

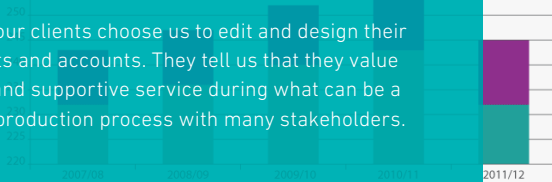
# Solcroft is trusted by its clients to write and design their most high-profile publications

The Trust's total expenditure increased from £207.1 million in 2011-12 compared to £201.1 million in 2010-11. This was mainly a consequence of the provision of achieving the objective with a 2.5% inflation assumption plus some service level agreement adjustments. There are some offsetting investments in new community forensic services and local services.

The Trust generated a total income in 2011/12 of £245 million compared to £234 million in 2010/11, the majority from local and specialist commissioners.

Quality corporate communications that support brand messages to engage internal and stakeholder audiences.

A number of our clients choose us to edit and design their annual reports and accounts. They tell us that they value our efficient and supportive service during what can be a complicated production process with many stakeholders.



The total net result position was a net surplus of £1,675,000. The Trust incurred impairment charges of £3.2 million. Impairments that arose related to changes in the value of assets that are shown as statutory

#### Expenditure

##### Pay costs

The Trust's main expenditure is on paying staff, which in 2011/12 was £193 million, a reduction of £13 million compared to 2010/11.

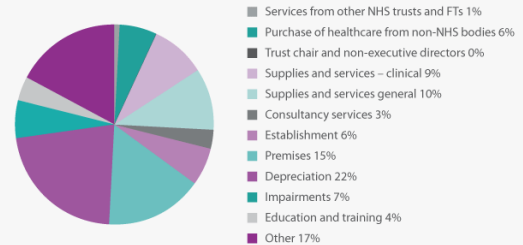
The table below illustrates the impact on staff numbers across the 2 years.

	2011-12		2010-11	
	Total number	Permanently employed number	Other number	Total number
<b>Average staff numbers</b>				
Medical and dental	272	241	31	282
Administration and estates	612	527	85	810
Healthcare assistants and other support staff	1,156	956	200	1,333
Nursing, midwifery and health visiting staff	1,333	1,191	142	1,454
Scientific, therapeutic and technical staff	559	541	18	542
Other	128	128	0	0
<b>Total</b>	<b>4,060</b>	<b>3,584</b>	<b>476</b>	<b>4,421</b>

#### Other expenditure

Expenditure other than pay amounts to £48 million. The main non-pay costs relate to depreciation charges and premises costs. The chart gives an analysis of non-pay expenditure. Costs associated with the provision and maintenance of buildings remain the largest item of other expenditure (depreciation and establishment costs).

#### Non-pay costs



#### Cash

The Trust balance at the bank at March 2012 was £24.3 million, an increase in the cash balance from April 2011 of £14 million. The improvement in the cash position was partly due to a number of large creditors which arose at the end of the year and were paid early in the new year, the timing of capital investment and the continued improvement in debtor recovery.

The Trust performed well against the Better Payment Practice Code, and paid 95% of its trade creditors and 94% of its NHS creditors in 30 days.

## Case Study

### Editorial services

- Edit specialised information into clear, accessible copy.
- Edit reports written by non-English speakers to read fluently.
- Proofread for style and sense, alongside the technicalities of grammar, punctuation and spelling, plus make sure all references and terminology are consistent and correct.
- Produce bespoke editorial style guides, encouraging consistency and accuracy across all your communications.

### Design services

- Effective and creative solutions for print and web, marrying striking visuals with commercial understanding to engage your audience.
- Creative solutions that support and enhance key messages.
- Practical design that stands out, in print and online.

### Project management

- Detailed schedule production and management.
- Tightly controlled trafficking process to keep your project on track.
- Delivery and distribution managed to suit your needs.

*“Solcroft’s attention to detail is remarkable – they take a vested interest in the products they create by caring for how their clients are seen through their publications. We have been complimented on the design and overall quality of our publications which I put down to Solcroft’s professional and caring approach.”*

Project Director, Higher Education Better Regulation Group



### What we do

Branding strategy and design  
Campaign strategy  
Website design and build  
Event materials  
Report editing and design  
Printed marketing materials  
Copywriting

### Talk to us

Please email or call  
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# Solcroft

*Clearly communicating*

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