

Promoting HENRY family support

Support available to Partnership Areas



Overview: what we offer – as part of the benefits of being a Partnership Area, HENRY offers promotional materials and other support included within your annual Partnership & Support Fee:

- **Online promotional materials** – unlimited access to (and usage of) all our digital promotional materials e.g. online leaflets, posters, social media JPEGs
- **Tools & ideas to boost participation** – access to ideas, top tips, sample referral pathways, and sample referral forms which draw on our national experience & latest developments
- **Support from your Partnership Support Officer (PSO)** – the HENRY PSO for your area can support you with ideas, talk through decisions with you, and help you access all our materials
- **Access to artwork for pop-up banners** – a range of designs for HENRY banners you can download and print locally
- **Complimentary allocation of print collateral** – we offer Partnership Areas a limited quantity of our generic leaflets and/or posters at no additional cost, with the chance to buy more

Complimentary allocation of print collateral: how it works

- This allocation is calculated based on the rate of your annual Partnership & Support Fee
- Because different areas have different components of the overall HENRY offer, commissioning organisations pay different rates for their annual fee
- We offer a notional 'spend' with HENRY of up to 5% of the total value of your annual fee – *this figure is used solely for the purposes of determining your allocation of complimentary promotional materials and is not exchangeable for a monetary value e.g. reduction on fee, or use towards training or resources*
- We set a rate per leaflet and per poster, including postage. These are:
 - 10p per leaflet (*minimum of 500 per order*)
 - 50p per poster (*minimum of 10 per order*)
- As an illustration, this would mean that a commissioning organisation paying a fee of £5,000 per year would have a notional £250 to spend. They would be able to exchange this for e.g.
 - 2,000 leaflets (@10p each = £200)
 - 100 posters (@50p each = £50)
- This provides the overall total, but it can be used in any way you choose across different programmes / age-ranges
- Should a commissioning organisation wish to have more leaflets and/or posters from us we can invoice for the additional quantity. *To extend the above example; if you wanted to have a total 4,000 leaflets in any given year then you could order the additional leaflets @10p per leaflet – i.e. 2,000 additional leaflets at 10p each = £200 to pay for a total 4,000 leaflets and 100 posters*

Design: how it works – we offer a further alternative option to generic leaflets and posters. If you would like HENRY to add your logo and any locally bespoke copy to our leaflets and/or posters (within the limits of our existing designs) then we can offer this as an alternative route to our generic options. If you choose this option then we will provide you with the design files for you to arrange your own local printing of these materials at your own expense. In selecting this option, you will no longer have access to complimentary print collateral of generic promotional materials. If you would like to use this route, please ask your Partnership Support Officer to put you in touch with our Partnerships Team Manager to explore in detail. We use the same notional 'spend' principle as above with the rates below, with further limited adaptations available annually:

- Adapted leaflet design – £100 per design
- Adapted poster, pop-up banner, JPEG or workshop flyer design – £75 per design