

# Case Study: Distributing posters



## SLIVERS-OF-TIME WORKING: Case Study

BUYER	London Borough of Newham: Communications Dept.
REQUIREMENT	3 separate projects requiring posters or flyers to be deposited at food outlets around the borough with a personal request to the manager that the material be prominently displayed.

Traditional fulfilment	A member of staff would stop their normal work for several days to drive round the borough asking food outlets to display council materials.
Slivers-of-Time fulfilment	10 or so Slivers-of-Time sellers were booked for each project at times when it was most convenient to speak to catering managers (ie mid morning and mid afternoon, outside of meal times).
Types of work	<ul style="list-style-type: none"> <li>• Distribution of posters encouraging residents to register to vote</li> <li>• Delivery of flyers advertising local arts events</li> <li>• Distribution of leaflets announcing a council run fireworks night event</li> </ul>

	Traditional route	Slivers-of-Time route
Period of notice for bookings	Staff member has to be rescheduled from other work. This can require several days notice.	Sellers booked immediately materials are available.
Pattern of bookings	Member of council staff stops work and devotes herself to driving round food outlets locally for several days.	Sellers booked for 10.00 to 11.30 and 15.00 to 17.00. This was more convenient for outlet managers.
Impact on local employment	Nil.	High. Local people priced into distributing material in their corner of the borough.
Cost saving:	Can't be quantified.	

*"We need people with a bit of initiative to ask managers to display our materials. We often need them quickly. Our fireworks event had a late change of venue and the materials were printed at very short notice. I was able to book a squad of people to deliver them on the day the printers delivered."*

**Kam Kaur, Senior Information Officer, London Borough of Newham**