



34, Leeds Road  
Ilkley  
West Yorkshire  
LS29 8DS  
United Kingdom

## Case Study

Tel: +44(0)1943 603600  
Fax: +44(0)1943 603666  
E-mail: sales@pitscard.co.uk  
Internet: www.pitscard.co.uk

### Customer:

Doncaster Metropolitan Borough Council

### Objective:

To communicate the transformational goals of the Borough to every employee, in a keep-sake format for easy reference.

### Action:

All employees were given a card for their purse or wallet which was sent to them via their monthly salary slip notification.

### Result:

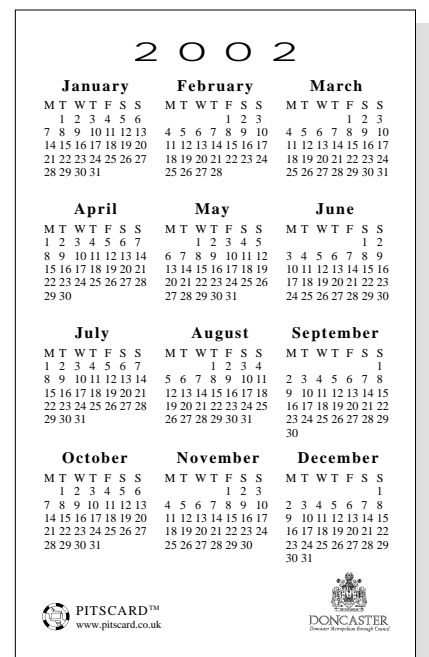
“We have had excellent feedback from all departments within the different sectors of the council who have commented on the effectiveness of having a useful calendar which also summarises the seven key goals of our Borough”

Lindsay Ball

Marketing Department



- The Seven Transformational Goals**
- 1 Tackling Deprivation
  - 2 Raising Educational Attainment
  - 3 Access to New Technology
  - 4 Achieving an Urban Renaissance
  - 5 Community Participation in Democracy
  - 6 Sustainable and Rural Communities
  - 7 Increasing Employment Opportunities



If you would like to receive FREE samples and information about these cards please send:  
❖ a stamped addressed envelope ❖ your name and position ❖ a business card, compliments slip or letterhead - to the address shown at the top of this case study.

© Copyright PITS June 2002. TN20R1.

PITS wish to thank Doncaster Metropolitan Borough Council for their custom and support.