

School Photos

We are pleased to say that the school photos are currently being processed and we are delighted with the results. All images will be available in colour and black & white (which looks amazing!). We would like to thank Alice & Helga, who are both professional photographers for making time for us. The day went smoothly and the children were happy and relaxed.

Our goals are to produce high quality professional photos, raise funds for the school and ensure that our pricing is fair. Since releasing our pricing on the 9th Nov, we've received lots of feedback and there has been concern raised that our print prices are too low and our digital prices are too high.

Pricing can always be a bit of a challenge to get right (particularly when you're offering it for the first time and have no purchasing history!). Our print prices were deliberately set low so that parents could replicate the packages that Snappers provide, however, in doing this we have left ourselves exposed; should everyone purchase the 6x4 at £1.50 then we would not recover our costs. Our intentions were good, however, we don't have the same set up as Snappers and cannot offer the same packages, therefore we need to amend our prices as follows:

6x4	£5.50	8x6	£6.50 (Snappers £9.50)	12 x 8	£7.50
7x5	£6.00	10 x 8	£7.00 (Snappers £10.00)	£2.99 Delivery charge per order	

This is still much cheaper than Snappers on individual prints and a great deal if you are looking for single prints. If you are looking to print multiples then your most cost effective option would be to purchase the digital download and use a company like www.photobox.co.uk to order your prints, gifts and other photo products.

We want our digital pricing to be in reach for all parents, so they can own the original image and print them as many times as desired, so we have decided to lower the digital cost to the following:

£11 for the 1st image & **£3.00** for additional images. This is now using the same rules that Snappers would apply, but our price is much more affordable. Snappers charge around **£24** for the 1st image and **£4** for additional images.

We have looked at lots of pricing options, we feel that the above approach is right for us at the moment. Next year (and we hope there is a next year!) we will revisit pricing again and if need be will make amendments to ensure that we're able to meet our goals. Whilst this project is being provided by The Friends, this is a professional service that we believe exceeds that of Snappers, so the above prices we feel are amazing value. A survey will be sent out in a few weeks to gain your feedback on how we can make next year even better!

Thank you for taking the time to read this and details on viewing your proofs will be in PACT folders **This Week**. You will only have 10 days to purchase via the website so please act fast.

The Friends of Coombe Bissett