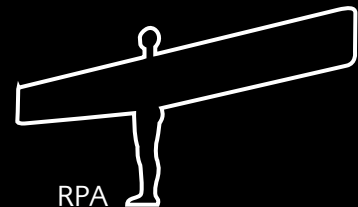


Library



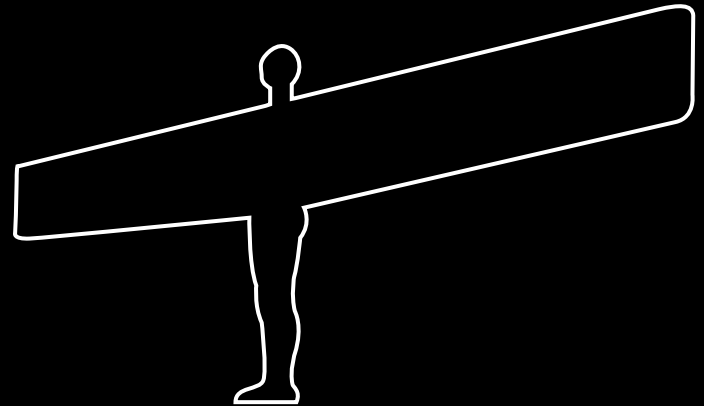
RPA
INFORMATION DESIGN TEAM

Contents

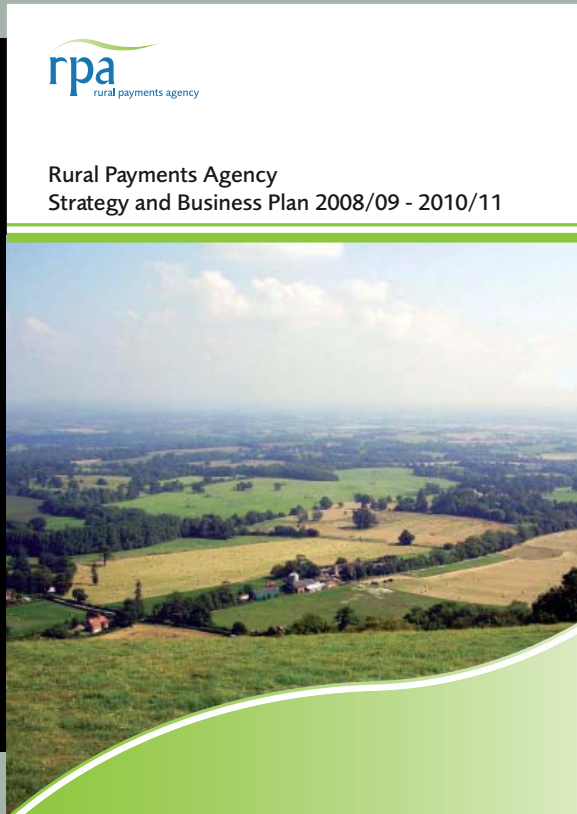
3	What we do	18	Core Values Training Campaign - E-shot
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What we do

Official RPA publications
Annual reports/ business plans
Booklets
Forms
Business cards
Posters
E-shots
Postcards
Banners
Exhibition stands
Name cards
All design requirements



Annual Strategy and Business Plan



The Annual Strategy and Business Plan is a high profile document outlining what RPA aims to achieve over the next 3 years.

Annual Report

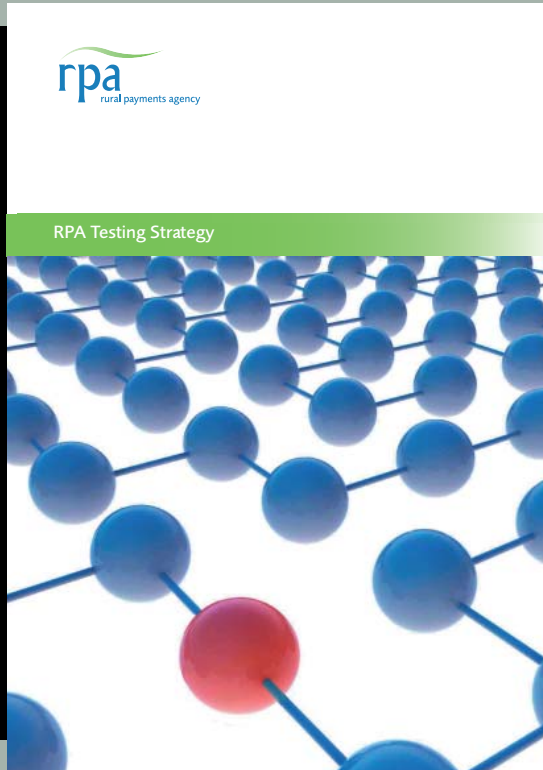


Annual Report and Accounts 2006 – 2007

The Annual Report is a high profile document viewed by Ministers to assess the performance of the Agency as a whole and decide future business plans.



Booklets




IDT Newcastle is responsible for the design and formatting of a wide range of internal and external corporate booklets.

Single Payment Scheme

Single Payment Scheme - 2008

Application for the Single Payment in England SP5



Incorporating Area Payment for Nuts, Aid for Energy Crops, Protein Crop Premium and Hill Farm Allowance 2009 (HFA)

Notes - Read the guidance very carefully before you start.

- The deadline for receipt of this signed application form is midnight 15 May 2008.
- If your form is not signed at Part I it will be posted back to you, your claim will not be processed, and you may lose payment.
- Do not use correction fluid. If you make a mistake, cross through, initial and date it.
- Use CAPITAL LETTERS and black ink. Do not use pencil. Write only one character in the boxes provided, anything outside them may be ignored.
- Do not strike through or remove unused pages.
- Where information pre-printed in green is correct, you do not need to do anything except sign and date the form. If you need to change this information you can do so by writing in the box below it or by marking the appropriate with a cross. You must check all the pre-printed entries to ensure they reflect the correct position at the date of submission of your application form.
- If your holding includes land in Scotland, Wales or Northern Ireland, see Section B of the guidance.
- If the Single Business Identifier (SBI) or the name of the business in Part A is incorrect or you require additional sheets for Parts C or CA, contact the Customer Service Centre.

Part A: Claimant details

Complete your customer details below.

SBI:

Name of Business:

Part B: Single Payment

Use this section to tell us about your claim in this scheme year.

B1 Payment details [Guidance Section M]

In which currency do you wish to receive your single payment? Sterling Euros

B2 Selection of 10 month period(s) [Guidance Section E]

The land you are using to activate entitlements must be at your disposal for a continuous 10 month period. These dates should be used in Section C, column C10 and/or Section CA, column CA6.

There can be two different 10 month periods for different land parcels on your holding. The start date(s) for having land at your disposal must be between 1 October 2007 and 30 April 2008. Complete only Start date A if you are notifying us of a single 10 month period. The period(s) chosen must not overlap with the 10 month period selected for your land in 2007. To help you, the end dates of these periods are populated here.

Start date A:

Start date B:


End date A:

End date B:

Rural Payments Agency, PO Box 1058, Newcastle-upon-Tyne, NE99 4YQ.
Customer Service Centre: csc@rpa.gsi.gov.uk or 0845 603 7777
The Rural Payments Agency is an Executive Agency of the Department for Environment, Food and Rural Affairs (Defra)


F1 10 04
21 02 03
2008

B 001 001 of 019



IDT Newcastle is responsible for the design of all SPS application forms and guidance.

Forms



For LEA Use Only

Name of LEA or approved claimant:

EC School Milk Subsidy
SCM/6

School Claim form

Council Regulation (EC) 1234/07, EC Regulation No 2707/2000 as may be amended

Notes about this form

A Please use BLOCK-CAPITALS.

B If you make an error on this form you must initial any amendments. **Do not use correction fluid.**

C This form is to be used by individual schools only.

D Schools requiring help in completing this form should contact their Local Authority or approved claimant.

E Please return this form to your LEA or approved claimant. **Do not send to RPA.**

Part A – General details

Name and address of school

Postcode

Tel no. incl area code

Fax no. incl area code

Contact name

Status of contact name

Part B – Maximum Entitlement Details

Please complete the table below and multiply the total by 0.00025, as indicated, to give the 250ml maximum entitlement. This figure should not be the same as the claim figures unless all eligible pupils are in receipt of subsidised milk or yoghurt.

No. of eligible pupils on school roll	No. of school days in claim period	Pupil days	
X	=	=	
X	=	=	
X	=	=	
Total			
Total x 0.00025 = maximum entitlement			kl

Wales Only

Is this a Key Stage 1 free milk claim? Yes No

If 'Yes', ensure you claim overheads and enclose admin costings.

Do not include admin costs in the 'Total Paid' in Part C.

Unit price of KS1 milk per

Part C – Claim Details

Claim period: from to

Products supplied in the claim period	Whole Milk Products		Semi-skimmed Milk Products	
	Quantity in kilolitres to 3 decimal places	Total Paid to the supplier	Quantity in kilolitres to 3 decimal places	Total Paid to the supplier
Plain Milk	£			£
Flavoured Milk	£			£
Plain Yoghurt	£			£
Plain Goats Milk	£			£
Plain Goats Milk Yoghurt	£			£
Plain Sheeps Milk	£			£
Plain Sheeps Milk Yoghurt	£			£
Total (A)			Total (B)	

Total claimed in kilolitres (A+B)
 (must not exceed maximum entitlement)
 If the quantity claimed is 20% higher or lower than the corresponding claim last year please give an explanation overleaf.

The Rural Payments Agency is an Executive Agency of the Department for Environment, Food and Rural Affairs (Defra) smu029 ver 4.0 Jan 2008

IDT is responsible for the design and amendment of all internal and external forms.

If you would like a form created or amended please email us.

Business cards

IDT is responsible for the design of all RPA business cards.

If you would like to order business cards please email us with your details.



Posters



IDT designs internal RPA posters. If you have any design requirements or ideas for a campaign please contact us.

A3 Sports Day 2009 poster

Photography Competition



local photographs taken by you

1st £20
2nd £15
3rd £10

See Iris for terms and conditions. Entries to dmU information design/admin
Closing date Friday 4 July

A3 Photography competition poster

rpa
rural payments agency

Carlisle
Eden Bridge House, Loathar Street
Carlisle, Cumbria, CA3 8DX
Tel: 01273 226000
Number of employees: 410
Areas covered: Single Payment Scheme, Single Payment Scheme Planned Delivery, Single Payment Scheme Cross Compliance, Older Cattle Disposal Scheme, Transmissible Spongiform Encephalopathies (TSE) Status, Abattoir, Technical Schemes, Integrated Administration Control (IACS) Legacy, IS Programmes and Projects Board
Site manager: Steve Latta

Newcastle
Lancaster House, Herriehope Court,
Newcastle-upon-Tyne, Tyne & Wear, NE4 7YH
Tel: 0191 236 9800
Number of employees: 490
Areas covered: Single Payment Scheme
Document Management Unit, Trader Schemes
and Customer Registration
Site manager: Julie Donnelly

Northallerton
Alverton Court, Cosby Road
Northallerton, North Yorkshire DL6 1AD
Tel: 01429 773 751
Number of employees: 485
Areas covered: Single Payment Scheme,
Single Payment Scheme Management Unit
and the Modal Office
Site manager: Richard Reynolds

Reading
PO Box 47, Reading
Berkshire, RG2 3YD
Tel: 0118 958 3626
Number of employees: 610
Areas covered: Single Payment Scheme,
Retail and Register Centres,
the Customer Relations Unit and
Other Cattle Disposal Scheme
Site manager: Sarah Atter

Exeter
Clyst House, Winklade Park
Clyst St Mary, Exeter, Devon, EX5 1DY
Tel: 01392 457000
Number of employees: 460
Areas covered: Single Payment Scheme,
Trader Schemes and the Rural Development Programme
Site manager: Peter Fenner

Workington
Corwen Road, Donwatt House, Workington
Cumbria, CA14 3DQ
Tel: 01900 702222
Number of employees: 730
Areas covered: Single Payment Scheme,
British Cattle Movement Service and Gilt Centre Services
Site manager: Pauline Brown

In addition, RPA has 47 Inspectorate offices all around the country with 475 employees.

RPA at a glance
A3 RPA map

Training room posters



Background:

Make the training room in Newcastle feel more welcoming.

Brief:

Design a creative and interesting poster using the strap line "There's magic in learning".

Design:

A book was used to represent learning and the swirls (created in house by IDT) represent information being released.

Size:

A3 posters

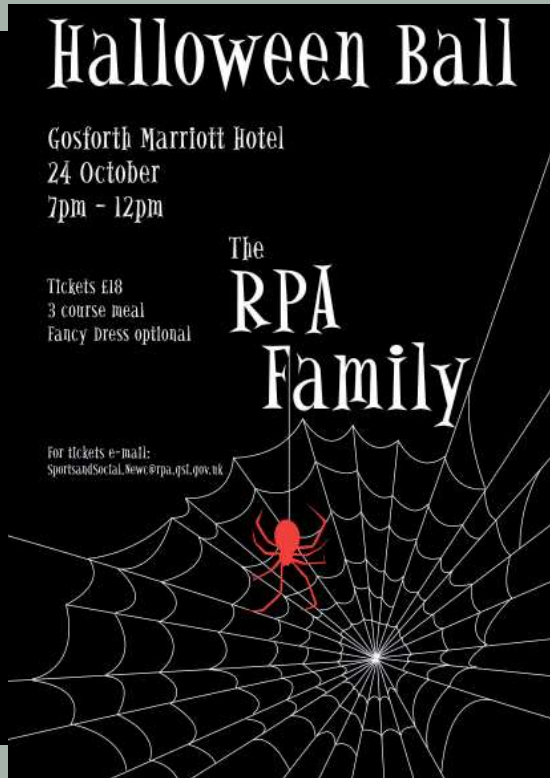
There's magic in learning



As part of the campaign IDT created a similar poster for the computer room.



Halloween Ball



Background:

Sports and Social event for halloween.

Brief:

Design a poster to advertise the halloween ball.

Design:

Following an 'Adams Family' styling, the IDT created all illustrations on the poster.

Sizes:

A3 poster

Treasure map



Background:

Advertise the various training courses organised by the Learning and Development Team in Newcastle.

Brief:

Design a poster to reflect the journey that team members can take through the training opportunities available.

Design:

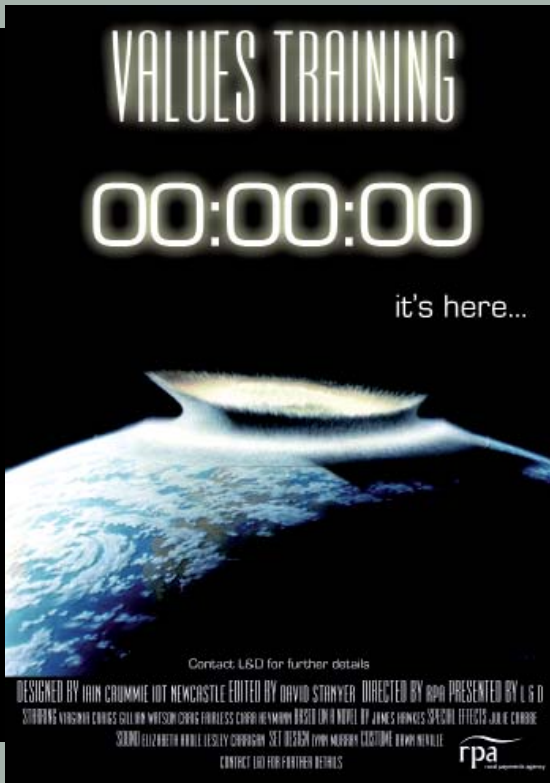
IDT created a 'treasure map' design to reflect the journey concept, and the map was cut out to add authenticity.

Sizes:

A3 poster

Core Values Training Campaign - Posters





Background:

Raise awareness of the Learning & Development Values Training.

Brief:

Design an eye catching and exciting poster to raise interest in the Values Training.

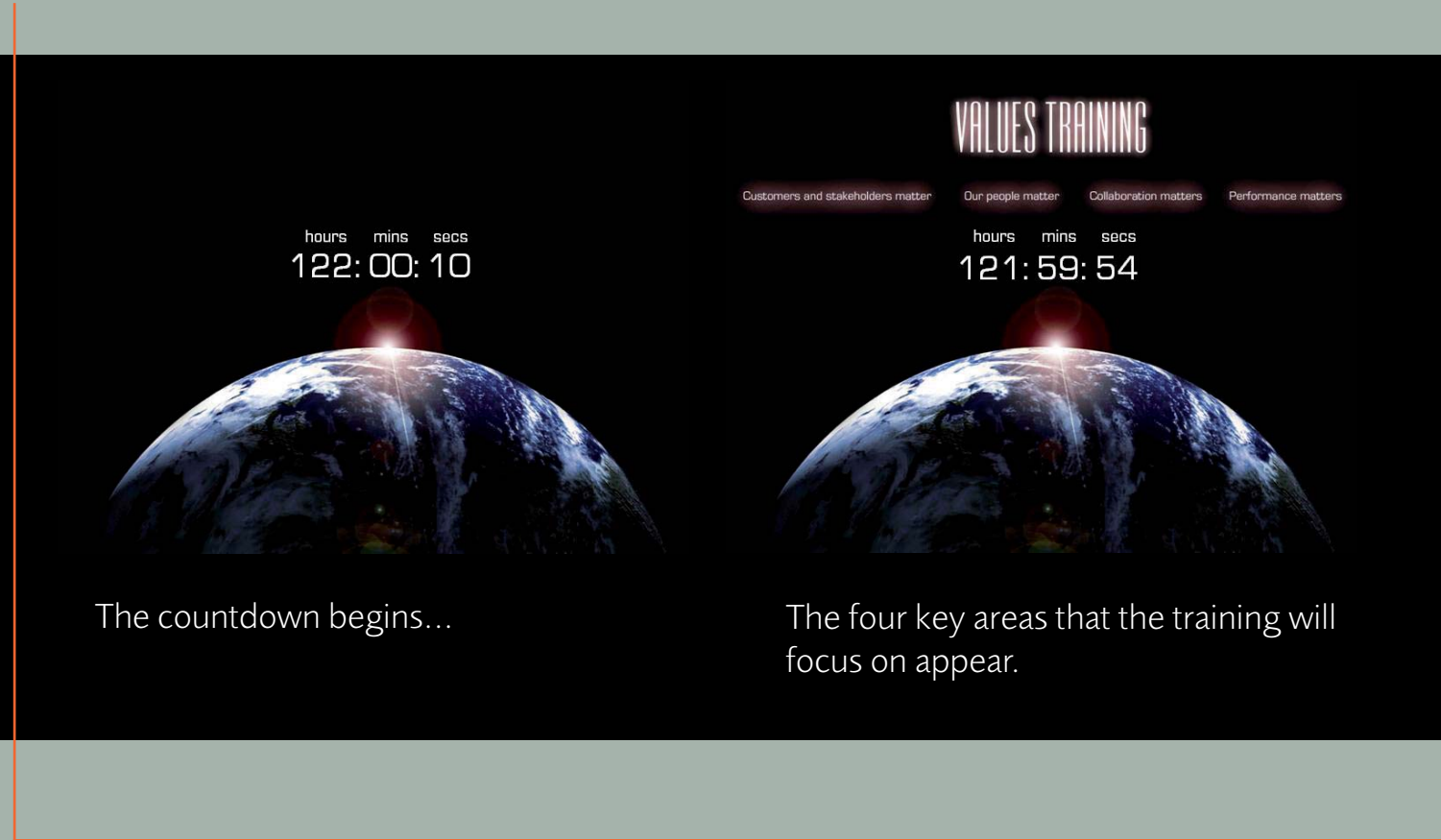
Design:

A movie countdown theme was used and the posters were displayed in sequence.

Size:

A3 posters

Core Values Training Campaign - E-shot





Full details and the message
'The countdown has begun' appear.

Background:

Raise awareness of the Learning & Development Values Training.

Brief:

Design an e-shot to support the poster campaign and have maximum impact on key areas.

Design:

This animated e-shot reinforced the countdown concept and was sent to Senior Managers.

[Click here to view presentation](#)

Christmas e-card



A single star moves across the screen, leaving a trail of stars in the shape of the RPA swish.



Another star breaks away from the swish and traces the outline of a tree.



The message 'Season's Greetings' appears accompanied by snowfall.

Season's Greetings

rpa
rural payments agency



Background:

Christmas e-card to send to RPA stakeholders and customers.

Brief:

Design an e-shot combining RPA corporate values with a rural image and a Christmas theme.

Design:

An animated PowerPoint presentation depicting the RPA swish in stars and a tree.

[Click here to view presentation](#)

Microsoft Electronic Learning Library

Microsoft **E**lectronic **L**earning **L**ibrary

Uploading...

M&LL

ACCESS
WORD

OUTLOOK
VISIO

EXCEL
POWERPOINT

**Software training provided by
Newcastle Specialist Training Team**

To advance your computer skills please e-mail
'Newcastle Learning and Development'

rpa
rural payments agency

Background:
Microsoft Electronic Learning Library training through Learning and Development.

Brief:
Design a poster to advertise the available Microsoft training.

Design:
IDT created all illustrations on the poster. The poster depicts a brain 'downloading' the information from the computer.

Sizes:
A3 posters

New-Look Iris poster



Background:

New Iris homepage launch.

Brief:

Design a clean, contemporary-looking poster illustrating the new-look home page

Design:

A hatched egg with a mock up of the homepage emerging demonstrates that the page is new and the Centruy Gothic type in RPA colours keeps the poster clean and simple.

Sizes:

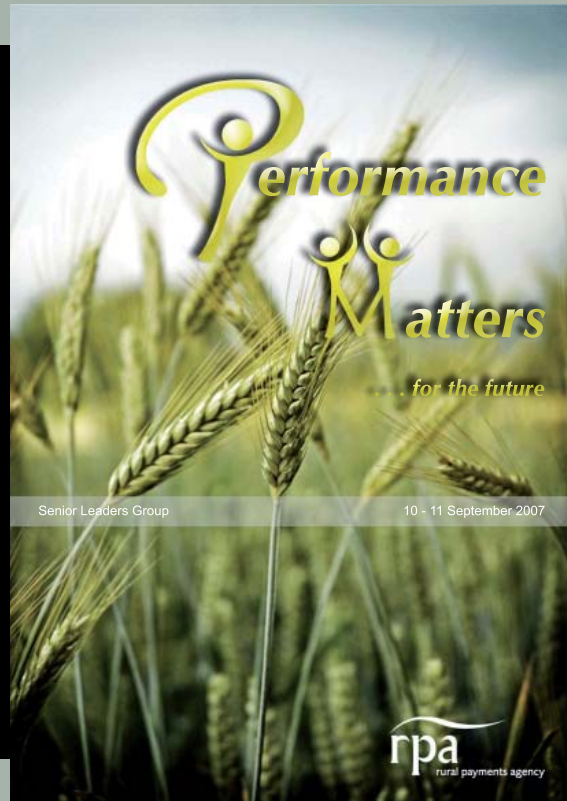
A0, A1 & A3 posters

Performance Matters poster



Logo

A4 binder cover





A5 postcard

Background:

Emphasise the importance of the core value Performance Matters at a Senior Managers conference.

Brief:

Design a logo and theme for the exhibition to illustrate the importance of Rural Payments Agency (RPA) staff.

Design:

Images of people incorporated into the logo depict the importance of RPA staff.

Sizes:

A3 posters

A4 binders, posters, schedules

A5 postcards

SMT Newcastle open day



Background:

Senior management open day focusing on various areas of business improvement.

Brief:

Design a logo and exhibition stand to reflect the unity of the site and a 'can do' attitude.

Design:

Information Design Team (IDT) created an illustration of a well-known local icon, the Angel of the North, to represent a sense of community within the building and reflect the One Team message.

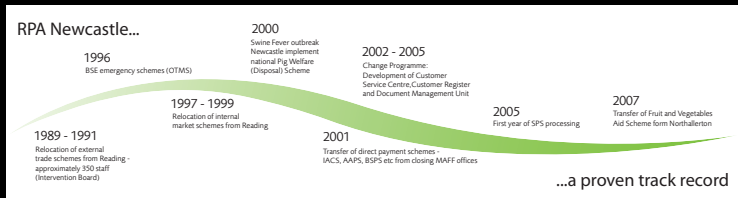
Sizes:

A1 & A3 posters

A6 invitations

RPA Newcastle...

Newcastle achievements timeline 840mm x 550mm



A3 'Can do' poster



NEAT green flags



Background:

Internal open day to raise awareness of the role of the Newcastle Environmental Action Team.

Brief:

Design a small but eye catching card that people could write on to make environmental promises.

Design:

Small flags with an open ended promise dealing with a different aspects of environmental change, depicted by simple relevant images.

I promise to reduce waste sent to landfill by



I promise to recycle more by



I promise to reduce CO2 emissions by

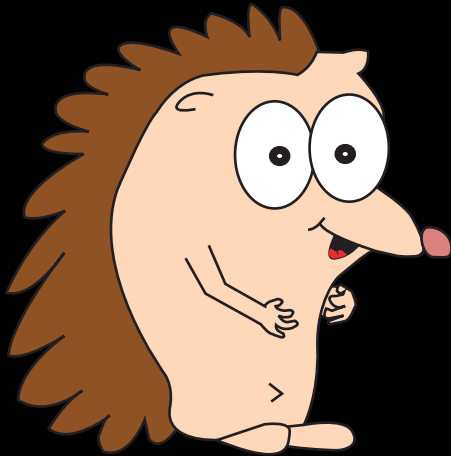


I promise to reduce energy use by



Size:
193mm x 55mm

Received and Transferred SP5 poster



Background:

Newcastle Document Management Unit (DMU) poster campaign to communicate the number of SP5 application forms received and transferred to RITA.

Brief:

Design a colourful, bright, and easy to understand poster.

Design:

The tortoise and the hare concept was used because the number of forms received was expected to race ahead and the transfers to catch up, as the project progressed. The cartoons were drawn in-house by IDT.

Size:

A1 poster



Policy Directorate posters

Background:

Presentation to Senior Managers to raise awareness of the role of the Corporate Policy Directorate.

Brief:

Design simple and clear posters displaying each of the key messages of the Corporate Policy Directorate.

Design:

Simple three colour corporate poster with key messages of the Policy Directorate illustrated by simple images.

Sizes:

A3 & A4 posters

Policy Directorate

Helping to make accurate and timely payments to customers



rpa
rural payments agency

defra
Department for Environment
Food and Rural Affairs

Policy Directorate

Helping to improve
our customers' experiences



Policy Directorate

Adding value through partnership



Policy Directorate

Helping to maximise the money
we get from Brussels



Policy Directorate

Reconciling policy and delivery



Trader Schemes stand



Background:

Open day stand to raise awareness of the role and structure of Trader Scheme Operations in Newcastle.

Brief:

Design a logo relevant to the Trader Schemes business area to be used on a range of material.

Design:

The logo used fruit and veg to create the logo.



Postcard

TRADER SCHEMES

A day in the life of a Team Leader in TSO Delivery might include.....

- Checking the Official Journals for new regulations or amendments to existing regulations;
- Higher Grade Checking of claims, on the Data Processing System (DPS) which were processed the previous day;
- Drafting a Notice to Traders following the publication of a new regulation – to inform the trade of new rules or amendments;
- Informing the team of new rules/procedures following publication of the new regulation, and giving coaching if necessary;
- Dealing with any items of casework e.g. failed samples, scrutiny reports; (includes liaison with chemist, Compliance Audit and other areas of TSO)
- Always being available to give guidance/advice to team e.g. examination of customs import documents; proof queries can involve Defra, British embassies abroad
- Dealing with trader enquiries.
- Talking with auditors – from the Commission, NAO and Internal Audit
- Amending Desk Instructions
- Attending regulation reviews
- Contributing to team meetings
- Querying recipe codes
- Completing daily checks for claim errors on the Random Assurance Checklist to allow release of Fast-Track payments
- Monitoring the timeliness of claims received for processing in accordance with internal and external (Commission) targets
- Providing explanations for claims processed or authorised outside of internal target – which will act as a record for auditors.

TRADER SCHEMES OPERATIONS AT NEWCASTLE

Trader Scheme Operations - Delivery



Trader Scheme Operations - Policy



Organisation Chart

Sizes:

Ansi D (558mm x 863mm) banner & org. chart

A3 & A4 posters

A5 postcards

A4 'A day in the life' poster

Tell Us Magazine



Background:

Internal RPA magazine project to be distributed throughout RPA.

Brief:

Design a fun, bright, eye-catching layout with a contemporary look.

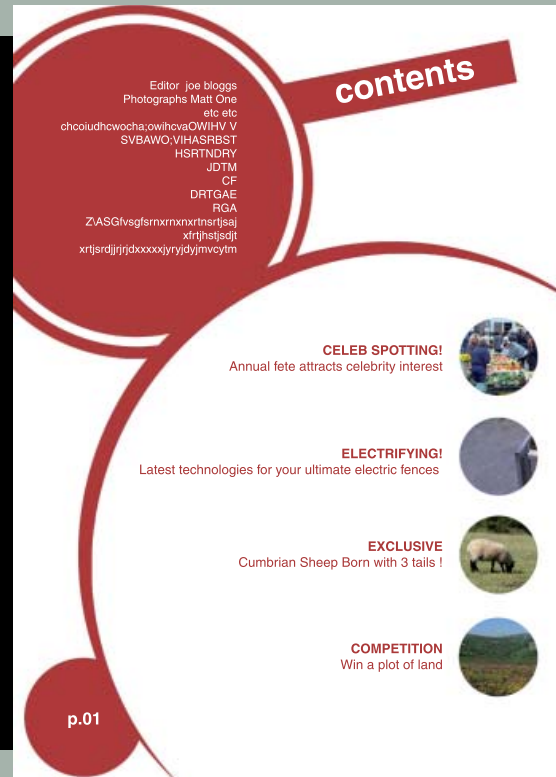
Design:

This design concept was not used. A selection of designs were suggested using various branding techniques but the project was discontinued before publication.

Size:

A4 magazine

Although the project was discontinued these design concepts can be easily adapted to become posters or booklet covers and themes.



dmu information design/admin