



double click
DESIGN & PRINT
Supporting Mental Health

DOUBLE CLICK DESIGN & PRINT CIC REPORT

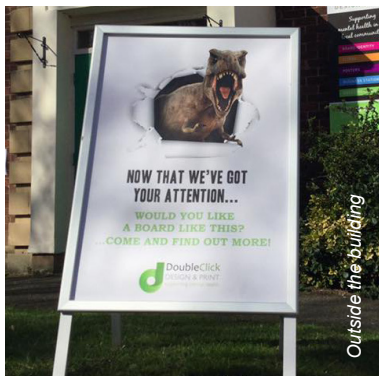
supporting mental health in the community
January 2017-18



Sponsored event



Certificate awarded



Outside the building



Lunchtime walk with staff and trainees.

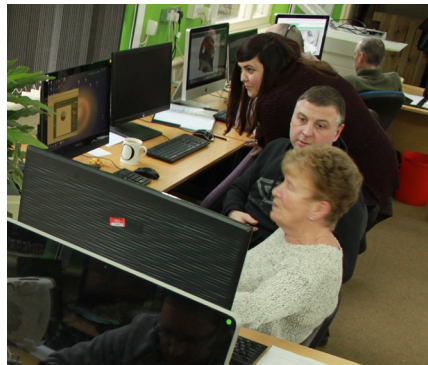
Working for and with the community!

DESIGNS THAT INSPIRE THE MIND AND MAKE A DIFFERENCE.

2017-18 Year report

Double Click is a design and print enterprise based in Shotton. Its income is generated by providing training and development opportunities to people who have experienced or continue to experience mental health problems.

Double Click's products include the design and printing of leaflets, brochures, flyers and general business stationery, as well as website design.



| | |
|--------------------------|----|
| Contents | 1 |
| Products and Services | 2 |
| Double Click Structure | 3 |
| Profit & Loss accounts | 4 |
| Balance Sheet | 5 |
| How are we doing? | 6 |
| What's going on | 7 |
| Training and Development | 8 |
| 3 Clear steps | 9 |
| Courses now available | 10 |
| Outcomes | 11 |
| Branding and The Team | 12 |



Products and Services

Two sources of income for Double Click.

In January 2016 Double Click Design was transformed from a Flintshire County Council Service, supporting people with mental health problems to become a new Social Firm, a business with a social conscience.

Printing service

The core part of Double Click's product portfolio is the design and production of newsletters, business cards, documents, flyers, leaflets and pull-up banners. The aim is to extend this portfolio in the near future to include a full range of digital services. Customers for our products and services currently include the Local Authority and Businesses and it is intended that this customer base will be expanded through the development of a wider marketing strategy. We will be building on our strengths as a business with a social conscience and taking pride in our personalised 1-1 customer service. Looking to the long term, we realise customer loyalty is extremely important to Double Click and this will remain a significant focus in our developing marketing strategy.

Training placements

Double Click provides training placements for people with mental health issues. It is intended to enable these individuals to further develop their work related skills in an environment which, whilst business orientated, is able to adequately support the volunteers, trainees and employees according to any additional needs. Our training programmes are now up and running with online learning from "Learn Direct" proving to be a highly successful way for delivering a coherent programme of learning. This method of learning ensures that all trainees taking part can learn at their own speed whilst receiving regular feedback on their progress. On completion, further 1-1 specific training is provided by our graphic design tutor. A portfolio of work compiled by the trainee demonstrates their competence and would assist them in future interviews.

As well as developing graphic/printing skills we also give the trainees opportunities to acquire confidence by being involved in day to day administration and customer care. Support in managing cash flow, petty cash and visiting the bank is also an important feature of Double Click's office based training.

Double Click Structure

A closer look at Double Click

22 TRAINEES

Here at Double Click we have 22 people who are all engaged at different levels of learning. The content of training packages is negotiated and agreed with each trainee. Everyone's particular situation is assessed and their learning is sensitively managed by the staff.

5 STAFF

Andrew Lloyd-Jones General Manager

Sue Davies Support Worker/Admin

Heather Jones Graphic Designer

Claire Doughty Trainer & Designer

Sian Jones Graphic Designer

2 VOLUNTEERS

Our volunteers are essential to the success of Double Click. The responsibility that comes with the title of volunteer is regularly acknowledged. Their impact on contributing to the success of Double Click is recognised through feedback.

4 DIRECTORS

Sumnadipa Chair

Paul Cunningham Flintshire Councillor

Anne Rowlands Finance Director

Andrew Lloyd-Jones General Manager

What is a Social Firm?

A Social Firm is a not-for-private-profit business where the social mission is to create employment, work experience, training and volunteering opportunities within a supportive and inclusive environment for people who face significant barriers to employment – in particular, people with a disability.

Mission

Designs that inspire the mind and make a difference.

At Double Click, our mission is to give each of our customers the best professional service possible at an affordable price. We believe in giving individual attention to each customer, building a solid and lasting relationship based on trust and customer satisfaction.

Opening

Monday-Friday 9am - 4pm for customers

Tuesday-Friday 10am - 4pm for trainees

DOUBLE CLICK DESIGN AND PRINT CIC
PROFIT AND LOSS ACCOUNT
FOR THE YEAR TO 31 MARCH 2017

| Turnover | <i>(12 month period)</i> 2017 | <i>(3 month period)</i> 2016 |
|---|-------------------------------|------------------------------|
| | £ | £ |
| Turnover | | |
| Sales | 15,657 | 4,189 |
| Cost of sales - materials | 8,632 | 569 |
| Gross profit | 7,025 | 3,620 |
| Expenses | | |
| Staff costs | | |
| Salaries | 52,907 | 5,571 |
| Consultancy | - | 3,180 |
| Seconded staff | 19,263 | 6,832 |
| Volunteer travel | 383 | - |
| | 72,553 | 15,583 |
| Rent & service charges | 6,552 | 1,867 |
| Utilities | 1,266 | 177 |
| Cleaning | 324 | - |
| Repairs | 725 | - |
| IT | 391 | 400 |
| Website | 790 | 112 |
| Accountancy | 1,000 | 500 |
| Insurance | 606 | - |
| Postage | 88 | - |
| Sundry | 824 | 75 |
| Depreciation | 878 | - |
| Amortisation | (878) | - |
| | 85,119 | 18,714 |
| | (78,094) | (15,094) |
| Other income | | |
| Flintshire County Council <i>(Training & Development)</i> | 117,440 | 14,652 |
| Compensation - bank | - | 450 |
| Net profit | 39,346 | 8 |
| Corporation tax | (7,869) | - |
| Retained profit | 31,477 | 8 |

DOUBLE CLICK DESIGN AND PRINT CIC
BALANCE SHEET
AS AT 31 MARCH 2017

Intangible fixed assets

| | | |
|------------------------|----------|---|
| | Goodwill | |
| | £ | |
| Cost | | |
| At 01.04.16 & 31.03.17 | | 1 |

5. Tangible fixed assets

| | Equipment £ | Total £ |
|-----------------|----------------|------------|
| Cost | | |
| At 01.04.16 | - | - |
| Additions | 3,512 | 3,512 |
| At 31.03.17 | 3,512 | 3,512 |
| Depreciation | | |
| At 01.04.16 | - | - |
| Charge for year | 878 | 878 |
| At 31.03.17 | 878 | 878 |
| Net book value | | |
| At 31.03.17 | 2,634 | 2,634 |
| At 31.03.16 | - | - |

Debtors

| | 2017 £ | 2016 £ |
|---------------|-----------|-----------|
| Trade debtors | 865 | 801 |

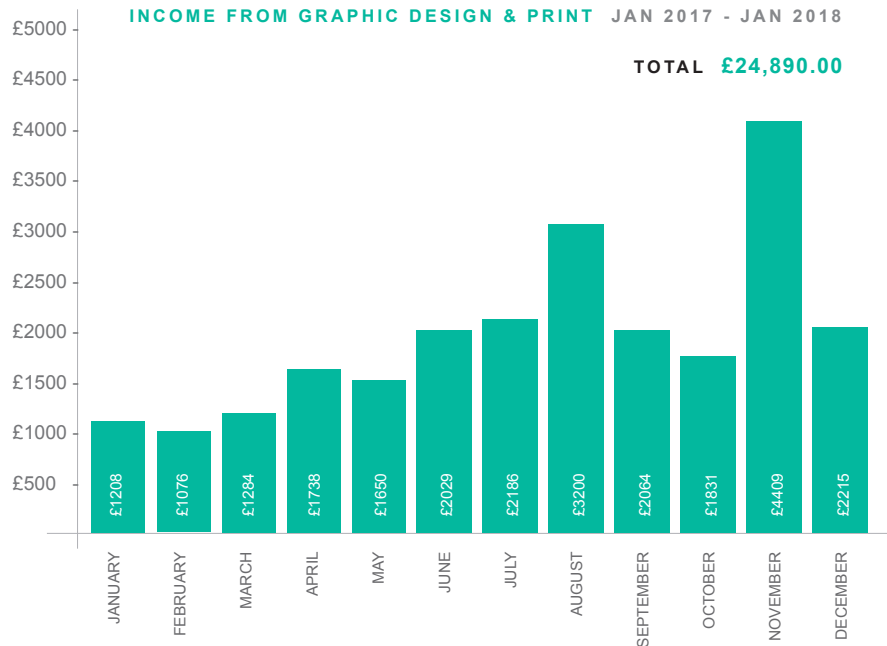
Creditors: amounts falling due within one year

| | 2017 £ | 2016 £ |
|----------------------------------|-----------|-----------|
| Trade creditors | 4,854 | 7,869 |
| Corporation tax | 7,869 | - |
| Other taxation & social security | 2,887 | 135 |
| Other creditors | 2,520 | 2,938 |
| Accruals and deferred income | 6,940 | 13,380 |
| | 25,070 | 24,322 |

How are we doing? JAN 2017 - JAN 2018 INCOME

Customers:

The high rate of return customers is a clear message that we are doing a good job. Our loyal customer base is the backbone of Double Click and this we value greatly.



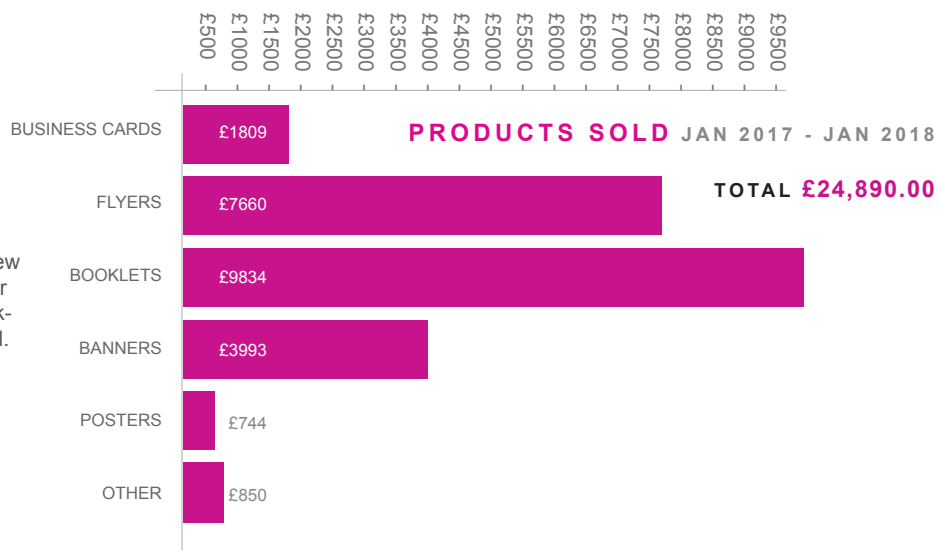
Materials:

Cost of materials is an element of Double Click that is constantly changing. A number of paper merchants have announced price increases in 2017. Increases of between 6% and 9% are anticipated for 2018.



Outside Printers:

We have outsourced 147 jobs and spent £6008.00 but this has given Double Click an opportunity to offer more to our clients. Our Graphic Design department has made this possible.



Products sold:

The products we are now offering the customer has increased again with the new Product Guide but it is clear to see that Flyers and Booklets are still in high demand.

Double Click News

A summary of our year

- Our Learn Direct courses have yet again been a big hit with our trainees, the confidence that comes with completing the certificate and creating a designed product for their portfolio proves very satisfying.
- Purchased, 2 new computers this year along with new software. Software subscription is now one of our major expenditures but the need to keep up with the latest software is paramount.
- Sian graduated in her Graphic Design and Multimedia Degree course at Glyndwr University in November. She is now a paid member of staff here at Double Click.
- A further development of our branding has created a fresh, modern look.
- Unfortunately in 2017 Double Click was broken into, damage to the building and computers created an opportunity to review our security. New window shutters, outside security lighting and a new alarm have been installed.
- New interior daylight lighting has created a more design-friendly environment.
- As a Social Firm Double Click has flexibility in terms of who we employ. We have, for example, just employed a consultant web trainer who can share his skills with trainees and staff to improve our digital products. Neil brings with him a wealth of commercial knowledge and technical ability.
- Sponsorship of 20 x A2 posters at the Diversity Festival in Mold organised by Rainbow Biz. This is something we will certainly be doing again, a fabulous way to get our name in the local community.
- Paypal: We are now able to accept card payments via Paypal.
- Folding Machine purchased: This new product has been a big help with offering a quick turnaround to our customers.
- We attended the Glyndwr University conference: (World Mental Health Day) 10th Oct.
- We have put together a new training and development information pack. The new look to our logo has been incorporated,
- New signage outside the building, along with new "A boards." This has proven to be an effective way to attract new customers.
- Due to the closure of FLVC print room, we will be offering a 20% discount on all jobs from FLVC Members and to all charities.
- One of our trainees, Hilda, has now become a volunteer.
- 19 attended our Christmas Meal at Jemoleys in Penyffordd. Jemoleys is a long standing customer of Double Click. We are presently creating a website for them.
- We can now offer customers recycled paper /envelopes and clear compostable packaging.

Trainees

Training and development

We have 22 Trainees who are all at different levels of development. The Learn Direct course has proved extremely successful in developing our trainees' skills in all aspects of graphic design. It allows each individual to learn at their own pace, followed by 1-1 tuition and support from a member of staff qualified in graphic design. Each trainee has their own development programme and personal portfolio of work which is regularly updated with the trainee's progress.

“ All staff are supportive, helpful and understanding and have welcomed me to participate in projects which are beneficial to my ongoing training and personal development ”

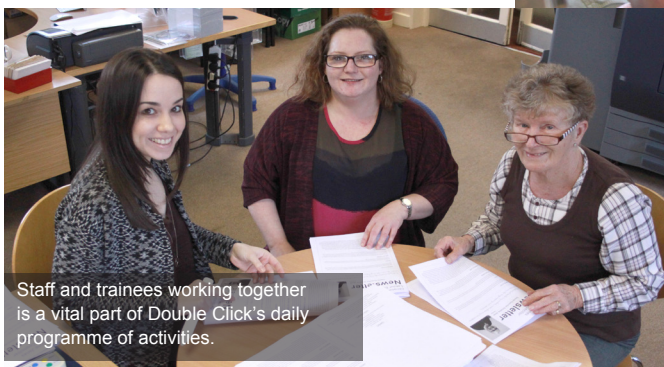
Dave/Trainee

“ I like hand-making cards... I find the interaction with people to be very rewarding ”

Hilda/Volunteer



Support is offered throughout the trainee's learning, this is something that all staff are involved with.



Staff and trainees working together is a vital part of Double Click's daily programme of activities.

“ I have completed a Learn Direct course in Indesign & Photoshop in a non-stressful, non-pressurised environment. ”

Wayne/Trainee



World Mental Health Day at Glyndwr University

“ The Double Click experience I feel is not to be underestimated, from being here for approximately a year, the culture and environment the team has created is one which naturally comes across as non-judgemental, relaxed, welcoming, friendly, positively supporting, empathetic and understanding, and this I feel every time I walk through the door. ”

Alan/Trainee

Training & Development

3 Clear Steps For the new Trainee, Looking to make a next step!

A page from our New Training & Development Guide

INTRODUCTION TO DOUBLE CLICK...

STEP 1...

Referral from Social Services to Double Click



Initial contact will be made with Jacqueline Vaughan-Thomas. To discuss whether Double Click is the right choice for you.

A meeting will then be arranged with Jacqueline, and Andy the manager of Double Click, for you to discuss the possibilities of potential training and development.

Once accepted you will be invited to spend some time at Double Click discussing your personal development programme with one of our trainers.

Step 2...

Personal Development Plan

What would you like to achieve whilst at Double Click?

We will discuss your strengths and aspirations, and then create a package of training tailored to you. This will be linked to your outcome reports.

A personalised development plan will be created for you, and together we will decide what courses and training would be suitable.

Step 3...

Training Available

Here at Double Click we have various training opportunities available.

We purchase Learn Direct Courses for trainees eager to learn more about specific software, including graphic design software such as Adobe InDesign, Adobe Photoshop and Adobe Illustrator to web design software Dreamweaver and desk top publishing software like Excel.

We can train you in packaging, folding, trimming, quality control, office related skills, book keeping, cash and receipts.

Courses now available

All the information you need in one pack!

A page from our New Training & Development Guide

Level 1...

Online Training

You will learn and practice at your own pace from an online, in-depth video training course. You will have your own individual log in details, and if you wish, you may also continue the course at home providing you have the suitable software.

The Courses that have been taken so far are: InDesign, Photoshop, Dreamweaver and Excel. We offer one-to-one ongoing help and support throughout the course.

Level 2...

At this level you will decide which avenue of further progression you would like to take. Then you will learn how to put your newly acquired skills to the test.

We will offer you one-to-one support and give you guidance and help as you fine tune your new skills and knowledge through the various options available.

HOW ARE WE GOING TO PROGRESS FURTHER?

Level 3...

Are you equipped with relevant skills to progress into further education?

We will continue to research potential courses available.

We are looking to develop the trainees and hopefully get an accreditation at Double Click in conjunction with a college or university.

Office Based Learning...

This will be mainly given by Sue.

Sue can help you follow guidelines and learn table work by learning how to fold, trim and package artwork ready for our clients, also filing, financial procedures, photocopying, recording skills etc.

Outcomes 2017

Trainees' outcomes

Trainees' success at Double Click

18

Learn Direct completed courses

This year we have introduced a new on-line learning course which has been well received. It has proved to be highly enjoyable while also instructive. A certificate of completion is awarded to the trainee at the end.

22

Trainees engaged with Double click

Trainees have developed their skills in graphics with 1-1 tutorials and by being involved with real jobs from paying customers. This high level of engagement comes from a learning process that encourages further development.

3

Office based learning

Three trainees have now undertaken an introduction to office based skills. This covers all the basic requirements for understanding petty cash, cash flow and the banking system within Double Click.

2

Table-Top Work

An important feature of Double Click, table-top work, allows trainees who are not involved with the computer side of the business to be part of the team. Trainees learn to cut, fold and package products for sale.

6

Moved on

3 gained employment, 2 left for College and University and 1 progressed to become a Volunteer.

2

Volunteers

Our Volunteers are Ben and Hilda. After a number of years as a trainee, Ben is now one of our valued Volunteers. Hilda has a skill in organising the table work and getting trainees actively involved.

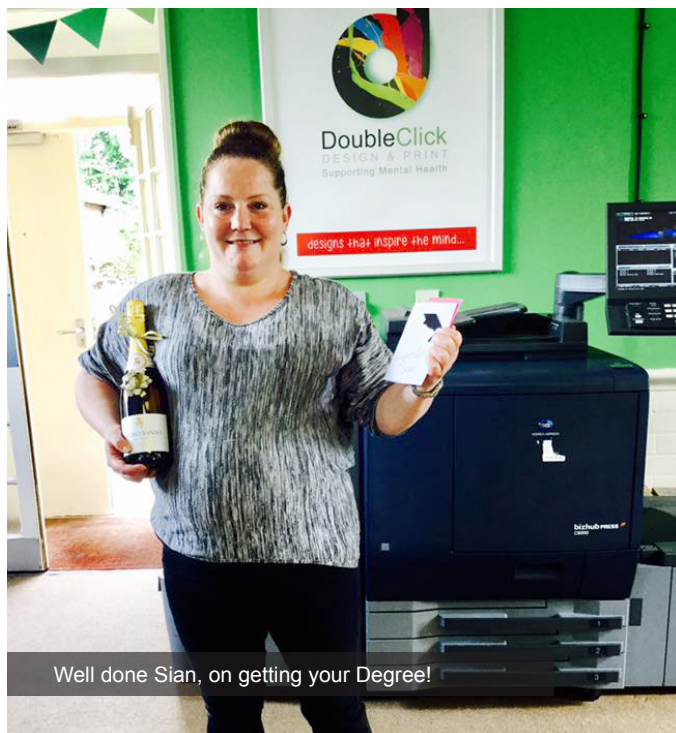
3-1

Staff to trainee ratio

On any given day at Double Click we will have 6-9 trainees on the premises. It is important that we offer design and computer support to our trainees, their development is of key importance.

Reasons to Celebrate

Certificates, Degrees & a new look!



Our New logo!

The Double Click branding has now been updated, it's brighter and more contemporary.

It's consistent use across all our marketing products, such as on our signage and product guide, means that Double Click is a more recognised local business and this has generated increased sales and interest to the Social Firm.

Our mission statement

Designs that inspire the mind and make a difference ...

is now being used in conjunction with our branding. This phrase was developed in collaboration with the trainees.



Product guides have been given to FLVC with a 20% discount sticker attached to the front. Local charities are also given the same discount.

Meet the team



Andrew Lloyd-Jones
General Manager



Sue Davies
Support Worker/
Administration



Heather Wilde
Graphic Designer



Claire Doughty
Trainer & Designer



Sian Jones
Graphic Designer

Our board of Directors are:



Sumnadipa
Chair



Paul Cunningham
Flintshire Councillor



Anne Rowlands
Finance Director



Andrew Lloyd-Jones
General Manager

Unit 36, The Lodge, Deeside Enterprise Centre, Shotton, Deeside CH5 1PP

t. 01244 846411 e. doubleclick.design@yahoo.com www.dcdesignprint.co.uk

DESIGNS THAT INSPIRE THE MIND AND MAKE A DIFFERENCE.