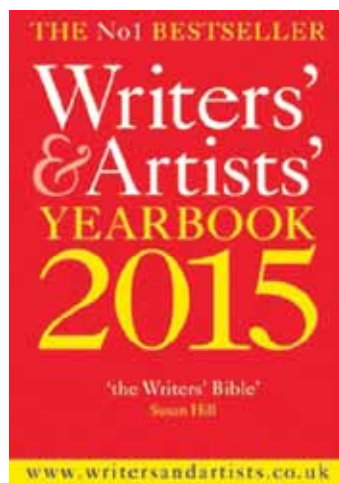




A Guide to Self-Publishing

York Publishing Services Ltd



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Foreword

In recent years the way books are published has changed beyond recognition.

The introduction of computer technology and digital printing has transformed publishing. Previously it was a high investment, high-risk industry. Now it is possible to print very short runs very cheaply.

A book can now be published for hundreds of pounds, only a few years ago this would have been many thousands.

Self-publishing is now affordable for anyone.

Now we also have eBooks, and the cost of publishing has reduced even further – you no longer have to invest in printing, storing and distributing printed books!

YPS has always been innovative and proactive in anticipating and reacting to both technology and the changing needs of the publishing industry. This has included the shift to digital printing and electronic publishing.

Unlike other companies offering self-publishing, we do not ask for advance payments or deposits. We only ask for payment when we have done the work, so publishing with YPS is risk free.

I hope you find the information in this Guide interesting and informative, as well as inspirational.

The next step is to contact us – there is nothing that cannot be solved over a cup of tea and chat, even metaphorically!

I hope to hear from you in the near future.

Duncan Beal

Director

York Publishing Services Ltd
January 2016

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“There’s nothing that cannot be solved over a cup of tea and chat.”

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Introduction

York Publishing Services (YPS) is a well-established, reputable company with more than thirty years experience producing books. Responding to an increasing demand from authors choosing to retain control over their work and supervise all stages of its publication, YPS has extended its business to help authors publish their own books. In other words, we can take your manuscript and turn it into a professionally produced book while allowing you control at every stage of the process. And because we are a dedicated in-house company, able to specialise in small print runs, it will cost you a lot less than you may think.

We have produced this guide to show you how to go about preparing your manuscript for publication, what will happen during the process, what you can realistically expect at the end, and how to work out how much it will cost you. We view this guide as a first introduction to YPS. In addition to our professionalism and expertise we are renowned for our approachability and friendliness (and our honesty!).

However original your work is, however ingenious the plot, compelling the characters or satisfying the conclusion, and whatever the genre you have chosen, your writing will remain a mystery to the rest of the world until you take the next step and turn it into a book. If, having read this guide, you would like to discuss your manuscript with us, please phone or email us.

Some definitions and points to ponder

We work in a market with a tarnished reputation. On a regular basis we hear horror stories from authors who have been deceived into making large payments for the publishing of their books. Claims of exorbitant marketing campaigns and sales forecasts are made, flattering authors with dreams of fame and fortune.

YPS strive hard to differentiate ourselves from such companies. We do not make unrealistic claims about the sales you will achieve, we clearly point out all the pitfalls, indeed we have been known to talk authors out of publishing.

We pride ourselves on our integrity, and we want authors to self-publish with their eyes wide open.

See article on page 26 David Zelder

A definition of self-publishing

For a book to be genuinely self-published, a name designated by the author as his publishing house must appear on the copyright page of the book as 'Publisher' and the book's ISBN must be registered by the ISBN Agency to that author as publisher.

Any company, which publishes books under its own name or imprint cannot, by definition, claim to help authors to self-publish.

True self-publishing gives authors much greater control over the production and dissemination of their books.

Source: Johnathon Clifford is an authority on self-publishing and vanity publishing and won the Daily Mirror 'Good Service Award' in 2002 for his work in 'protecting the rights of Britain's authors'.

His website is www.vanitypublishing.info/index.html

With YPS:

- ✓ You are the publisher, you will be designated as the publisher and author on the copyright page. As such, you will be registered as the publisher with the ISBN agency
- ✓ All copies of the printed book belong to you. The stock can be delivered to you, or we can distribute it for you. Even if the stock is in our warehouse it still belongs to you, the publisher.
- ✓ We print and charge for the number of books requested, however, it is often the case that we will suggest to authors they print fewer copies than they had in mind.

Publish yourself

A practical guide to self-publishing with York Publishing Services

So, you want to publish a book? You may have written it yourself or it may have been written by someone you know. It may be just for the enjoyment of others or information that you want to record. You may have had your proposal rejected by publishers, or you may just want to have full control over your book, which you would lose if your manuscript went to a publisher. York Publishing Services can help.

Who are York Publishing Services?

YPS is a well-established company with more than 30 years of experience in all aspects of publishing. We provide a comprehensive range of services to our clients and are only too happy to share our knowledge. We also provide practical advice that will avoid the expensive pitfalls and mistakes, which anyone new to publishing can easily make.

Let us say right from the start, YPS is not a vanity publisher; we make no extravagant claims about how many copies you will sell. We produce books on high quality publishing papers for many of the mainstream publishers. Our aim is to offer this same high quality, professional look to small or first-time publishers. We will give you help, advice and assistance and provide competitive quotations in advance.

If you decide to commission us to transform your manuscript into a book, then effectively you become the publisher (with your own publishing name or imprint). This means you will have complete control over all stages of production, you will own all the books you publish (and the copyright) and the revenue from the sales.

If you wish, we can handle full production, from concept right through to the sending out of orders to your customers. Alternatively, you may feel confident that you can cut down your costs by doing some of the production stages yourself.

You do not have to use all our services, just the ones you need. It is up to you.

How does it work and how much will it cost?

We have prepared this guide to help you prepare your publication as efficiently, and therefore as cost effectively, as possible.

We will provide an initial quotation based on your specification. We have included a quotation form, which requests all the information we need to do this. If you need help deciding your specification, we will be happy to discuss this with you.

We do not ask for any up front payment or deposit. We only request payment when we have done the work

Publishing with YPS is risk free

The publishing services we provide

There are many publishing options now available to you. With the development of eBooks eReaders and tablets, the opportunity to increase your audience (readers preferring print and those preferring digital) is available. As such you may wish to release an eBook as a companion piece to your print release or you may decide just to publish as an eBook.

Whatever you decide YPS can help.

Printed books

Editing, design and page layout

Our publishing services include copy-editing, proofreading, page and cover design, page by page layout and printing proofs. If you decide to publish just as an eBook, you will still need to edit and design your book.

Printing and binding

We will advise you on the appropriate paper and cover materials, formats and binding styles. We provide both digital and traditional print facilities and will advise you which is best for you. It is very important to make your book look the same as those produced by mainstream publishers.

Promotion and marketing

Once your book is printed, the work really starts. You need to make sure as many people as possible are aware of your book, and convert that awareness into sales. YPS can help you with the promotion and marketing by giving you advice, suggestions and the tools for you to do it yourself.

Online bookshop - www.ypdbooks.com

YPS has an online bookshop, www.ypdbooks.com, where you can sell your books. Your customers can order your publications from YPS 24 hours a day, 7 days a week from anywhere in the world. This service is now available to independent publishers who wish to distribute with YPS.

Amazon

As you have an ISBN you are automatically listed on Amazon. Selling on Amazon can become complex.

YPS has accounts with Amazon Marketplace and Amazon Advantage.

We can talk you through the various discounts ranging from 20% to 60%.

Distribution

When you start to receive orders you will need to issue invoices, pick the order, pack it carefully to protect the books in transit, and finally organise despatch to your customer. When the payments come in they need to be processed and paid into the bank. There is always the problem of chasing for payment from customers who do not pay promptly. The more successful you are, the more you will have to do!

eBooks

What are the different types?

ePublishing and eBook conversion is an essential tool for self publishers. YPS can help authors focus on the most profitable opportunities for developing, distributing, marketing and selling eBooks.

Editing, design and page layout

You will still need to edit and design your book, even if you are just publishing as an eBook.

Promotion and marketing

Promotion and marketing is just as important for eBooks.

You need to make sure as many people as possible are aware of your eBook, and convert that awareness into sales. YPS can help you with the promotion and marketing by giving you advice, suggestions and the tools for you to do it yourself.

Online bookshop - www.ypdbooks.com

YPS has an online bookshop, www.ypdbooks.com, where you could sell your eBooks. Your customers can order your publications from YPS 24 hours a day, 7 days a week from anywhere in the world.

Amazon

By far the largest retailer of eBooks. YPS can help you upload your files to Amazon's kindle store. We can also discuss Amazon exclusivity via their KDP Select.

The publishing process: editing and design

There are a number of production stages in publishing that you may feel confident doing yourself, in which case the production cost will be lower. We can, however, handle it all for you. Either way, you will always remain in control, as we will consult you at all stages.

The editing and design part of the publishing process includes:

- ✓ copy-editing and proofreading
- ✓ page and cover design
- ✓ page by page layout
- ✓ proofs
- ✓ ISBNs and barcodes
- ✓ Nielsen BookData

Copyediting and/or proofreading

If you choose to have your text copyedited or proofread it should be arranged before the book is prepared page by page. You are the expert on the content, however there could be mistakes in spelling, punctuations, sense and consistency.

You may have become too close to your text and can no longer notice errors that will become all too obvious when the book is printed. We have experienced editors who will highlight and point out any such errors.



All textual queries or changes highlighted by our editors will be referred to you for approval before we start the page layout.

Copy-editing is a must for clients who are thinking big and considering a full commercial release. YPS can offer advice on whether this is a viable prospect. Should this be an opportunity the content of your book will need to be the best it possibly can be and any budget used here will be money well spent. Manuscripts can be corrected; candid reviews highlighting spelling and grammar errors cannot.

Page and cover design

The presentation and design of your publication is extremely important. It is the cover that provides the initial visual impact that attracts potential purchasers. We will discuss your ideas with you and then turn your ideas into a cover design. We can include photographs and illustrations if required.

Depending on your expectations beyond publication it is also worth considering current market trends. A book's cover is still the single most important decision a new publisher can make. A commercial release needs a commercial cover. YPS can offer guidance so that your book meets the requirements of the high street.

We will work with you and advise you on the ideal page size, how the book will look and which typefaces to use. We will prepare specimen pages and send them to you for your comment and approval, and will amend the designs if you are unhappy with any aspect.

Remember, it is your book we are preparing!

First proofs

The proof checking stage is the last chance for errors to be picked up and corrected before the work is printed. This is always done after the publication has been prepared page by page.

We will provide you with a set of page proofs to check for any errors or mistakes. This stage is not an invitation to re-write! It is important that the text has been carefully edited before this stage. If major changes have been made at the proof stage it will be necessary to charge for the additional work involved.

Second proofs

When we have made the amendments and changes required from the first proofs, we will send you a second set of proofs. This is so you can check the amendments have been interpreted correctly, and is your final check before we proceed to the next stage.

Proof bound copy

After the amendments to the second proofs have been completed a proof bound copy is printed. This will allow you to see and feel the completed book. It will have been printed on the paper to be used on the main print run. Corrections can still be made at this stage, but they will be chargeable – they should have been picked up at the earlier proof stages!

ISBNs and barcodes

ISBNs (International Standard Book Numbers) are obtained from the ISBN agency. As you are the publisher, the request must be submitted in your name. You can organise this yourself or we can fill in the form for you and send it to you for signature. It is not essential to have an ISBN, but if you intend to sell through bookshops or on the Internet, it is necessary. The British Library, libraries, book wholesalers and bookshops use the ISBN as a unique reference number to record information about the book on their computer systems.



You can contact the ISBN agency at:
<http://www.isbn.nielsenbookdata.co.uk>

Barcodes are based on the ISBN. Once you have an ISBN, we can arrange the barcode for you. A bookshop will scan the barcode to access information about the book, such as the price and status.

Nielsen BookData

Nielsen BookData helps publishers sell books by making sure booksellers have the most accurate, comprehensive and up-to-date information available about your title(s).

It requires the type of information that helps identify, find, order and sell your books. The ISBN, author, title, date of publication and price are essential, but there can be much more. For instance, a description of the content, a short biography of the author, the cover image, the format of the book and a standard subject code to help booksellers searching in a specific subject area can be provided. You can tell them who distributes each of your books, the markets in which they are available, any restrictions on sale, and much more.

Their web address is <http://www.bookdata.co.uk>

If YPS distribute your title we will enhance your listing on Nielsen Bookdata using our own account.

The publishing process: printing and binding

If you are handling all the editing and design yourself you will save all the costs involved; however, you will need to supply us with the files ready for printing.

Files for printing

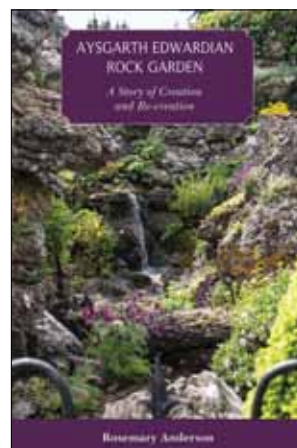
Our preference is a print-quality PDF (portable document format) file but the cover will have to be correctly set up with the spine size and bleeds, etc. You will need to contact us in advance for this information.

If you are supplying colour files, these should be CMYK.

Bound proof copy

Whether we handle the editing and design or whether you supply the file ready for printing, we will digitally print and bind a single proof copy and send it to you. This will allow you to see and feel the completed book. Although there should not be changes at this stage, corrections can be made before full production if absolutely necessary.

Changes at proof bound stage are charged at a nominal fee per alteration.



Printing and binding

We can advise you on the appropriate paper and cover board, print methods and binding styles for your book. We can always send you samples of the proposed materials.

How many copies to print?

It has always been the publisher's dilemma; deciding how many books to print. With conventional litho printing, the cost per book is lower the more copies you print, but it is a false economy to print more copies than you realistically need. We will work with you to come up with a realistic print quantity.

Digital or litho printing?

These are two different print processes, and we will advise you which is appropriate for your book. Digital printing is appropriate for small-quantity printing. Litho is appropriate for larger print quantities.

Covers

Covers are printed in full colour on the front and back. They are laminated with either a gloss or matt finish.

Printing colour or black text pages?

One of the major advantages of digital printing is the facility to include colour pages anywhere in the book. With litho printing, pages printed in colour need to be grouped together.

If required, black and white photographs can be printed together on different paper, usually silk or gloss. These pages cost the same to print as the other text pages, although there may be a small additional setting-up cost.

Binding styles

We provide a full range of binding styles.

- ✓ Perfect binding: also called paperback or soft back.
- ✓ Loose-leaf binding: individual pages are shrink-wrapped, drilled and presented in a ringbinder, ideal for reference and training materials. We can organise the production of ringbinders.
- ✓ Wire-o binding: this is useful for reference books, cookery books, manuals and material for photocopying as the pages lay flat. There are variations of this binding style with a printed spine.
- ✓ Wire stitching: also called saddle stitching, this is used on journals, magazines, booklets and other short publications, normally up to 76 pages. Promotion and marketing services

Packing and delivery

Our quotation will include packing into sturdy cartons and delivery to you.

When do I pay?

We do not ask for any payment in advance or for a deposit. The first time we will request payment is at the proof bound copy stage. We will invoice for 50% of the edit and design charge and 50% of the printing cost. The balance will be invoiced as soon as the books are printed.

Promotion and marketing services

You have published your book and no doubt it has received much interest and enthusiasm among family and friends – the next step is to sell it to the rest of the world.

Promoting your book will require hard work, determination and inspiration, which will hopefully result in orders.

Here at YPS we have four rules of promoting and marketing your book.

- 1 Nobody buys your book if they did not know it exists!
- 2 The job of promotion is to make people aware of your book. You cannot make them buy it, but they will not buy it if they are not aware of it!
- 3 Promotion and marketing does not guarantee sales success!
- 4 Doing nothing guarantees failure!

York Publishing Services provide a professional book marketing service. Our aim is to promote self-published books, increase their awareness in the marketplace and generate sales as cost effectively as possible.

Marketing, promotion and publicity is the hardest part of successfully self-publishing a book, requiring creative thinking and sheer hard work. With so many new books on the market each month, even established publishers with large budgets and teams of publicists, face the same difficulties getting their authors noticed by both the book trade and the public. They often spend more on marketing than they do on production.

The first step is to meet up as early as possible to discuss your marketing plan and budget. Ideally, this would be at our offices in York, where you can meet the people who do the work. If it is not possible to travel, we could just as easily discuss things on the telephone or by email.

YPS will always be realistic about your chances of selling into the traditional book trade. Self publishers are often better off targeting their budget into getting direct sales, either via their own website (as well as our online bookshop) or through local bookstores. We will help to identify and target the audience for your book.

How can YPS help you to promote your book

Promotion and marketing pack

A professional press pack is an essential tool to create media interest in your book. It enables you to broadcast your release to any and all interested parties: National media, local media, libraries, bookshops and special interest groups.

Our copywriter will work to draft a press release that covers information about both you and your book. The pack will also contain photographs of you and the book jacket, sample pages, detailed synopsis, additional information such as press interest already secured. All of this information will be burned onto a CD and this, accompanied by covering letters, will be sent out in accordance to your requirements.

Targeted media and celebrities from whom an endorsement would be beneficial will receive a review copy of the book with their media pack.

We will work with you to identify suitable media - local, national and specialist – and compile a bespoke database for the Press Pack Mailing. Electronic versions of the Press Pack will be sent to suitable online media.

The YPS promotion and marketing package costs £395 plus VAT

Once a client has understood and approved the costs of this marketing service a bespoke Promotional Plan is created. This will identify where the media packs will be targeted and will include dates, agreed with the client, by which this service will have been completed.

Website and Social Media

“New marketing is about the relationships, not the medium.” - Ben Grossman

Some people continue to doubt the power and importance of social media. However, the facts and figures are now simply beyond irrefutable. If you have yet to establish a viable online presence you could be missing valuable promotional opportunities.

At YPS we will engage with you, discuss your individual requirements be they a Blog, Facebook and Twitter account. We will formulate a plan to address your particular needs, making suggestions where necessary, but focusing most energy on realising your wishes as efficiently and effectively as possible.

We can work with existing networks, or establish profiles from scratch, creating social networking accounts that are easy to manage and fully integrated. The ideal platforms for driving your connections forward. The social networks will be set up to interact with the great SEO surrounding YPS and YPD, aiding your title in its plight to place well in Google’s listings.

Once the project is complete, if you feel confident, you will be handed your respective networks. However, if things suddenly break, or there are questions to be asked, then we are happy to assist. The door doesn’t close behind you.

If, however you do not feel confident to oversee the expansion of your network then for a small holding fee YPS will be happy to manage the networks on your behalf. Updating your pages with news of reviews, launches and photographs, in fact anything that can augment your title with the online community.



Cost for a Blogspot Social Networking package

£250.00 + VAT

Promotional material

Direct marketing material can be a compelling tool for any promotion campaign, whether it is bookmarks for 'point of sales', order forms to leave in libraries or workplaces, postcards to send to friends and media contacts, or posters for book signings.

We offer a full design and printing service. Costs including delivery

50 x A3 posters	£ 75.00 + VAT
50 x A4 posters	£ 50.00 + VAT
500 x bookmarks	£ 90.00 + VAT
500 x A5 fliers	£115.00 + VAT
500 x postcards	£ 95.00 + VAT

Post Script

YPS will make every effort to generate sales for your book. It must, however, be recognised that the book trade is flooded with new titles, and it is especially difficult for new authors to break into the market. That said, it has been done before! Whilst luck and a good, well produced book certainly play a part, promotion and marketing is also essential. We can, however, make no claims about the number of copies you will sell.

Once people have heard about your book, they need to be able to purchase it. YPS provides a comprehensive distribution and order fulfilment service. We can fulfil orders from individuals, organisations and the booktrade, irrespective of whether they order by post, telephone or online.

Distribution services

Once people know about your book, and decide to buy it, you will need to efficiently invoice and fulfil the orders. This can be a daunting task, and this is where we can help. For a number of years YPS has been providing distribution services for mainstream publishers. We are now able to offer these services for self-publishers, whether or not we have printed your book.

YPS' distribution service for self-publishers includes:

- ✓ receiving orders from customers
- ✓ invoicing and order fulfilment
- ✓ payment processing
- ✓ credit control
- ✓ stock storage and control
- ✓ sales and financial reporting



You can choose to sell your book through your local bookshop, through bookstores such as Waterstones, through wholesalers, Amazon, and directly online with YPS. Although bookstores are essential we recommend direct selling whenever possible.

Why sell direct?

Booksellers expect a discount on the orders they place with publishers. The minimum discount is 35%, however, wholesalers (Gardners and Bertrams) and Amazon will expect more than 50%, possibly as high as 60%, and you will have to pay for the freight/postage!

This will not leave you with much to pay all the other costs, never mind make a profit! Selling direct, on the other hand, means you do not have to give a discount, and you can charge the purchaser for packing and postage.

Lately it has become apparent that Independent publishers, from around the globe, are looking to place their titles with a company offering a proven track record of international distribution. YPS has recently accepted new titles with bases in Iran, Morocco, Denmark, Portugal, Australia and the USA, and a genuine cosmopolitan feel to the YPS portfolio is beginning to emerge.

With this in mind, and in an effort to further promote the national and international appeal of YPS distribution services, we launched our commission free distribution contract.

Commission free and Stress free

With our extensive contacts and accounts in the book trade, we are able to offer independent publishers and small press publishing houses the same book distribution benefits as the larger organisations.

YPS is that vital link in the chain from your book to the market.

Many bookshops, particularly major bookshop chains, are reluctant to deal with small and independent publishers. They place orders with wholesalers rather than ordering direct.

YPS have accounts with the book wholesalers and bookshops. Every day we process and supply orders to UK bookshops (including Waterstones), wholesalers, libraries and library suppliers.

Selling direct, online, with www.YPDbooks.com - open 24 hours a day!

YPDbooks.com specialises in selling books directly from independent authors and small publishers. You can display your book in our online bookshop, and it can be ordered online. We will take care of the paperwork and oversee the supplying of the book(s).



If you have a website, you can link directly to your listing on the bookshop.

Benefits of selling direct online with YPDbooks.com:

- ✓ The YPD online bookshop allows your customers to purchase your books directly from YPS, at any time, day or night.
- ✓ YPS fulfil these orders within 48 hours.
- ✓ YPS postage is in line with Royal Mail and Amazon charges
- ✓ YPS will hold stocks of your book for immediate despatch from our warehouse
- ✓ You will avoid having to give bookseller discount
- ✓ If you have a website and wish to sell your books online, you can simply have an automatic link from your site to the listing of your book on YPDbooks.com.

What will distribution cost?

Fixed charge: £220.00* + VAT per title for the initial six months, renewal is £110.00 + VAT for the second and subsequent blocks of six months. All charges are payable in advance.

Additional titles are discounted by 50%. Commission: 0% of sales.

Postage: freight is charged at cost on trade orders. Postage on orders placed online is paid by the customers.

Storage charges are applied as follows:

- ✓ Up to 12 boxes charged at £0.90 per box per month
- ✓ If we are holding more than 12 boxes the charge will be based upon our pallet rate of £12 per month. Each pallet stores 32 boxes.

eBooks

What are eBooks and the different types?

ePublishing and eBook conversion has now become an essential tool for self-publishers. YPS can help authors focus on the most profitable opportunities for developing, distributing, marketing and selling eBooks.

Getting YPS to convert your book into eBook files is affordable and will save you hours of frustration. It will also give your readers a far superior reading experience. Not only that, but we handle the distribution and upload of your files to the eBook Retailers and Distributors too.



eBook conversion and distribution

Once you have published the print edition of your book YPS can easily convert your book into eBook files that will read on any device.

We also handle the upload of your files to the eBook retailers and distributors.

Each eBook version (ePub and Mobi files) must have a different ISBN number to the printed book. Our conversion process includes registration of your eBook ISBN numbers with Nielsen BookData.

Please contact us for a quotation for eBook conversion and distribution.

Publishing to eBook only

There are many companies offering eBook publishing for £100 or less. Most of them will just take your manuscript file and simply convert it using automatic conversion programmes. They will not concern themselves with the content or presentation of your book.

Too many eBooks have been published unedited and with dubious content. Amazon and other eBook suppliers are now checking and reviewing the titles on their digital bookshelves.

In future they will be much more discerning and selective before titles are uploaded to their sites. They will need to be published to the same standard as printed books, with professionally designed covers.

We prepare eBooks in exactly the same way as we do printed books. We go through the same layout and proof stages as well as designing a professional cover.

If, at a later stage, you wish to publish as a printed book, there would not be too much work or costs to convert the files prepared for eBooks to files for printing.

As part of our eBook publishing we supply you with 6 printed and bound proof copies for your personal or promotional use.

For the most part marketing your eBooks follows the same pattern as marketing for a traditional release. People need to know that your eBook is available to download, and they need to know where to get it!

Sending 100 eBooks to reviewers over the internet has little to no cost. There is no impact on stock at all.

Sending 100 paperback books to reviewers can be impossible for self-publishers to achieve. This would not only be a sizeable portion of a modest print run but, in addition, the postage costs would be substantial.

Books can get lost in the post. If an eBook file fails to arrive safely you just send the file again. There is no cost and no loss of valuable stock.

eBook marketing pack

A professional press pack is an essential tool to create media interest in your eBook. It enables you to broadcast your release to any and all interested parties: national media, local media, libraries [University libraries are embracing digital releases], online bookshops and special interest groups.

Our copywriter will work to draft a press release that covers information about both you and your eBook. The pack will also contain photographs of you and the book cover, sample pages, detailed synopsis, and additional information such as press interest already secured. All of this information will be transferred onto an emailer and this will be sent out in accordance with your requirements.

Once a client has understood and approved the costs of this marketing service a bespoke Promotional Plan is created. This will identify where the media packs will be targeted and will include dates, agreed with the client, by which this service will have been completed

eBook distribution

YPS also offer assistance with eBook distribution. We will upload your eBook files to global eBook retailers Amazon, Kobo, iTunes, Nook and Googlebooks. We will create your product pages on each platform. eBook distribution accounts will be in your own name and as a result you will receive your eBook sales reports by email from the relevant retailer and your sales revenue will be sent to a bank account of your choosing.

YPS eBook Distribution

Self publishers need to get their eBooks onto as many digital shelves as possible. At YPS, as well as uploading self publishers' eBooks onto our own eBookstore at YPD Books, we are also constantly expanding our eBook distribution to an ever-growing number of eBook distributors and retailers, Amazon included, to ensure that our authors' eBooks are widely available both in the UK and overseas.

DRM (digital rights management) – A DRM protected eBook can only be read on an eBook reader or device registered to the purchaser. We will discuss the pros and cons of DRM with every self publisher as many authors prefer us not to upload their titles with rights controls.

Social Media Convergence - Blogs, Twitter and Facebook

Social networking is the new 'word-of-mouth.' It is global and on the go 24/7. The potential to reach a vast audience is there for the taking.

Spreading the news of your books' release, your recent signing event, or simply documenting your work or reviews as they come in can all be brought together in an interactive mini website, or in other words a blog.

Couple this with popular social networking sites Twitter and Facebook and very swiftly this interconnected 'hub' can be attained.

YPS can provide a platform from which your own online presence can be generated. And working closely with our media team your network will be identified, introduced and expanded.



Further information

How your book is produced

Our system is tried and tested, if we work together we will publish your book on time and budget.

Manuscripts are normally supplied to us in Microsoft Word, usually with a print out. It is important that the manuscript is the “final manuscript”. Once we start work, we only expect to make minor changes and amendments.

We import the Word files into InDesign. This is the program we use to style and design the text pages and cover.

Specimen page design

First we prepare specimen page designs for you to consider. These are based on a short section of your manuscript and at this stage they are for design purpose only. We provide alternative page designs for you to consider. We will rework the designs in light of your comments and suggestions until you approve them. We use this design template to layout your book page by page.

Copyediting and/or proofreading

If you choose to have your text copy-edited or proof read it should be arranged before the book is prepared page by page. All textual queries or changes highlighted by our copy-editor will be referred to you for approval before we start the page layout.

Cover design

We ask you for your ideas and suggestions for the front cover. We interpret these to prepare initial designs for the cover. We supply alternatives for your comment and suggestions. We adapt and amend the design until you approve it.

Page by page layout and first proofs

We layout your book page by page using the approved page design as the template. At this point we cannot accept new electronic files from you, so it is important that the file we use is your final manuscript. If you subsequently make ‘significant changes’ to the text we will charge for the work involved.

When we have completed the page by page layout we will send you 'first proofs'. We will ask you to check the proofs carefully and clearly mark the required amendments and changes. We expect amendments and corrections at this stage, although it is not an opportunity to rewrite.

Second proofs

When we have made the amendments to the returned first proofs we send you 'second proofs'. We also send the 'first proofs' so that you can check we have made the changes correctly. We do not expect there to be any changes and corrections at second proof stage.

Proof bound copy

Once all the amendments have been made, we print and bind a final proof. For the first time you will see your publication as a bound book, printed using the same paper and cover board to be used in the main printing. We would ask you to check this final proof very carefully and sign off the proof for printing and return the proof to us. We will not be held responsible for any errors that you fail to pick up or that are missed at this last proof stage.

When we have your approval we finalise the print quantity and arrange the printing.

We follow a similar production method for ebooks.

Supplying files ready for printing

If you have done your own layout and design we will require print-ready PDF files made to the correct size of your book. from you. Using your files, we will proceed straight to a proof bound book. If the supplied files are not print ready we will charge for any work necessary.

Standard book sizes

There are a number of standard sizes that you are likely to see on the bookshelf. Book sizes have evolved from the economical use of standard paper sizes. Over the years some of these paper sizes have become unavailable. Not all standard book sizes are economical for every type of paper. The choice is yours, but we will advise you if the size can be changed slightly to make it more economical.

A Format:	178 mm × 111 mm
B Format:	198 mm × 126 mm
Royal Octavo:	234 mm × 156 mm
Royal Octavo Wide:	234 mm × 170 mm
A5:	210 mm × 148 mm
A4:	297 mm × 210 mm



Frequently asked questions

What are the advantages of self-publishing with YPS?

You have complete control over all aspects of the publishing and production of your book(s). We will give you advice and make suggestions but the final decision on format, page and cover design, paper, cover material and finish and binding style rests with you.

YPS will provide all the relevant information and cost alternatives.

When the production is complete the stock of books and resulting sales are yours – you are the publisher!

What royalty percentage would YPS pay me?

YPS do not pay you a royalty! The books belong to you so all the sales revenue is yours.

Why are YPS different?

For more than 30 years we have been working with and for mainstream publishers. This publishing experience is available to you to assist in the publishing of your books. Our advice and assistance is always free, you just need to ask. We give honest advice and will not make extravagant claims about how successful your publishing will be just so you will publish with us.

What is the difference between YPS and a publisher?

Publishers commission books and pay all the production and associated costs. They make commercial judgements regarding the potential success of the books they commission.

YPS do not publish their own books, preferring to work for publishers, assisting them in the production of their publications. YPS now offer this professional service to individuals who wish to self-publish.

Is YPS a vanity publisher?

Certainly not. We make no extravagant claims as to how successful you will be or offer high royalty rates which seldom add up to much in reality. Nor do we ask for money in advance.

You are the publisher and we provide you with a publishing service. The printed stock of books is yours.

How many do I need to print?

You can print as many as you want! When printing offset litho the cost of each book (unit cost) is lower the more you print. It is tempting to overprint to take advantage of the lower unit cost. However it is a false economy to print more than you are likely to sell. We will advise you and provide quotations for different print quantities.

How much will it cost?

If you provide us with an outline of your ideas or proposal we will provide an initial quotation.

We will constantly revise our quotation as details become clearer.

Remember our advice is free and we do not ask for any payment in advance.

Can I visit YPS?

Absolutely! We are located close to the centre of historic York, so you could combine a visit to York with a visit to YPS! We would gladly discuss your publishing plans with you and show you around and introduce you to the people that work here.

Do I need an ISBN?

If you intend to sell your publication widely, particularly through the book trade, an ISBN is essential. Full information about obtaining an ISBN is included in this booklet. We would complete the application form for you, however the application would be submitted in your name and you would pay the fee.

Will you market my book(s)?

Yes, we do provide a sales and marketing service. We can also provide you with printed promotional material such as leaflets, fliers, bookmarks and posters.

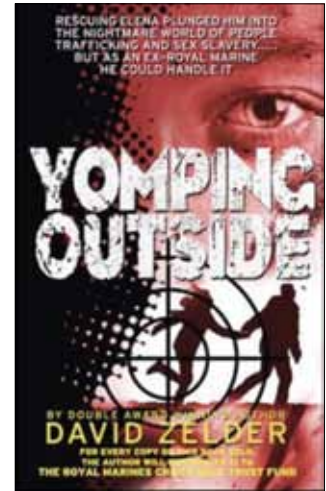
We have an online bookshop where your books could be featured.

How do I get my book(s) to bookshops and other purchasers?

You can do it yourself, in which case you should direct orders from individuals and bookshops to yourself. You would need to raise invoices, pick, pack and dispatch the orders. You would also need to process the payments received and chase any unpaid invoices/accounts.

Alternatively we can do it for you! Details of our distribution service are on the website and included in this booklet.

Authors need to find a dolphin in shark infested waters by David Zelder



YPS published David Zelder's book 'Yomping Outside' in August 2011. David was asked to write the following article for 'New writers UK.'

I decided to retire early from the pressure-cooker world of senior management I decided to increase the effort of bringing my writing to a wider audience. Throughout my business career I had, of necessity, undertaken many writing tasks. This would range from board reports, magazine articles and internal newsletters to advertising blurb and other marketing material.

Fiction, however, is another thing, but at least I had the experience of taking a piece of white paper and expressing my thoughts in the characters that I began to write on there. However, whilst beavering away at my PC and often my laptop, a quotation kept clouding my thoughts. It went something like *"Any moderately intelligent person can write a book, but it takes a genius to sell one."*

So, as early as 2008, I started investigating the market, looking at agents, publishers and reading such publications as "Writing magazine". I started sending off for brochures, both hard copy and electronic to find the route I would need to pursue to get my work out into the public domain.

When I was in business, I would never countenance fiddling, dishonesty, lying or cheating. My last fulltime role was CEO of a large plc and I had to move out a number of people who indulged in such practices, including filling their wives cars up on the company credit card or taking a bunch of mates to a Twickenham rugby international and sending the £1500 to the company.

Thus I soon began to view the information contained in the brochures with an enquiring mind, some might say suspicious mind (yes, I've got the song by Elvis, thank you). I bought a copy of The Writer's Handbook and started writing to agents and publishers listed in there.

All this time the words in the novel were creeping up to my target level of around 90,000 and I was still fishing in the dark looking to get it published. Then I read a copy of Writers and Artists Yearbook and my attitude changed, I became more focussed and realised that I needed to look for the dolphin swimming against the tide in a sea full of sharks. I read the exposé on vanity publishing by journalist Johnathon Clifford, who won the Daily Mirror good service award for exposing the sharks in the industry. Go to <http://www.vanitypublishing.info/> and have a look for your selves.

By the time I had got to this point I had already received several 4 page letters from the many sharks who pretended to help those authors who wished to self publish. The letters were usually 3 pages of fulsome praise for my work, and then the 4th page requested a cheque for amounts ranging from £6,800 to £3,000. Up front payments for work of unspecified quality and you end up with a truck load of books with no marketing support and no means of order fulfilment.

I had also attended a talk by the NWUK member David P Elliot which was an eye opener as he too had been swimming with sharks and had decided he needed to be in control of his own destiny. That sounded like it was where I should focus my energies.

I met many authors and talked to them about their publishing experiences. It was like reading a horror story by Edgar Allan Poe. Some I spoke with were earning 20-30 pence for each book sold. Others had books that were produced in a fashion that they looked home made, and yet had cost the author a fortune. In most cases, the company who had printed the book kept most of the money from book sales, despite receiving £000's from the writer up front. Yet the naïve author believed they had self published. How wrong they were.

So my mind was made up, as I did in my business career, so too as a writer I would have no truck with crooked publishing firms. I would be in total control and maximise the earning potential. So here in summary is the route I took:

- ✓ I sought out a publishing services firm that did not ask for up front fees
- ✓ I only signed an agreement on the basis that **I was the publisher**
- ✓ I own every book that is printed and keep the £8.99 retail price

The only time I may give some of that away is to suppliers like Askews for library supplies, or a trade price for a retailer. But for all direct sales I got 100% of the revenue

I insisted on visiting the premises and meeting all the key staff. I looked at printing presses, guillotines, packing, and storage capability. I did a search on the company at Companies House to see if they were clean. I refused to deal with American companies who, as soon as you made an enquiry, hassled you day and night, and would not take "no" for an answer

Many so called publishing companies are brass platers, so I dismissed those from my negotiations. If they said they were a printer and publisher I went to see what they actually were. If all they had was brass plate on the notice board outside a business centre (no lease, easy in easy out) then that meant they were sub-contracting the printing and everything else. Which means you would be paying 2 margins. No thank you.

So after a year searching I found what I was looking for :

- ✓ No up front fees. I pay when the work is done
- ✓ First class book design and formatting by the company's own in house department
- ✓ No pressure to order 10,000 books, or 1,000 or 500. Honest discussion and advice on a reasonable quantity to order.
In house production with modern equipment, quality presses etc

Long established and well respected in the industry

Professional in house order fulfilment directly linked to the "bookshop" button on my website. The client clicks through, they pay the full retail and the P&P with a credit card and the book is despatched immediately. Each month-end I receive payment at full retail for all books sold that month. They, of course keep the P&P and I pay a small fee for 6 month's storage and handling.

Whatever professional marketing support you need is provided on a menu basis. You choose and pay for whatever elements you need.

My final subject to bring to the reader's attention is the margin achieved. Many writers I have spoken with, including NWUK members believe that they only need to sell 166-200 books to break even. They are basing this on having paid for, say, a POD company to print the books for £1500. So, £1500 divided by £8.99 is 167 books to break even. **WRONG!!**

The cost of the books is but a small part of the outlay. The writer needs to factor everything into the price tag for publishing, including:

- ✓ Expenditure on all your ink cartridges
- ✓ Paper for your proofs and any other stationery
- ✓ Cover design a Copy editing a Proof reading
- ✓ All the travel costs associated with the book, including NWUK meetings etc using 40p per mile and any meal costs as well
- ✓ Any promotional cost, roller banners, postcards, posters, bookmarks, printed pens etc
- ✓ All the postage to send the MS to agents publishers etc
- ✓ Investment in your website, design and hosting; see mine at www.davidzelder.co.uk
- ✓ Any subscription costs for memberships, e.g. NWUK
- ✓ If you are a real self publisher then you need to add in the cost of your block of ten ISBN numbers

Only when you have added all these costs together and then the production costs can you then divide that final total by £8.99 and even then that is assuming that **YOU** are the publisher. If you are not the publisher then the book will remain an expensive hobby and you will never recover your investment.

My book is now selling and each time it goes out I receive the full £8.99. This is because my research over the last 3 years uncovered the following gems:

<http://www.vanitypublishing.info/>

www.yps-publishing.co.uk

<http://www.thamesway.net/index.html>

It breaks my heart so many talented writers are still swimming with sharks. You do not need to, just do your homework. I did, and love seeing the cheques and cash amounts of £8.99 coming in. That way I will recover my investment and can afford to pay part of my revenue to The Royal Marines Charitable Trust Fund.

Thank you for listening. You can have a go at me if you want, just be aware I'm merely trying to help.

David Zelder Lincoln

Testimonials

Here are a range of testimonials from publishers who have chosen to use our services.

Music for a Long While

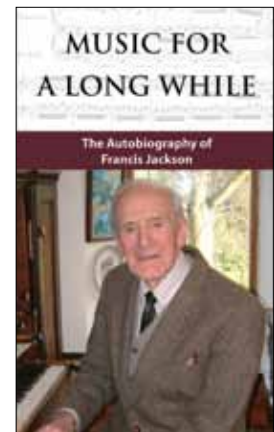
Francis Jackson - Alice Hamar

Finding York Publishing Services makes everything to do with producing and publishing a book straightforward - except writing it!

Duncan and his team provide a supportive wrap-around package for the author who, after all, is concentrating on creativity.

At YPS there is friendly advice for the hesitant novice, helpful and willing guidance and an answer to every question.

They even take over all aspects of production and distribution, and as much publicity as is needed – converting the author’s wishes and vision into reality with the professional knowledge and expertise that often exceeds expectation. Working with YPS is a great experience, heartily recommended.



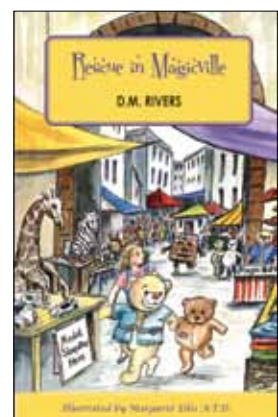
Sleepy The Magical Bear Series

D.M. Rivers.

This is my second book in the Sleepy The Magical Bear Series with YPS.

I had one or three questions at the start of the process for book 1. All questions were answered in such a friendly, clear and precise way that put my mind at rest at all times. The level of professionalism was beyond 10 out of 10 from start to finish.

As I already had peace of mind from the YPS service from book 1. The start to finish for Book 2 was like travelling on the Orient Express, and the best summary I can give is no need to shop around for the right Self Publishing Service. YPS gives the highest level of service, the quality of the product was perfection, and the price was spot on. YPS gives you the Peace Of Mind Factor worth its weight in gold in self publishing.



Glenys Marriott

Editor of Those Who Left The Dales

Author of The Cumpstons of Hull

It has been working with YPS which has given me the confidence to go ahead with self-publishing my own book. I would strongly recommend the very personal service that you get from them. They are close enough in York to visit and discuss face to face. They are a very supportive, 'quirky' team, who pride themselves on producing good quality publications. Don't be put off that they are a small operation – in the past Duncan, the owner, ran a very big mainstream publishing set up, and they are very experienced.

YPS was recommended to me by an author who has self published eight books. Before that I had considered, and got quotes, from six firms and these quotes varied by £3,000!

As I had never had anything published before, I have had a steep learning curve! Duncan will give you a quote and talk through what you want to achieve. If you have published before you would recognise the questions, but they were new to me. He will NOT try to oversell to you.

A key thing to remember is that YOU are the publisher and following a timescale is crucial – again all new to me originally.

First, I would download Duncan's excellent guide *A Guide to Self-Publishing* from YPS Publishing (2.3 Mb). I've recommended this to a few people who have all found it helpful.

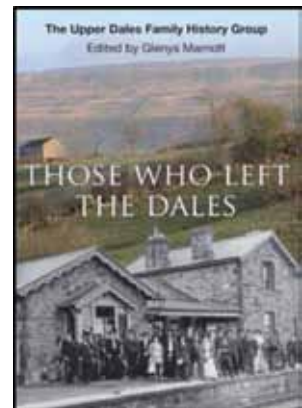
Allow a full 16 weeks from delivering your manuscript to YPS to getting a copy to sell. My Dales book totally bucked the trend as it had numerous reprints, all within three months.

You will have a clear view of what you want your book to look like and so did I, but there are things that need early discussion with the YPS designer Clare Brayshaw - the person who manages your whole design and development, through to the final print copy, and is WONDERFUL to work with. She also did my covers and she listens very carefully to what you want. She can do layouts with her software that are magical and she is very talented. She is skilled in imaginative layout and can give you ideas that you may not have thought about.

Both my books have large indexes - yours may not - but if you do have one, there are some things that can be done at the beginning in set-up stage that are helpful. My own book also has a couple of hundred footnotes - these need a discussion with Clare beforehand as well.

When you have your inside pages complete, and know how many pages there will be and what size the book will be, then YOU are the one who needs to apply for your ISBN numbers. You have to buy ten at a cost of £118.68 from Nielsen book data. You can read all about the then just forward them to Clare and she uses the first one on your book - leaves plenty spare for future publications!

You need to decide what your new publishing name will be as it will need to go on your ISBN application.



Re distribution - the Dales book has gone all over the world and has just sold 1000 copies. I could never have managed that from home, with the nearest post office nine miles away so I paid YPS to store, distribute and advertise the book for 6 months - well worth the cost.

The YPS distribution manager, Nerys, will work with you and advise you of how sales are going, manage The YPD Bookshop web page for you and send out your monthly cheque for sales.

I hope that this helps a little. I am still a newbie at this game but have been so delighted to get two books under my belt that I am in the middle of writing up my 3rd - The Forgotten Schools of Bishopdale. I could only have done that because of the help and guidance I received from Duncan and the team - their flexibility allowed me to 'learn on the job' and make the inevitable mistakes. I had a couple of very stressful times when things were going wrong, but they responded in a very calm 'can do' way which gave me confidence that all was not lost!

Thanks for a brilliant year

Glenys Marriott

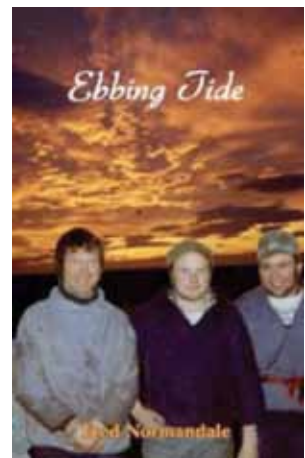
The Upper Dales Family History Group

Fred Normandale

If you have spent time on a literary work that you would like to see in print and want a reasonable job doing, don't go to YPS. Use another company. If you're looking for the best quality work, at a reasonable price, then look no further than the little company in Hallfield Road, York. A word of warning!!! This building is not to be approached lightly. If you are of a nervous or sensitive nature, have a glass of something or pop a pill first before you visit. Your work will be taken seriously, guaranteed, BUT this is not a place where 'normal' people work. You could well be entertained, insulted or offended by the management, in the nicest possible way of course.

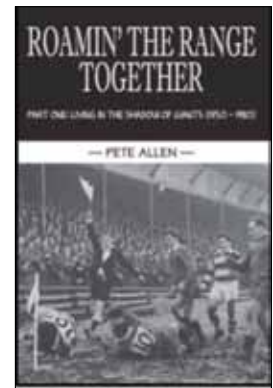
Fred Normandale

Author of First of The Flood, Slack Water, The Tide Turns and Ebbing Tide



Pete Allen

When I retired from work I decided that I wanted to do something to celebrate growing up in the local fishing community and my life-long love of that communities own Rugby League team, Hull FC. The printed word seemed the ideal medium but when I set out on the project, it was certainly a daunting task as at the time I probably had difficulty writing a shopping list!



After two years work I had the makings of a book that I was pretty proud of and that I felt reflected my original aims, but then the problems started! I approached several organisations who claimed to be specialists in 'Self Publishing' and who offered 'an all round service for aspiring authors'. However when I investigated further, I found that the whole process was costly, surrounded in mystique and in fact quite off putting for someone who had no insider knowledge of the business and just wanted to see his book in print. In desperation I searched the web and quite by chance discovered YPS.

I was attracted by their excellent website and particularly the brilliant 'Guide to Self Publishing' which immediately re-ignited my flagging enthusiasm. Then when I met the team, I realised that at last I had found an organisation that was as interested in making sure I got what I wanted, as they were in being paid.

The overall service I was offered was first class and immediately swept away all the mystery and uncertainty that had caused me to question whether I would ever get to see my efforts in print. On top of that the quality of their design was better than any other I had found and the team were patient and understanding however naive some of my questions were. As a 'first time self publisher' I was overjoyed with the end product and the way that YPS only wanted paying after I had seen what I was getting, stuck to my deadlines and delivered a top quality product, on time, on budget and at an extremely competitive price.

When I tentatively started to investigate self publishing I discovered very quickly that in my opinion 'There's a lot of Sharks out there'. Duncan, Clare and the team at YPS offer a professional and friendly service, which has helped me realise my 'dream' and they did it at a price that was as competitive as any other I had found!

Pete Allen

Author of *Roamin' The Range Together: Part One: Living In The Shadow of Giants (1950 – 1980)*
and *Roamin' The Range Together: Part Two: Going Down The Boulevard (1980 – 2005)*

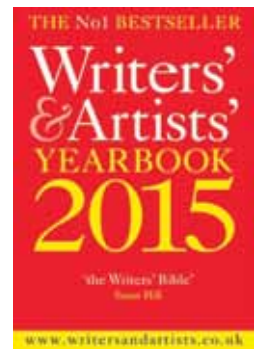
Self-publishing or not ... self-publishing?

The following article was written by Johnathon Clifford. Johnathon has become the watchdog of the self-publishing industry.

He writes a chapter on self-publishing in the Writers and Artists Yearbook. YPS has been highly recommended by Johnathon for the last 6 years.

Further information can be found on his website

A while ago I was asked to write a definition of 'Self-Publishing' for various Establishment bodies both in the UK and abroad.



“For a book to be genuinely self-published, a name designated by the author as his ‘publishing house’ must appear on the copyright page of the book as ‘Publisher’. The book’s ISBN number must also be registered by the ISBN Agency to that author as publisher. All the copies of a self-published book are the property of the author to dispose of as he wishes. Any company which charges to publish books under its own name and/or prints an undisclosed number of copies which it claims are its property is a vanity publisher and has nothing to do with self-publishing – whatever it may try and tell you to the contrary.”

Some companies that wish to refer to themselves as self-publishing companies argue that this is far too tight a definition. But if someone other than the author is listed on the title page of a book as publisher then – by definition – the book cannot be said to have been self-published by the author for it has been published by someone other than the author. To claim that such a book has been self-published is absurd.

When a book is listed in The Bookseller and on all the various literary websites available, it is to the stated publisher that book buyers apply for copies. The argument that some authors do not wish to be involved in the day-to-day sales and distribution of their book and therefore do not want to be listed as the publisher is somewhat of a smokescreen and doesn't make

the book self-published. It is, after all, very easy to make provision for such a situation when returning the 'book details' form to the ISBN Agency, where there is a section stating: who is the author, who is the publisher, and who is the distributor of the book – if different from the publisher.

Rights

However the ramifications go far further than simply whether the author can or cannot claim to have self-published, for in all books there is a statement to the effect that “All rights are reserved. No part of this book can be stored on a retrieval system or transmitted in any form or by whatever means without the prior permission in writing from the publisher”. I repeat, without the prior permission of The Publisher.

If the name of some company rather than the author appears in the book as the publisher, not only can the author not claim to have self-published his book, but he has lost all control over it for if after the initial publication, someone should wish to produce large type copies (for

the poorly-sighted), or take up film or television rights, or reprint it under their own imprint, or wishes to publish a copy in translation, there are (in some cases very lucrative) fees to be discussed and paid. But it is legally to the Publisher that such application must be made and it is legally the Publisher not the author – although the author has been led to believe that he has self-published his work – who will benefit.

The only exception to this is the company which, although publishing under their own imprint, has the author listed on the title page as holding the Copyright and has the statement “No part of this book can be stored on a retrieval system or transmitted in any form or by whatever means without the prior permission in writing from the person holding the copyright.”

Fair enough, the honest publisher will make sure that the author shares in such bounty. But it would automatically be the author who controlled all such knock-on benefits if he had self-published the book, rather than having to rely on the open-handed fair-mindedness of another.

“But what does it matter?” I hear some of you ask. Where the honest publisher is concerned, not a great deal. But there have always been so many ‘out there’ whose intention is to relieve the unwary of their money, aided in their intent by being able to refer to themselves in terms that are misleading.

I have been asked time after time “[How can you tell the honest from the dishonest?](#)”

[The good, the bad and the downright dishonest.](#)

As most vanity publishers make very similar claims and can usually be found advertising side-by-side in most newspapers and magazines, the only way to tell the difference is by experience – the proof of the pudding, as it were...

If over a period of years a publisher has been found to be honest in his claims and a man of his word who carries out what he says he will, he is honest and an author should experience no problems. However that publisher chooses to refer to himself his reputation is in his work not in any label!

It is those, whose claim to be self-publishers is simply a ruse to attract the unwary author and to mask their dishonest intentions, who make it necessary to police the way all publishers refer to themselves – even the open and honest.

In a climate where there are those determinedly intent on fleecing the unwary author it is impossible to tell simply from promotional material whether a publisher is genuine or not. It is only after the full publishing cycle has been completed by a company that it will become apparent whether the services claimed to be offered are genuine or a gross misrepresentation. But what author can afford to take the risk of entering a publishing agreement so blindly?

He or she must rely on word-of-mouth recommendation or take further advice.
www.vanitypublishing.info may prove of value.

© **Johnathon Clifford**



Self-publishing quote request form

Title.....

Brief Description

Number of words (approx)

Number of photographs/illustrations

How many would you like to print.....

Preferred book size A Format – 178 x 111 mm

B Format – 198 x 126 mm

Royal Octavo – 234 x 156 mm

Royal Octavo Wide – 234 x 170 mm

A5 – 210 x 148 mm

A4 – 297 x 210 mm

Contact Details

Name.....

Address

Email.....Telephone

Prices will be based upon suitable files supplied.

If you are unsure of your specification, please fill in as much as you can and we will contact you on receipt of this form.

York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ