



CREATIVE MEDIA SERVICES

CMS is your in-house design service and production studio

Our aim is to bring you effective, affordable design and media solutions for all your communications. We provide a fully comprehensive and diverse range of services, which are outlined on the following pages.

So if you want to communicate even more effectively and would like to work with a professional team that gets results contact us.

We're here to help you.

Creative Media Services

Oak House
Moorhead Way
Bramley
Rotherham, S66 1YY

Telephone

01709 302062

Fax

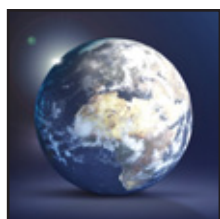
01709 302099

Website

www.rotherham.nhs.uk/cms

Email

ken.clayton@rotherham.nhs.uk



Keep up-to-date with what's going on in our world

The CMS updates will provide you with all the latest information you require regarding new services, products and innovative techniques. These news updates are supplied via email and on request will be delivered direct to your inbox.

Please email Ken Clayton to receive more information.

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Recent work
SmokeFree Homes



We were invited to design a brand identity for the new SmokeFree Homes project. After producing a number of concepts, the common favourite was the chameleon icon with its links to change, nature and freedom of expression.

Branding was applied to a number of products to help bridge the gap between adult smokers and young children living in smoker's homes.

The brand continues to have great success.

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Recent work

Clinical Audit Team

Clinical **a**udit **t**eam

promote • develop • implement

The brief was simple; to raise the profile of the clinical audit team. To promote the service and training opportunities that are offered by the team and to raise awareness that clinical audit is a good thing for patients and service users.

We proposed to do this by introducing a wide range of products that informed and educated colleagues by creating a high impact brand design, raising awareness of the service and service messages. Strong in design and styling, the execution can be seen as aspirational as well as inspirational and stands to promote the clinical audit team and its message in a proud and unapologetic manner.

Be a cat not a mouse!

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Recent work

LARC Campaign

Protect Yourself Against Unplanned Pregnancy

IT'S YOUR DECISION

We were given the brief to raise the profile of LARC (Long Acting Reversible Contraception) in Rotherham. We were asked to promote LARC as an alternative contraception to the pill and other SARC (Short Acting Reversible Contraception) and to raise awareness and change attitudes towards it.

We decided to develop a range of products that left the decision with the client "*it's your decision*" through print media such as billboards, advertising and information leaflets. Promotion through the NHS Rotherham website, S-word website, web banners on university sites and twitter and facebook pages for one-to-one advice from specialists. Finally through QTV, producing short promotional programmes.

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Recent work

Pharmacy First



We were asked to develop a campaign to communicate the benefits of accessing treatments directly from the pharmacist without waiting to see a GP. The education element of the campaign was key. We came up with a friendly, contemporary brand, that we felt was informative, inclusive and future proof.

Supported by a key statement that allowed service users to feel empowered, with clear direction to the service ethos and core values:

Don't wait for a doctors appointment
Go straight to your pharmacy

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Services

Graphic Design

functional, attractive design with a pinch of marketing flair

Get your important material read! Let us create more attractive and effective annual reports, accounts, teaching packs, manuals and conference materials. We can also produce leaflets, posters, stickers, newsletters, folders, mail shots, video and DVD covers.

There's merchandising too such as pens, t-shirts, caps, fridge magnets, etc. You name it, we can do it. We can develop a package to suit your budget. Professionally produced display panels, banners, signage, point of sale material and vinyl graphics really give your whole department or service a professional corporate image.

We act as gatekeepers for the NHS corporate identity and are able to advise on the correct branding for logos, printed stationary, certificates and ID badges. We can also provide advice on trade marking and intellectual property copyright. Whether you need illustrations for a leaflet or a lifesize character costume, just call us and discover how we can make your ideas come to life!.

Leading the way in NHS branding and design.

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Services

Video Presentations

lights, camera, action!
when our cameras roll your message gets seen

The CMS team has a wide range of experience in all types of media production. From simple 'pieces to camera' to full-blown television broadcast programmes. We use the latest digital equipment designed to give you the very best for your money. We are always looking at the best ways to enhance your message through pictures and sound.

At the centre of CMS is our state of the art hi-definition edit system, offering true flexibility and diverse editing options. We can output to a variety of media, including multimedia files for websites, DVDs and Blu-ray. Whatever your requirements and budget we have a solution for you!

Think visually, we can convert your printed materials into infomercials for playback on QTV.

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Services

Event Management

...and the winner is? our clients every time

The Creative Media Services team have years of experience organising audio visual solutions for award ceremonies for the NHS.

We will help you organise everything you need to produce a spectacular event, from booking a host, stage design, co-ordinating the event and running order to designing posters, banners, invitations and brochures. Leave nothing to chance and make sure you ask us to get involved early.

A member of our team can help you through every stage of production. We can even film the event so it can be distributed in any format at a later stage.

With our help and support you can enjoy organising your event and you might end up the star of the show!

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better health, better lives for people across Rotherham

QTV provides bespoke health information videos tailored to the patient waiting areas and the locations where it's displayed. The programmes are designed to inform and educate and the nature of the service enables the videos to be specifically targeted to the public need, encompassing health, language and culture.

Programmes consist of a mixture of live video, audio, voice over and graphics, allowing programmes to be viewed with or without a sound track. QTV is a non-profit making service and any programmes produced on behalf of health partners are charged at minimal cost. It is estimated that we achieve approximately one million views per year.

QTV is an effective way of signposting your service to the people of Rotherham.

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CMS Workflow

STEP 1 - Preparing and writing your text

Our Head of Communications on 302026 can provide assistance with writing skills and plain English. If this is your first experience producing patient information ask for a copy of the Patient Information Toolkit. The Knowledge Service on 302096 or 302031 can help you with searches to make sure your information is evidence based and to find out whether similar information has been produced elsewhere. Our Patient and Public Engagement Team (PPE) on 302612 are here to both support staff in this work and to support the community and individuals in the process of engagement. Creative Media Services on 302062 we can help you plan your campaign, provide the design brief and help obtain project costs before production is started.

STEP 2 - Health Information Editorial Group (HIEG)

You will need to send a draft of your patient information, as a Word file, to be passed by the HIEG. They will check the information follows the NHS Rotherham guidelines on producing health information. When your text is agreed you will be sent an electronic certificate that you must then send to CMS with the signed off text. We'll then book your job into our production schedule.

STEP 3 - Proofing your project

CMS will work with you to design your information, making sure it is functional, relevant and attractive to read. You will always be shown a proof and asked to verify it before it is released for publication. Please check it carefully. It is also your responsibility to make sure you consider commissioning your information in other forms, easy read format, alternate languages etc.. We can provide you with support to do this.

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Rotherham

Products

Print on Demand

there's nothing traditional about today's modern print

We have been providing the NHS in Rotherham with print solutions for over 30 years. Establishing ourselves as a central source of expertise on quality print and innovative techniques. Working with a close network of local print companies, we have a reputation for quality design, cost effective procurement and expert knowledge of the print industry.

We have no limits when it comes to print design. Our graphic designers have all worked in the print industry and can turn your ideas into feasible and workable solutions, keeping a focus on your vision and usability.

So whatever it is you require, we can provide an effective and professional service that both serves your needs and exceeds your expectations.

Supplying print for over 30 years.

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Products

Large Format Print

you won't believe your eyes, look at the size of it...

We can transform your ideas into fantastic designs for posters or canvases e.g. A1, A2 and A0 sizes as well as custom sizes. We also work with local print agencies to help get the best large format prints fast.

Bannerstands and printed PVC or vinyl banners are very popular with clients enabling information in a large format to be erected in a limited space.

Bigger IS sometimes better.

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Products

Multi-Media

we have always been at the forefront when it comes to new technology

The NHS embraces change and with this change comes a whole new set of communication tools. The traditional ways of working and supplying information are still around but at a very rapid pace they're being replaced by newer and better techniques, formats and ways of providing information.

CMS have always looked to the future and implemented new technologies to the work we do, from interactive PDFs to Blu-ray DVD we can provide you with whatever service you need. We design for the internet and can provide your work in any format required whether it be for mobile devices, Youtube or High-definition broadcasting.

Supplying information for your target audience.

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The Team

Ken Clayton



Manager

With over thirty years experience in the graphic arts industry, many of those as a graphic designer, Ken is a passionate believer in making sure design works for the end user and likes to be involved in all aspects of the creative process.

However, Ken encourages his team to lead their own projects, further developing their skills and creativity. As a team CMS work closely with NHS colleagues to help understand the challenges that patients face. This way the creative team can give patients a voice in how services are designed, after all, we all might need to use them one day.

Ken likes to travel, he's keen on all sport and the positive influence it can provide to communities and coaches fundamental athletics to children up to the age of twelve. Gardening and reading biographies are two of Ken's other passions.

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The Team

Janet Payne

**Administration Support Officer**

Janet joined NHS Rotherham in 1979 as secretary to the Community Psychiatric Nursing service at Ferham House and Doncaster Gate Hospital. After twenty one years she left psychiatric services to become the first person on the I.T. helpdesk. A few years later she decided to retire and move to the east coast. This did not happen and she recommenced with Rotherham Priority Health Services working part-time in Learning & Development and also with Creative Media Services. When the opportunity arose to expand her hours she left Learning & Development to work full time with Creative Media Services.

Janet has been married to Michael for 41 years. They both enjoy foreign holidays, gardening and having their grandson to stay as often as possible.

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The Team

Gary Cawthra



Graphic Designer

Gary joined the CMS team in 2003 after working for 5 years in the print industry. Coming from a design background it was an easy transition from print to design, bringing with him a wealth of knowledge of print techniques and technical expertise. Having studied Audio Visual at Dewsbury College of Art & Design and completing a BA (hons) at the University of Humberside, Gary is no stranger to the mediums of video and multi-media. This helps to strengthen the teams overall skills and knowledge.

Gary lives in "Slawit" with wife Clare and two daughters, Jaime Skye and Faith. He is a movie aficionado and enjoys travelling and experiencing other cultures.

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The Team

Mark Newton



Graphic Designer

Mark joined the team in July 2009. He completed a BA(hons) in Graphic Design at Leeds Metropolitan University in 2004, before gaining experience working within design for print at Leeds based alphagraphics. He's committed to finding the little seeds of an idea and progressing them forward into final pieces of work.

When not found at Oak House, Mark is based in Leeds with his partner Rebecca (who is a fashion designer) a large stash of vinyl records and other vintage finds. His creativity continues outside of work as a keen photographer. Mark loves a good cup of tea and a custard cream.

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The Team

Tony Bates



Videographer & Deputy Manager

Tony joined the NHS too many years ago to mention after working with military aircraft. Together with Ken he has helped establish Creative Media Services with a highly resourceful and talented team. Tony has many years experience of camerawork and editing both for the NHS, local government and as a freelancer.

Tony lives in Doncaster with his wife Candice. He is a keen photographer and loves motorcycles and SCUBA diving, although obviously not all at the same time!

Tel: 01709 302092 **Email:** tony.bates@rotherhampct.nhs.uk

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Now you know what we do, come and see what we do

Don't delay! Contact the CMS team and visit our studio to see what we can do for you. Any of our staff will be more than happy to show you around and introduce you to the team.

Ring Janet on 01709 302062 or email Ken to arrange a meeting.

Visit our website for all the latest information.

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