4. PRINTING OF AGENDAS AND REPORTS

Officer responsible	Author
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Corporate Plan Output: Community Relations: Photocopy Charges	

The purpose of this report is to respond to a request made by some Councillors that we revert to the 12 pt font formerly used for reports and agendas. Since October 2000, these have instead been produced using a smaller 10 pt Times New Roman font, which some Councillors find too small.

REASONS FOR INTRODUCTION OF SMALLER FONT

The smaller font was introduced following discussions with the City Manager and the Chairman of the Strategy and Resources Committee, to:

- Reduce the size of Council and Committee agendas to more manageable proportions.
- Achieve significant savings in printing and paper costs, plus other indirect savings such as the amount of storage needed for bound minute books.

FINANCIAL SAVINGS ACHIEVED

The use of a 10 point font has reduced the size of agendas by about 37%, with corresponding cost savings. As an example, the reduction in the size and cost of the December 2000 Council agenda amounted to:

Type	No of Pages	Total Cost (excl GST)
12 pt Times NR (old font)	325 (estimated)	$3,344 (estimated)
10 pt Times NR (new font)	239 (actual)	$2,441 (actual)
Savings	86 pages	$903

Taken across the Council as a whole, the resulting savings in the production of Community Board, Standing Committee, Council and other agendas and associated reports is estimated at over $60,000 per annum.

FONTS USED IN THE PRODUCTION OF OTHER WIDELY READ PUBLICATIONS

The smaller font now being employed compares favourable with fonts commonly used in the production of other widely read publications, such as:

Christchurch Press (city-wide readership)
Turf Digest (for punters)
Older and Bolder (for Canterbury's over 50s)
New Zealand Women's Weekly (mainly women readers)
New Zealand Local Government Magazine (for employees and members of local authorities)

COMPARISON OF AVAILABLE FONTS

Set out below are examples of the 12 point font previously used, and a selection of smaller fonts which are in common use, and which Councillors may find easier to read than Times New Roman 10:

Times New Roman 12 point (this is the type previously used for CCC agendas and reports)

Many studies have shown that serif type is more readable in extended text than sans serif. It's not clear exactly why; suggestions are that the serifs tend to lead the eye along the horizontal line, or that the thick/thin variations in the strokes of most serif type eases reading, or perhaps simply the fact that we all grew up learning to read from books that used serif type. Whatever the reason, it has been well established that serif type is easier to read, particularly in extended text.

Verdana 10 point

This is a sans-serif font which is recommended for computer screens rather than for print purposes. However, it is considered to be a suitable type for people who have visual difficulties. It is larger than the Times NR 10 currently employed, and appears to be somewhat easier to read.

Many studies have shown that serif type is more readable in extended text than sans serif. It's not clear exactly why; suggestions are that the serifs tend to lead the eye along the horizontal line, or that the thick/thin variations in the strokes of most serif type eases reading, or perhaps simply the fact that we all grew up learning to read from books that used serif type. Whatever the reason, it has been well established that serif type is easier to read, particularly in extended text.

Helvetica 10 point

This is a sans-serif font.

Many studies have shown that serif type is more readable in extended text than sans serif. It's not clear exactly why; suggestions are that the serifs tend to lead the eye along the horizontal line, or that the thick/thin variations in the strokes of most serif type eases reading, or perhaps simply the fact that we all grew up learning to read from books that used serif type. Whatever the reason, it has been well established that serif type is easier to read, particularly in extended text.

Courier 10 point

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This is a serif font.
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Many studies have shown that serif type is more readable in extended text
than sans serif.  It's not clear exactly why; suggestions are that the
serifs tend to lead the eye along the horizontal line, or that the
thick/thin variations in the strokes of most serif type eases reading, or
perhaps simply the fact that we all grew up learning to read from books
that used serif type.  Whatever the reason, it has been well established
that serif type is easier to read, particularly in extended text.
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Century Schoolbook 10 point

This is a serif font.

Many studies have shown that serif type is more readable in extended text than sans serif. It's not clear exactly why; suggestions are that the serifs tend to lead the eye along the horizontal line, or that the thick/thin variations in the strokes of most serif type eases reading, or perhaps simply the fact that we all grew up learning to read from books that used serif type. Whatever the reason, it has been well established that serif type is easier to read, particularly in extended text.

CONCLUSION

We are of course entirely in the hands of Councillors in this instance, as the principal readers of agendas and reports. However, in my view there is some middle ground, and, because of the savings which have been achieved, I think it would be a backward step to revert to Times NR 12 font formerly employed.

The Century Schoolbook 10 point font shown in this report appears to be an easy one to read, and if Councillors agree to a change then I think this would be a good choice, although the resulting savings would be rather less than those which are currently being achieved.

| **Recommendation:** | 1. | That in view of the resulting savings, agendas and reports continue to be produced using a 10 point rather than a 12 point font. |
| | 2. | That Councillors indicate their preferred 10 point font, based on the examples set out in this report. |

Chairman's
Recommendation: That the above recommendation be adopted.