

## Case Study

Allestree Woodlands School  
Education  
Digital communication and information

Ricoh partnership with  
UK Academy delivers  
cost savings and  
improved education  
support services



When Allestree Woodlands School became an Academy it heralded a fundamental change in the school's approach to the way it manages resources. In collaboration with Ricoh, the school has transformed

what used to be a basic, inefficient print operation into a service that forms a key part of the school's digital communication and information environment, and one that delivers value for money and even generates revenue.

## Executive summary

**Name:** Allestree Woodlands School  
**Location:** Derby, UK  
**Size:** 1,250 students, 168 staff  
**Activity:** Secondary Education

### Challenges

- Academy status opened an opportunity to implement new ways of working
- Use resources to enhance teaching and learning
- Print facilities inefficient and difficult to manage

### Solution

- Digital communication and information solution comprising:
  - Ricoh Managed Print Service
  - Ricoh Production Print
  - Ricoh collaborative development

### Benefits

- Reduces print costs by £20,000 a year
- Transforms print into a modern digital communication and information resource
- Helps improve academic success with a recent best-ever A-level results achievement
- Creates a communications service centre capable of generating revenue and recouping investment
- Enhances the learning experience with facilities that support mobile working such as cloud-based printing

### Challenges

Allestree Woodlands School is a secondary school in Derby serving students aged between 11 and 18 years. It recently became an Academy and, in doing so, not only increased its funding for learning resources, but also gave governors and senior management greater control over the school's future. In this respect, one of the key strategies is the use of school resources - in particular information communication and technology (ICT) - to improve teaching and learning.

Stephen Taylor, Business Manager at Allestree Woodlands School, says, "What we want for students and staff is the easiest way of learning as possible, and for them to get the maximum benefit from it. So we've invested to transform ICT at Woodlands to deliver more efficient and effective computerised learning. For instance, we've just completed the first two years of an iPad scheme, where parents lease an iPad from the school for their child. Those devices open up much easier access to a whole range of online learning services for students."

Critical to this strategy is an Academy-wide approach to bringing together a number of ICT resources into a single integrated environment. One of these is print and, far from being just a means of producing documents, at Woodlands it is a strategic asset and information tool for improving education. It is also seen as part of the school's business-based approach to maximising value from resources.

Woodlands School is unusual in that it has a large campus - some 21 acres - with eight separate buildings.

Existing print facilities were a mixed bag of different equipment, supported under a variety of different contracts and lease agreements built up over time. There was a central reprographics room in the main building with lots of



independent and often disconnected printers dotted around the campus. Print resources were not being used efficiently nor were they meeting the aim of building an integrated digital learning environment.

Taylor says, "One of the key things for the school is not necessarily the cheapest, but rather what is best value for money. We approached a number of different providers and decided on Ricoh because it provided the most professional and thoughtful solution. It was Ricoh's ability to come up with innovative solutions and to work with us in a partnership and collaborative way to achieve the solution that we needed. Ricoh was very creative and strived extremely hard to deliver a solution that was bespoke and exactly right for us."

### Solution

The solution that Ricoh has delivered is a complete print and document service that forms a key element of the school's communication and information environment.

The components of the solution include a Ricoh Managed Print Service (MPS) and Production Print Service, comprising 25 distributed Ricoh Multifunction Products (MFPs) and a Ricoh colour digital production press in the reprographics centre. Print management software is used to control print operations across the entire system, support Follow Me printing, set and manage policies like default duplex and mono printing, and allow accurate, departmental charging.

The MPS provides each department or function with its own print and document control capability, with MFPs in each department or building. Follow Me printing means that when documents are sent to print they can be collected from any device by keying in a personal code. A student working in the library or even from home can send in a piece of work and have it printed at an MFP near the lesson where the document is needed. This is important because Woodlands needed to respond to the growing trend among students and staff for mobile working.

One of the critical elements of the Ricoh solution, that also supports mobile working, is its cloud-based, wireless printing on the campus. With more and more students and staff using mobile devices both on and off campus, cloud-based print significantly enhanced the learning experience at Woodlands. As well as printing out documents, the MFPs also enable information to be input via scanners which allows information to be immediately incorporated into the school's digital learning environment.

The Ricoh Production Print solution comprises a commercial-class digital colour press with a booklet maker module and other finishing equipment capable of producing

*continued overleaf*

## Case Study Woodlands School

high-quality, high-volume work in the reprographics centre. For instance, each student and teacher has a spiral-bound organiser which is produced and printed at the school. Taylor says, "Before we had to get the organisers printed externally and, frankly, they weren't anywhere near the quality or value for money we've been able to achieve using the Ricoh solution." Other jobs from the reprographics centre include a run of 500 brochures for a recent open evening for prospective parents and local feeder schools.

### Benefits

The Ricoh solution at Woodlands School has been transformational on a number of levels, from improving quality and manageability to a huge reduction in costs. But one of the most significant changes has been to take a basic print operation and transform it into a shared service that generates income for the school, enhances the school's value-for-money ethos and becomes a key part of the education process.

Taylor says, "At Woodlands we need to create a place that is conducive to learning. Recently, we've been getting some very good results and this year the school achieved its best ever A-level results. While that's down to the quality of teaching in the classroom, if it is supported by the solutions we've put in place then they will further improve the learning experience. And I've no doubt that the Ricoh solution has transformed print and document services and is a direct enhancement to learning."

The Ricoh solution supports learning by enabling students and staff to research, study, produce and archive electronically, but also print out high quality hard copies of their work. It also means Woodlands is now able to respond quickly to last-minute print requests.

As well as meeting its own print needs, the school's reprographics centre also provides cost-effective print and document services to other schools in the area, such as local primary schools, and even to the private sector. For example, the agency that does design for the school also uses the reprographics centre for some of its commercial print work. Taylor says, "Unusually for a school, there's been a shift

towards a more entrepreneurial attitude. This isn't about making a profit, it is more to do with value and improving student services. We've got a number of good resources around the school - a new sports hall, a swimming pool and refurbished theatre. We use these assets extensively as part of the curriculum, but we can also gain revenue from them to reduce costs and, of course, to deliver value for money. And print is one of these resources."

Taylor adds, "In terms of quality and capability, the Ricoh solution has been transformational. Where we once had handwritten, photocopied documents, now we're producing commercial-quality leaflets and posters. We are really proud of what we are able to produce for the students as aids to learning. The provision of the Ricoh digital colour press has facilitated that and we've moved light years forward. The solution has got to meet the educational needs of the students and teachers. I think we do that in spades."

Alongside the transformation in print quality, control and manageability, the school is also saving around £20,000 in print costs every year. Although the school has not actually reduced its printer fleet, this level of saving has been achieved through stricter control, reducing waste and unnecessary printing, improved cost-per-click rates and having a single print partner in Ricoh.

Another way that the school is delivering value for money using the Ricoh solution is a policy where certain types or size of print jobs are sent to the reprographics centre rather than a local MFP. Not only does this allow the job to be produced more professionally, it also reduces costs because it is more cost effective to print high-volume jobs on the Ricoh press.

### Ricoh Solution/Products

- Ricoh Multifunction Products
- Pro C651 Digital colour press (booklet maker, spiral binder)
- Equitrac

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