

**REPLY BY THE PRESIDENT OF  
THE STATES' TRADING SUPERVISORY BOARD  
TO QUESTIONS ASKED PURSUANT TO RULE 14 OF THE  
RULES OF PROCEDURE BY DEPUTY LESTER QUERIPEL**

**Question 1**

Guernsey Water recently sent a 16 page (including the front and back covers) full colour, semi-gloss finish booklet to households here in Guernsey with the following heading on the front cover 'An Introduction to the Cesspit Emptying Service'. It was accompanied by a separate leaflet headed 'Our Cesspit Emptying Service is Changing', which was also in full colour with a semi-gloss finish. It concerns me greatly that taxpayers money was spent on producing full colour semi-gloss documents, which will only be read once and end up sitting on shelves, when the cost to produce them in black and white would have presumably been considerably less. When the States was undertaking its Financial Transformation Programme just a few years ago now, I asked every department to consider printing documents in black and white as opposed to full colour, when the likelihood would be they'd only be read once and left to sit on shelves, and to report back on the savings made. 18 months later, the then Chief Minister Deputy St Pier, announced during a States debate, that £80,000 had been saved by printing documents in black and white instead of colour in those 18 months. I'm sure you'll agree £80,000 is a considerable saving and no doubt a lot more has been saved since then, by printing certain documents (those that only need to be read once and will then just sit on a shelf) in black and white instead of in full colour. So with that in mind, my first question is: Can you please tell me why was the decision made to print the Guernsey Water documents in full colour with a semi-gloss finish, as opposed to printing them in black and white with a matt finish?

**Answer**

Guernsey Water is always mindful of both financial cost and environmental impact when publishing documents. For example, our annual report and water quality reports are only available electronically on Guernsey Water's website. However, on this occasion, we needed to convey some very important information to all our cesspit customers, regarding changes to their service. It was therefore decided to provide these in both printed and electronic form, and in colour to try and ensure this important information caught our customers' attention.

The documents explain how the cesspit emptying service is changing, to make it more efficient, improve customer service and make customer support more resilient. All customer contact has now transferred from States Works to Guernsey Water, and from January 2022 customers will receive a combined water, wastewater, and cesspit bill. The printed communications helped manage the volume of calls when the point of contact changed, and hopefully will help ensure a smooth transition for the new billing arrangements.

A customer survey was sent to all cesspit customers prior to the changes, to measure customer satisfaction with the service and identify any issues. The survey had a 67% response rate, and of these around a fifth felt communication had been inadequate. The booklet provides information that customers asked for in their survey responses. The leaflet contains vital information about the current changes, what they mean for customers and what they need to do in response. It also encourages customers to sign up for e-notifications, which means printed notification cards will no longer be dropped through their letterbox after a wastewater collection.

**Question 2**

How many booklets and leaflets were distributed?

**Answer**

Just over 5,200 booklets and leaflets were distributed.

**Question 3**

How much did the full colour, semi-gloss finish printing of the booklets and leaflets cost?

**Answer**

The total cost was £4,071. This includes the cost of the license for Guernsey Water to use the illustrations from the booklet in future communications relating to the cesspit service, so there is ongoing value from the purchase. These colour images have already been used in social media communications, where visual impact is needed to compete for attention in busy newsfeeds.

**Question 4**

How much would the printing of the booklets and leaflets have cost had they been in black and white with a matt finish?

**Answer**

If we had printed both the booklets and leaflets in black and white with a matt finish, we would have saved approximately £1,000.

**Question 5**

Why couldn't the information provided in the leaflet be included in the booklet, thereby dispensing with the need for a separate leaflet to be printed?

**Answer**

Both leaflet and booklet were produced in a consistent format as they contain related information. However, the leaflet is only relevant for a brief period whilst service changes are made. The information in the booklet is designed to be read more than once. Therefore, the leaflet was provided separately to extend the life of the booklet. The difference in cost if the leaflet had been included in the booklet would have been negligible.

**Question 6**

Where did the money come from to pay for the printing of the booklets and leaflets in full colour with a semi-gloss finish?

**Answer**

Guernsey Water paid for the booklets and leaflets; no taxpayers' money was used to fund them.

**Date of Receipt of the Question: 8 November 2021**  
**Date of Reply: 18 November 2021**