project is a social enterprise formed by Jeff Mitchell and Steve Faragher. Steve is a publishing professional with over 20 years experience in the sector working for national newsstand magazine titles and in customer publishing. The Social Publishing Project aims to help alleviate poverty at home and further afield by supporting and complementing partners such as the Fairtrade Foundation, Social Housing landlords, Clean Slate Training & Employment, homeless charities and agencies committed to tackling financial exclusion across the UK.

What customers value about The Social Publishing Project

- We ensure the reader is foremost in your mind so you are confident that people will read what you're producing
- We get things right first time
- We work with you from the beginning to ensure that transparent deadlines are adhered to
- The final product will be bright, vibrant and make a real impact on the people you're trying to help
- We understand how not-for-profit organisations think, so we understand what you want
- There's no barrage of technical jargon
- We've built a business through backing the Fair Trade movement and jumped in with both feet to produce a magazine to tackle financial exclusion. You're spending money with people who share a broader sense of what sustainability really means

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Social Publishing Project



Publishing that makes a difference...