



portfolio



Cisco Live! 2025



Meeting village



Cisco Live! 2025

Meeting village





Meeting village



Logo rebrand



Shop front



For sale/Sold boards



Hanging shopfront sign

Chamberlains Estates

Stationery

CHAMBERLAINS  
ESTATES

Andrew Ryde  
MARLA MNAEA

Partner

Tel: 020 8366 3551  
email: agr@chamberlainsestates.com

47 Windmill Hill, Enfield, Middlesex, EN2 7AE  
chamberlainsestates.com



47 Windmill Hill, Enfield, Middlesex, EN2 7AE | Tel: 020 8366 3551  
www.chamberlainsestates.com | email: mail@chamberlainsestates.com



Are you thinking of  
SELLING or LETTING  
this Autumn?

CHAMBERLAINS  
ESTATES

Sales / Lettings  
020 8366 3551

Character Homes  
020 8364 5555

Flyers

**My role in this job:**

Complete rebrand; New colours, shop frontage, all signage and window posters. Stationery and promotional items.

Chamberlains Estates

Logo rebrand



**Nicola Meadows**  
BVetMed CertAVP (GSAS) MRCVS

T: 07786437062  
E: provetsurg@gmail.com  
6a, Lampards Close, Rotherwick, Hampshire, RG27 9BW



**ProVetSurg**  
Small Animal  
Surgical Services  
T: 07786437062  
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*Small Animal  
Surgical Services*

6a, Lampards Close, Rotherwick, Hampshire, RG27 9BW

Stationery

ProVetSurg



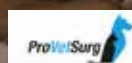
Book a case



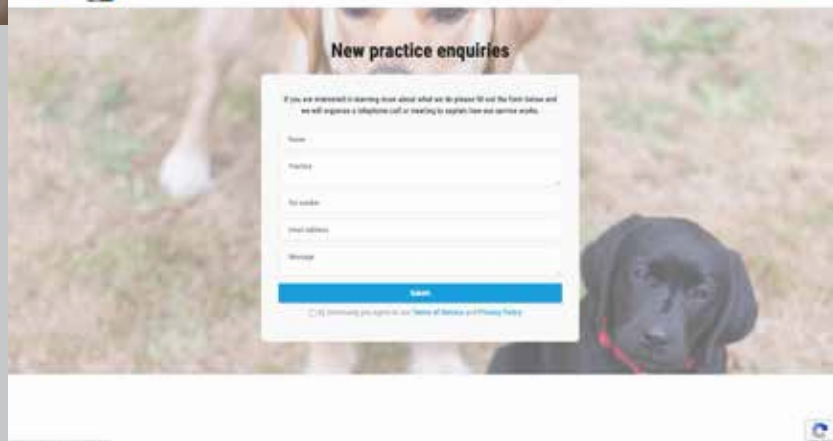
## Small Animal Surgical Services

Available and providing quality surgical treatment to pets.

View site



About Procedures Post-operative resources Case studies Contact New practice enquiries Testimonials Book a case



### New practice enquiries

If you are interested in learning more about what we do please fill out the form below and we will respond to you as soon as possible or contact us directly via our contact details.

Name

Practice

Post code

Street address

Message

Search

By submitting you agree to our Terms of Service and Privacy Policy



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### Cruciate surgery



Cora Based Levelling Osteotomy



Lateral suture



Cranial closing wedge osteotomy



Tibial Tuberosity Advancement



### Patella surgery

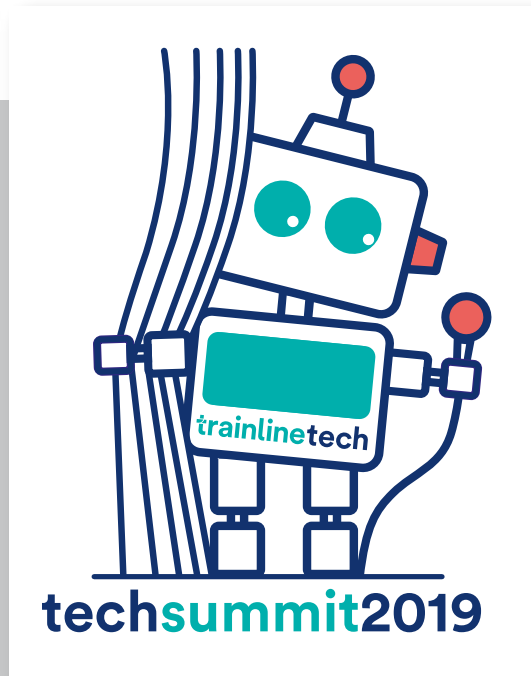
Website

#### My role in this job:

Complete brand; Stationery, information sheets (also as downloads in website), website with form submission and attachment functionality

ProVetSurg

Techsummit logo 2019

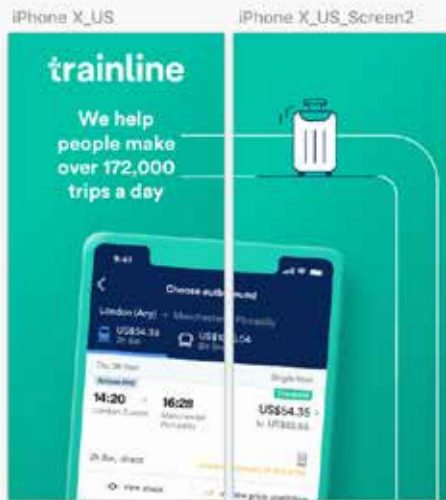


Sticker for internal use to say they have worked on the project with Austrian train company OBB

Trainline

**My role in this job:**

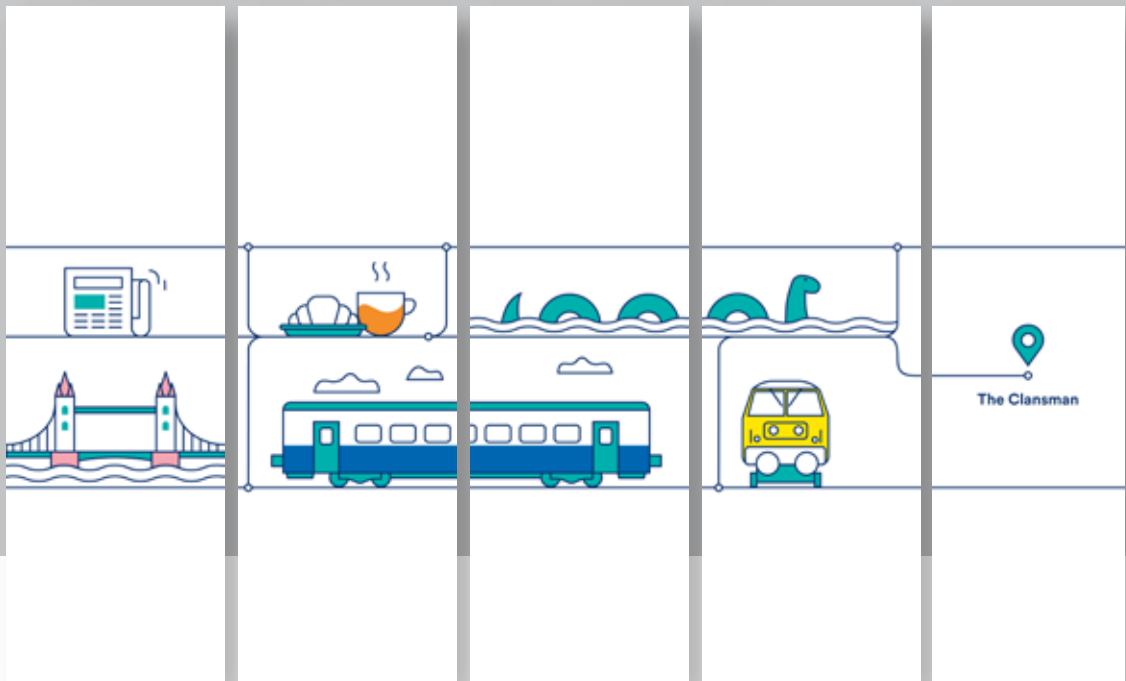
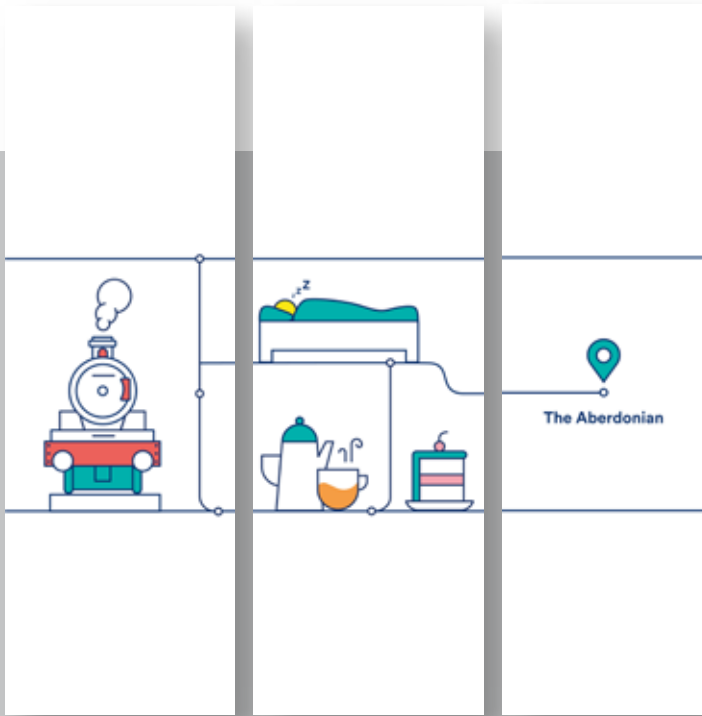
Logo design for an internal tech summit they hold every year, and a sticker design (cobranded) for Austrian train company OBB



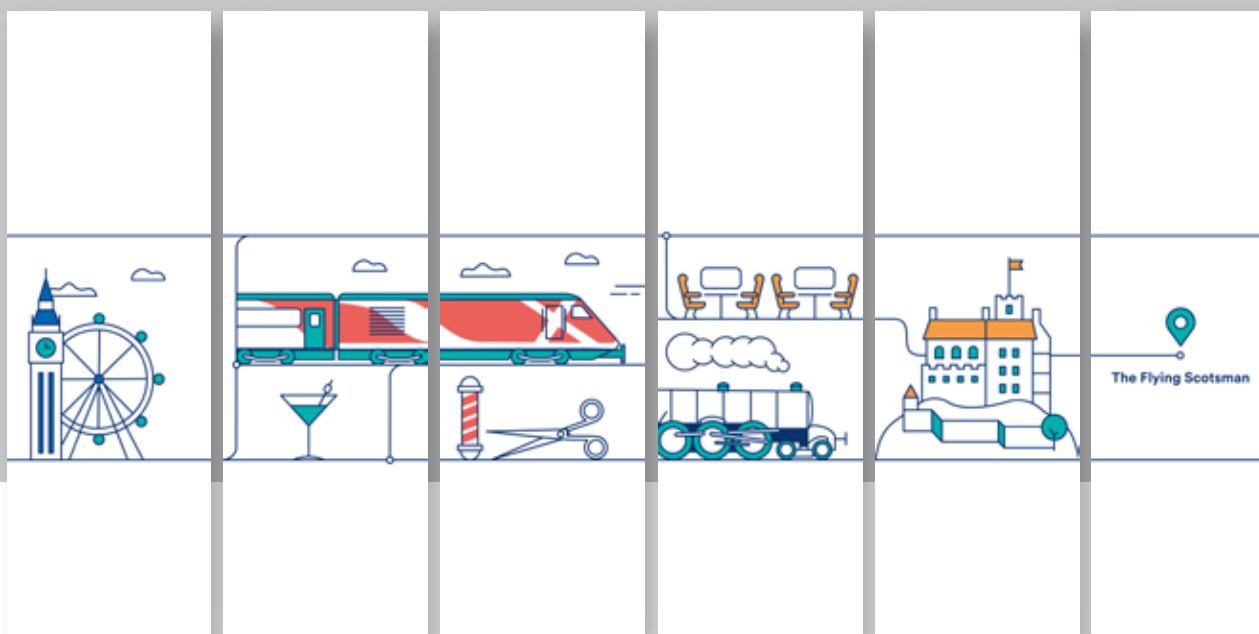
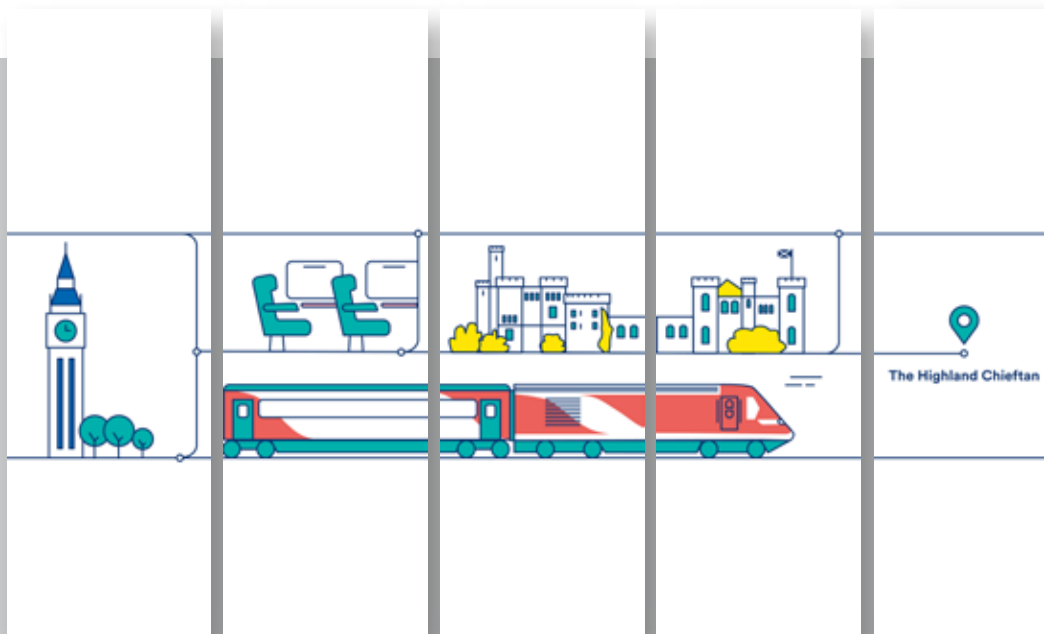
**My role in this job:**

Design of screens for the App Store landing page to encourage people to download the trainline app. This was set up in Sketch for iPhone 8 and iPhone X.

Trainline



Trainline



**My role in this job:**

Researching the history of each train service (where it went to and from, when, what the train looked like and the services it provided) then illustration from scratch to show this, to specified size (using brand colours and guidelines)

Trainline

Annual Report  
and Form 20-F  
**2020**



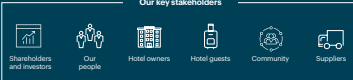
True Hospitality  
for Good

Our purpose  
is to provide  
True Hospitality  
for Good.

It shapes our culture, brings our brands to life and represents a commitment to make a difference every day to our people, guests and communities, and to protect the world around us.

Engaging with a wide range of stakeholders, together we work towards common goals and help ensure we create shared value for all.

Our key stakeholders



See pages 21 to 24 for more information on how we work with our stakeholders.



Our Lights of Love social media campaign became a beacon of hope for the industry in 2020, with hundreds of hotels globally opening light trails in their windows and colleagues doing the same with their hands.

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The Strategic Report on pages 2 to 74 was approved by the Board on 22 February 2020. Nicholas Weston, Company Secretary

Strategic Report

## Our brands

To drive growth at scale in high-value markets globally, we invest in an attractive portfolio of distinct brands that generate strong demand from both guests and owners. We have a relentless focus on the quality of our estate, efficiency of our hotel operations and investment in digital innovation, design and service brands.

In parallel to growing our established brands, we have launched or acquired the new brands in the past three years and are focused on taking them to scale. In fast-growing and under-served segments.

Each of our brands is well positioned to grow, leveraging the power of IHG's people, systems, technology and loyalty programme. To support this growth, we have adopted a more intuitive way of presenting the breadth of our portfolio to customers, as part of a refreshed approach to use our IHG® Hotels & Resorts masterbrand to enhance our brand perception, sharpen our marketing and capture more demand. Enabled by this, our loyalty programme has been refreshed to become IHG® Rewards, as we focus on growing memberships and driving more business directly to our hotels.

Reflecting continued demand for our brands, we opened 253 hotels in 2020 and signed on average almost one property a day into our pipeline. This took our share of the industry pipeline to 11%, versus our current market share of 6%.

Timeless legacy bound together by distinctive design and unforgettable service. Making every journey a collection of extraordinary experiences, each in their unique way.

Making travel personal and purposeful. Giving guests a sense of belonging and welcome, with the thoughtfulness to make every trip matter.

Always there, always just what you need. With the warmth and trusted experience that has come to define True Hospitality.

When you're not at home, be here. We invite guests to stay for longer stays, knowing the comforts of home are always within reach.

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Brand highlights

18 openings for Crowne Plaza, including 10 in Greater China

avid® hotels expanded to Mexico and Canada

100+ celebratory True Rewards™ US and Greater China

Kimpton® continued to expand operations with 9 openings

10 openings for Hotel Indigo® included debuts in Japan, Dubai and Cyprus

Europe's largest Holiday Inn Express® opened in Amsterdam

The first Axiom Suites™ property under construction in Miami, US

Our Holiday Inn® Brand Family represented 80% of IHG's openings in 2020

Increased market share for Canopy® Hotels and Staybridge Suites®

New True Comfort™ destinations included Home, Fiji, Hanoi by Vietnam and Chongqing Railfai City (China)

Signings in Bali and Japan helped increase the Six Senses® pipeline to 31 hotels

HUALIXE® openings included the historic HUALIXE in a historic building

Recent Shanghai Pudong marked IHG's first opening with renovation

Asia's first EVEN® Hotels property opened in Macau, China

Our brands

IHG | Annual Report and Form 20-F 2020

Strategic Report

## Our strategy continued

# Care for our people, communities and planet

We are passionate about working and growing together within a culture that respects and invests in our people, and embraces opportunities to share positively to local communities and operate responsibly and sustainably in the world around us.

**Where we're coming from**  
We have ambitious growth plans, but equally important to us is how we grow. We're proud to be a business that invests in a highly engaged workforce, supports its communities and looks after our planet. However, we recognise that to deliver on those things requires a commitment to constantly reflect on evolving expectations around what it means to operate as a responsible business.

**What's next**  
We enter 2021 with a determination to go even further - whether that's in how we work or grow as individuals, how we build more diverse teams and a more inclusive culture, or how we operate around the world in ways that positively impact people and protect the environment.

Journey to Tomorrow, our new responsible business plan, starts a decade of action. Working with colleagues and those who stay and partner with us, together we will help shape the future of responsible travel. We'll continue the work we've done so far on employee wellbeing and respect for human rights, supporting communities through skills training and disaster relief, and working with our hotels to reduce their environmental impact. We also made important strides in diversity and inclusion in 2020, and must now deliver on our commitment to listen and learn, advocate and act, as part of a pledge to create a more inclusive, equitable IHG for all.

Alongside Journey to Tomorrow, to keep everyone performing at their best and to attract more talented people, we are focusing on how we create a more flexible and dynamic working environment among our corporate teams, taking into account all we have learnt as a business by operating remotely for much of 2020.

We will also continue to work to the recommendations of the Task Force on Climate-related Financial Disclosures, and remain focused on collaborating with owners, partners, peers and governments to achieve a sustainable recovery.

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Introducing Journey to Tomorrow

At IHG Hotels & Resorts, we touch every day, whether that's in our hotels, in our homes or as a valued part of our local communities.

Caring for our guests and colleagues, giving back to society, and making sure we protect the environment are all part of how we deliver our purpose of providing True Hospitality for Good® - and we want to make an even bigger impact with a fresh, ambitious 10-year plan.

We call it Journey to Tomorrow. A decade of commitments to ensure we grow in a responsible way and make sure travel has a beautiful future for everyone.

To develop this plan, we've looked at the changing world around us, listened to our owners, and got closer to driving consumer expectations to help build a picture of what's most important to our stakeholders and IHG.

How companies perceive their role in the environmental, social and governance agenda continues to gain much greater prominence with all stakeholders, and each of our commitments will ensure we stretch ourselves in areas where we feel we can make the greatest impact.

The plan will also help ensure we play our part in supporting the UN Sustainable Development Goals to achieve a better and more sustainable future for all - something organisations all over the world are working toward to collectively tackle some of the biggest global challenges we face.

## Our 10-year responsible business plan

Our goal is to help shape the future of responsible travel together with those who stay, work and partner with us. We will support our people and make a positive difference to local communities while preserving our planet's beauty and diversity... not just today but long into the future.

- Champion a diverse culture where everyone can thrive
- Improve the lives of 30 million people in our communities around the world
- Reduce our energy use and carbon emissions in line with climate science
- Pioneer the transformation to a minimal waste hospitality industry
- Conserve water and help secure water access in those areas at greatest risk

Empower our people to help shape the future of responsible travel

See our Responsible Business Report on our website at [www.ihgplc.com/responsible-business](http://www.ihgplc.com/responsible-business)

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My role in this job:  
Heavyweight artworking. Setting up paragraph and character styles as well as table and cell styles to work across this 256 page document from scratch. This was a 3 month booking and the artworking and all amends I was purely responsible for. This is the 3rd Annual report I have done for IHG, being responsible for the 2019 and 2018 reports as well (see over)





Annual Report and Form 20-F 2019



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	<p><b>Culture</b></p> <p>Our people, our passion and our purpose are the heart of our success.</p> <p>page 21</p>	<p><b>Our purpose is to provide True Hospitality for everyone</b></p> <p>It shapes our culture, brings our brands to life every day and ensures we grow our business in the right way for all our stakeholders.</p>	<p><b>Strong brands</b></p> <p>Our brands are the heart of our business, bringing joy and inspiration to millions of guests every day.</p> <p>page 18</p>
	<p><b>Talented people</b></p> <p>Our people, our passion and our purpose are the heart of our success.</p> <p>page 21</p>	<p><b>Responsible business</b></p> <p>We respect the environment and communities we work in, and together we create a better world for everyone.</p> <p>page 14</p>	

**Strategic Report**

## Our brands

To drive growth at scale in high-value markets globally, we are investing in an attractive portfolio of distinct brands that generate strong demand from both guests and owners.

Underpinning the continued success of our established brands is a commitment to understanding evolving consumer trends and delivering the modern designs, service, hotel tools and digital resources needed to meet guest expectations and strengthen owner returns. We also continue to expand our portfolio, by acquiring or developing new brands in fast-growing and underserved segments with significant growth potential.

Combined, this approach has seen us accelerate our rate of net system size growth over the last three years from 7% to 9%.

While all our brands stand for something different, they share a common purpose, which is to provide True Hospitality for everyone.

Here are some highlights from across the portfolio in 2019.

### Mainstream

IHG is the clear global leader in the mainstream segment, with 51% of the global market share by room and 25% of the pipeline. Our mainstream brands operate across the midscale and upper midscale market segments, ranging from full-service hotels and midscale city properties, to franchising our Holiday Inn Club Vacations brand to a single franchisee operator.

We are focused on using our mainstream expertise to enhance and expand our iconic established brands, and to search for at scale newer ones like avid hotels and Atwell Suites in areas of high demand.

Annual industry global segment revenue	Industry revenue growth potential to 2025
\$115bn	\$65bn

### Holiday Inn Hotels & Resorts®

- Delivering warm, welcoming service in environments that connect people, inspire trust and deliver exceptional value
- Best year of openings for one of the world's most iconic brand families
- Global service programme launched, more than 180 Americas hotels adopting new room and public space designs, 100% of Europe estate adopting Open Lobby concept
- Global rollout of We're Here Holiday Inn & Holiday Inn Express marketing campaign

1,256	274
Open hotels	Pipeline hotels

### Holiday Inn Express®

- Delivering simple smart travel, with easy, task-free stays
- Highest number of room openings in 11 years for the world's largest brand by room
- Over 70% of Americas estate committed to modern guest room and public spaces, Formula Blue design, 95% of Europe hotels adopting next-generation guest rooms
- New breakfast offer in almost 2,000 hotels across the Americas

2,875	754
Open hotels	Pipeline hotels

### Holiday Inn Club Vacations®

- Creating meaningful travel experiences that bring families closer together
- Brand's first urban location secured in New Orleans, US
- New US destinations in Tahoe added to the portfolio for our family of more than 500,000 Holiday Inn Club Members
- Launched "Insider Event" programme, tripling the number of events for members

28	1
Open hotels	Pipeline hotel

### avid® hotels

- Delivering the essentials exceptionally well at good value for guests
- More than 200 hotels signed since launch in 2017
- Presence secured in US, Canada and Mexico
- More than 80 hotels under construction or with planning approved

7	207
Open hotels	Pipeline hotels

### Atwell Suites™

- A new upper midscale all-suite brand launched for the US in 2019
- Targets an \$18 billion US industry segment
- 10 signings in Q4 2019 following negotiation of franchise documents in September
- First hotels expected to begin construction in 2020 and open in 2021

0	10
Open hotels	Pipeline hotels

### Staybridge Suites®

- Providing spacious suites and meaningful connections to help guests break from the travel norm
- Highest number of hotel openings in a decade
- Transformational brand prototype launched with reallocated amenities, elevated design and greater market flexibility
- New breakfast offer rolled out in US and Canada with increased hot and cold variety and daily specials

300	182
Open hotels	Pipeline hotels

### Candlewood Suites®

- Providing a comfortable and familiar space to settle for US travellers on an extended stay
- Opened 40th property and launched new contemporary brand logo
- Unveiled refreshed brand prototype with more spacious and comfortable lobbies and suites
- Strong owner interest in new designs

410	91
Open hotels	Pipeline hotels



## Annual Report and Form 20-F 2018



### My role in this job:

2019 and 2018 reports. The 2019 cover was particularly complicated having two spot colours and also a die cut through to the inner pages, also being 200+pages the allowance for the perfect bound spine had to be taken into consideration.



**WHAT'S YOUR TIPPLE?**

Pop in for a cocktail and let's make a toast to our new collection, inspired by the iconic porcelain from the Museum of Royal Worcester.

**OASIS**  
 &  
 MUSEUM OF ROYAL WORCESTER

**IT'S TIME FOR TEA!**

To celebrate our picture-perfect collaboration with the Museum of Royal Worcester, we've polished our favourite china and we're offering Afternoon Tea in store.

Price: £25 per person

It's bookings only so just ask in store to reserve your spot.

**OASIS**  
 &  
 MUSEUM OF ROYAL WORCESTER

**Everyone needs a little Tea.L.C**

Dust off your teacup and enjoy a cuppa on us, with any purchase from our Museum of Royal Worcester collection.

**OASIS**  
 &  
 MUSEUM OF ROYAL WORCESTER

**TEA BY ME**

**OASIS**  
 &  
 MUSEUM OF ROYAL WORCESTER

**COCKTAILS AT THE KITCHEN TABLE**

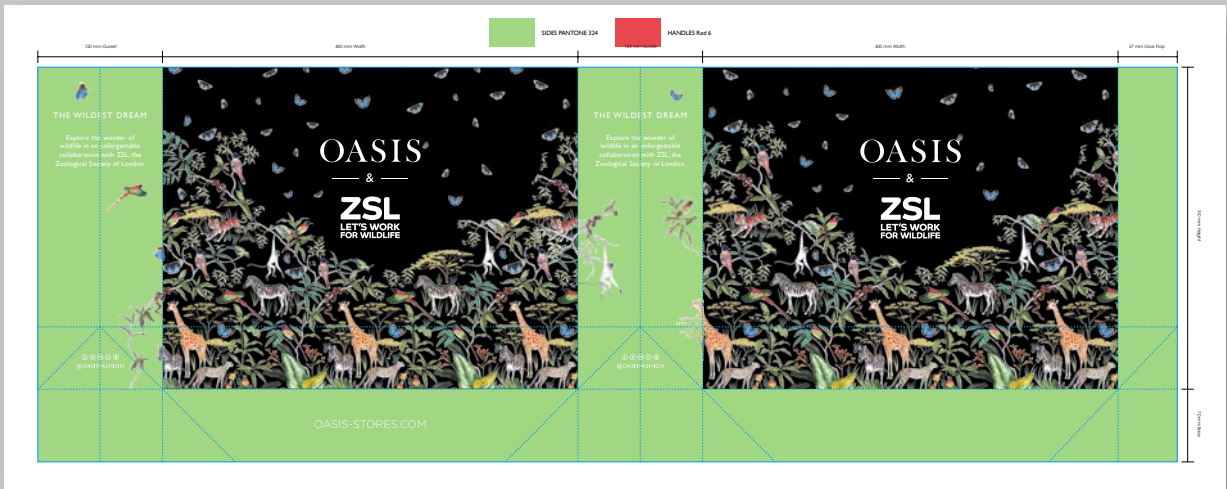
**MO-TEA-TO**  
 Peppermint infused Bacardi white rum, lime and sugar

**TEA BREEZE**  
 Hibiscus infused Gin, lemon juice and ginger ale

**MAI CHAI**  
 Hendricks, grapefruit liquor, orange blossom and lemon juice

**OASIS**  
 &  
 MUSEUM OF ROYAL WORCESTER

Oasis



**PROSECCO PRIVATE SHOPPING EXPERIENCE FOR 2**

at Little House of Oasis Farnham

Enjoy the store all to yourselves  
5.30-7.30pm on a weekday of your choice.

We'll have a personal stylist, prosecco and treats on hand to make sure your evening is as fabulous as you.

We'll even add a £50 gift card!

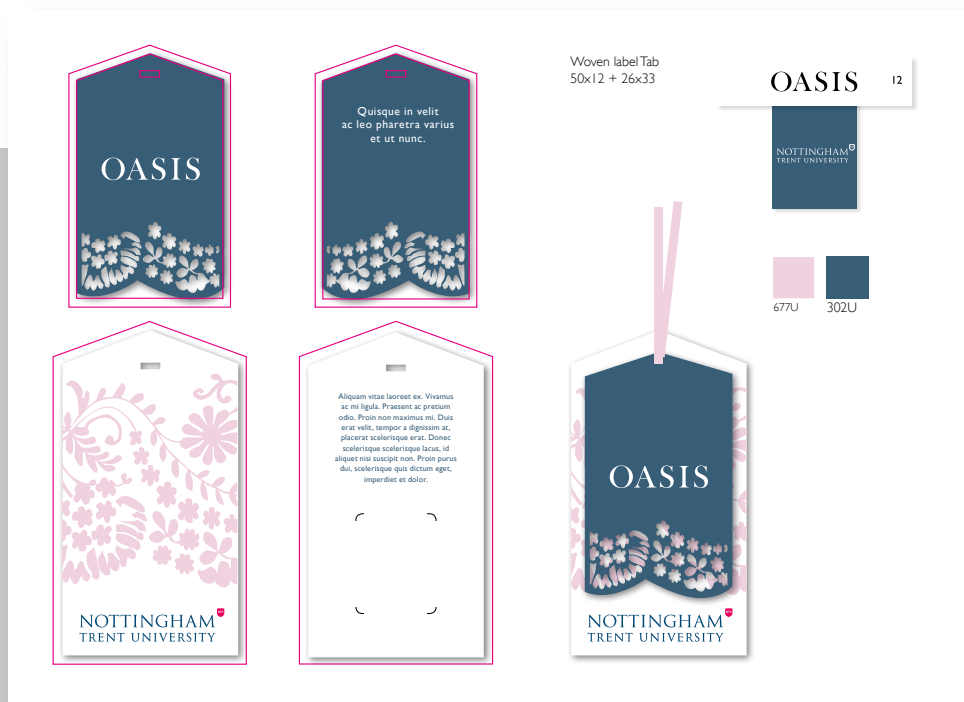
**OASIS**  
○○○○○

**My role in this job:**  
Creative artworking, working within guidelines for each individual collaboration, using existing images

Oasis



Oasis



**My role in this job:**

Concepts, design and artwork, for clothes tags for a new collaboration with Nottingham lace. Designs were inspired by some of the lace patterns they produced, these were also drawn by myself within these designs

Oasis

# Road Safety Guide



## Contents

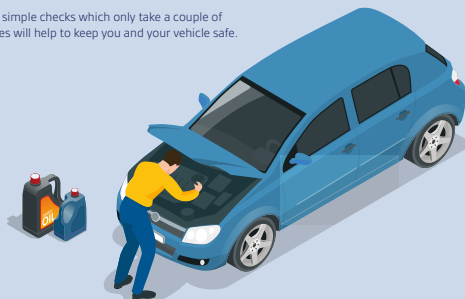
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4 Looking after your car	13 Environment
5 A few simple checks	14 Speed limits
6 Caring for your tyres	16 Good driving practice
8 Getting to know your car	18 Parking
9 Be prepared	20 Driving in Europe
10 Good to go?	22 Useful links

## Staying safe with Zenith

This is your handy guide to driving safely. Keeping you and other road users safe is really important to us. We've included some simple hints and tips which will help with the use of your car on a day-to-day basis, as well as some road safety advice. If you are a company car driver, you should use this guide in conjunction with your company car policy provided by your employer.

## Looking after your car

These simple checks which only take a couple of minutes will help to keep you and your vehicle safe.



The more you can see and be seen, and the faster you can stop, the greater chance you have of avoiding an accident. We recommend that you carry out these checks at least once a month.

### Windows, wipers and screen wash

- Clean all your windows regularly, both inside and out. Don't forget the door mirrors!
- If you see a chip on the windscreen, get it checked – even if it's small, it might turn into a crack.
- Wiper blades wear down and get torn. Run your finger along the edge and if you find any nicks or tears, get them replaced.
- Water doesn't always remove dirt from a windscreen and it can freeze in winter. It's best to use a quality screen wash additive – follow the instructions on the bottle to make sure you use the right amount.

### Lights

- Check that your headlamps are working, both dipped and on main beam. Don't forget to try the indicators and fog lights.
- Get someone to check that the brake lights work when you push the pedal.
- Remember to wipe the lights when you clean your car, especially when the weather is bad.

### A few final checks...

- Open the bonnet and check the reservoirs for brake and coolant fluids – the level should be between the minimum and maximum marks.
- To check the oil level, pull out the dipstick, wipe it with a cloth, re-insert it and pull it out again. Top up if you need to, but be careful you don't overfill past the maximum mark. If you're topping up more than usual, you might need to pop to a garage to have your car checked.
- Check underneath your car for any fluid drips. These could be from the brakes, coolant, steering or engine.
- Finally, check the horn – remember to do this before 11:30pm, or after 7:30am, and also make sure you're not in a built up area or in a 30mph zone when you do so!

## Speed limits

Government figures claim excess speed plays a part in one out of every four fatal road crashes.

### Why speeding is dangerous

- Research shows drivers who break the speed limit are more likely to be involved in a road crash than those who don't.
- The majority of fatal crashes occur on rural roads because of higher speeds and increased hazards.
- Speed limits signify the top speed for any particular road. It could be safer to travel more slowly.

### Speeding penalties

- The minimum penalty for speeding is a £100 fine and three penalty points on your licence.
- If you are stopped by the police they can either issue a penalty on the spot or send the case to court.
- If you are caught speeding by a camera you will receive a Notice of Intended Prosecution within 14 days. Remember, if you're in a company car it may take a little longer for you to be notified.

14

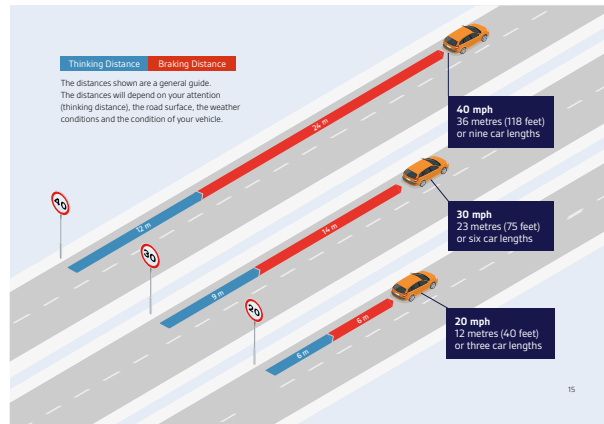
### Drivers and cyclists

- Cyclists have the same rights on the road and it's important to be considerate of them when driving. Cyclists can be harder to see – always check your mirrors and blind spots carefully before you turn.
- Don't overtake unless it's safe to do so – especially not on a bend or if the road narrows ahead. Give as much room as you can.
- Use dipped headlights if you're approaching a cyclist in the dark, as you would with any other road user.

### Stopping distances

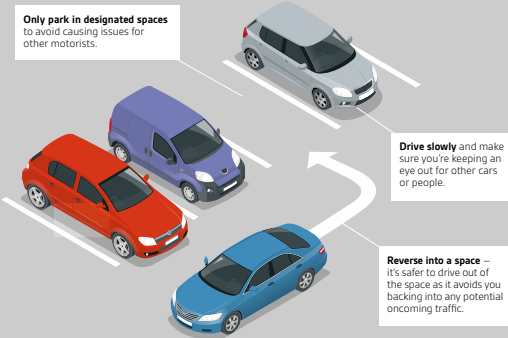
Stopping distances include the distance travelled while the driver notices a hazard and applies the brakes (thinking distance), and while the vehicle comes to a full stop from its initial speed (braking distance).

- A vehicle travelling at 20mph would stop in time to avoid a child running out three car lengths in front.
- A pedestrian hit at 30mph has a one in five chance of being killed. At 35mph that becomes one in three.
- The risk of death is four times higher when a pedestrian is hit at 40mph compared to 30mph.



15

**Only park in designated spaces** to avoid causing issues for other motorists.



18

## Parking

Parking is something you do every day, but it's not without its risks. Below are some tips to help keep you, your car and others safe when parking.

### Keeping yourself safe

- Always lock your car and make sure the windows are closed.
- Keep any valuables out of sight or take them with you if you can.
- Park in a well-lit area, near to other vehicles, where you have clear visibility of your surroundings.
- If you're parking in a car park, opt for one with CCTV or on-site security if possible. If you don't feel safe, ask security to walk you to your car.
- Try and avoid parking near trolley bays at supermarkets to reduce the risk of damage to your car.
- Park as close to the lifts or stairs as you can if you're in a multi-storey.
- Check if the car park closes at a certain time – not all car parks are open 24 hours!

19

## Driving in Europe

When you travel outside of the UK, you may have to drive on the right-hand side of the road, however there are other things to think about too...

### Prepare the paperwork

- Make sure you've got the relevant paperwork to travel – if you're in a company car you may need to get permission to take your car out of the country.
- If you're hiring a vehicle abroad you will need to apply for a temporary code using the DVLA's View Your Licence service, which will allow the hire company to check your licence.
- It can be very costly having a car recovered from another country – make sure you have European breakdown cover to help avoid this.
- Even if your car is covered you will need travel insurance for personal injuries if you're hurt in a road crash.

### Prepare your car

- If you're expecting to do a lot of miles while you're away, give your car a thorough check before you go.
- Having your car serviced or inspected by an approved qualified technician will cut the chances of a breakdown.

- The legal requirement is not to dazzle oncoming drivers so your headlights will need the correct converters to comply.
- You must display a GB sticker. You could be fined for not having one.
- In some countries you may need winter tyres or snow chains.
- If you're travelling with lots of people or luggage, check your tyres are pumped up sufficiently and remember that overloading is dangerous.

### Know the law

- The rules of the road are different throughout Europe. It pays to check them for each country you visit.
- Using or carrying a speed trap detection device is illegal in many European countries.
- Reflective jackets and warning triangles are compulsory equipment in some countries – check you've got everything you need before you travel.

20

### Accidents do happen

- If you're involved in an accident, tell your insurer and the police, take photographs, and get the details of witnesses.
- Dialling 112 will access the emergency services throughout the European Union.



21

## My role in this job:

This was 16pp brochure for Zenith working within brand guidelines, however, the illustrations were bespoke, which I created, mostly composed from smaller illustrations purchased from istock to make an illustration relevant to this brochure.

Zenith



## Driving made easy

A Salary Sacrifice Car Scheme  
to suit everyone



Discover the benefits for you  
and your employees by calling  
**0344 848 9317**  
[www.zenithsavings.co.uk](http://www.zenithsavings.co.uk) or visit [zenith.co.uk](http://zenith.co.uk)

- 1. Making the arrangement
- 2. Hang on a minute...
- 3. We're already making driving easy...
- 4. Car issues

### Salary Sacrifice Schemes, they're all the same right?

Think again.

Our Salary Sacrifice Car scheme makes driving easy  
by tailoring the scheme to your exact needs.  
Your employees get a brand new car, you pay nothing  
and attract, retain and motivate the best talent.



### Benefits to your organisation

Everyone can benefit from our Salary Sacrifice Car Scheme – as long as the 'sacrifice' doesn't take your employees' salary below the minimum wage. It's the simple way to make everyone happy, whether they've previously been entitled to a company car or not.

Here's why it makes sense:

- It attracts, retains and motivates employees at no cost to your organisation
- You open an additional income stream
- There's no need to handle
- It reduces your CO2 emissions
- It improves your duty of care compliance
- Schemes can be tailored to your company's specific needs

### The Zenith Difference

With our unique risk mitigation solution we take the headache out of scheme administration. We offer an unparalleled level of service protecting both you and your employees if they leave the business.

Our dedicated, in-house team of experts have been successfully implementing and managing schemes for over 18 years, meaning you don't need to worry about the set-up process. We'll look after everything, including sourcing the best deals direct from the manufacturers, and supporting you throughout your use of the scheme.

You'll have access to our multi award-winning online dashboard platform. From logging your 2017 real time access to every aspect of your scheme's performance to your one click.

What's more, ongoing support and guidance is just a phone call away, for as long as the scheme exists – alongside the continuous improvements we aim to make.



Zenith

#### My role in this job:

Design and artworking – working within brand guidelines. This was the Salary Sacrifice brochure - example spreads from full 12pp version



## The Zenith Difference

With our unique risk mitigation solution we take the hassle out of scheme administration. We offer an unprecedented level of cover, protecting both you and your employees if they leave the business.

Our dedicated, in-house team of experts have been successfully implementing and managing schemes for over 8 years, meaning you don't need to worry about the set-up process. We'll look after everything, including sourcing the best deals direct from the manufacturers, and supporting you throughout your use of the scheme. You'll have access to our multi award-winning online diagnostic platform, Pulse.

Giving you 24/7 real-time access to every aspect of your scheme's performance in just one click.

What's more, ongoing support and guidance is just a phone call away, for as long as the scheme exists – alongside the continuous improvements we aim to make.

Discover the benefits for you and your employees by calling **0344 848 9317** email [hello@zenith.co.uk](mailto:hello@zenith.co.uk) or visit [www.zenith.co.uk](http://www.zenith.co.uk)

## We're already making driving easy...

Case study | Santander

Making Santander the best place to work in the banking industry with the best rewards package is central to the bank's employee engagement strategy.

With cars being viewed as an attractive employee benefit, Santander wanted to make company cars available to all its staff. If it could offer this alongside sizeable savings, it would be an exciting addition to an already generous rewards package and add value to its employees' time with the bank.

To achieve this, Santander decided to launch its own Salary Sacrifice Car Scheme with Zenith. The key aims were to:

- Make Santander a more rewarding place to work
- Provide a cost-effective and competitive benefit for all
- Help attract and retain the best talent within the industry
- Promote the Group's 'Go Green' strategy
- Improve driver safety
- Increase the competitiveness of the overall reward strategy

“Through Zenith we are able to provide a fantastic benefit to our employees at no cost to our business, while aiding employee retention and recruitment.”

**Tom Manahan** Group Fleet Manager, Santander

Discover the benefits for you and your employees by calling **0344 848 9317** email [hello@zenith.co.uk](mailto:hello@zenith.co.uk) or visit [www.zenith.co.uk](http://www.zenith.co.uk)

Zenith  
MyCar Salary Sacrifice



## Driving made easy

A Salary Sacrifice Car Scheme to suit everyone

Zenith  
MyCar Salary Sacrifice

## Salary Sacrifice Schemes, they're all the same right?

### Think again.

Our Salary Sacrifice Car Scheme makes driving easy by tailoring the scheme to your exact needs.

Your employees get a brand new car, you pay nothing and attract, retain and motivate the best talent.



## A no-fuss solution for your staff

Imagine your employees funded their cars using part of their gross monthly salary before it goes into their banks. They'd drive a brand new car and save on tax and NI contributions. And with thousands of new models to choose from, they can find one that suits them perfectly.

The benefits are clear:

- Fixed monthly payments
- No deposit and no hidden costs
- Significant cost savings compared to retail alternatives (on average between £75 - £200 a month)

What's more, everything is tied up in a neat and hassle-free package that includes:

- Road tax
- Fully comp insurance
- Scheduled servicing and maintenance
- Breakdown cover
- Accident management
- Replacement tyres
- Windscreen and glass cover

All they need to do is keep an eye on their fuel.

## Benefits to your organisation

Everyone can benefit from our Salary Sacrifice Car Scheme – as long as the 'sacrifice' doesn't take your employees' salary below the minimum wage. It's the simple way to make everyone happy, whether they've previously been entitled to a company car or not.

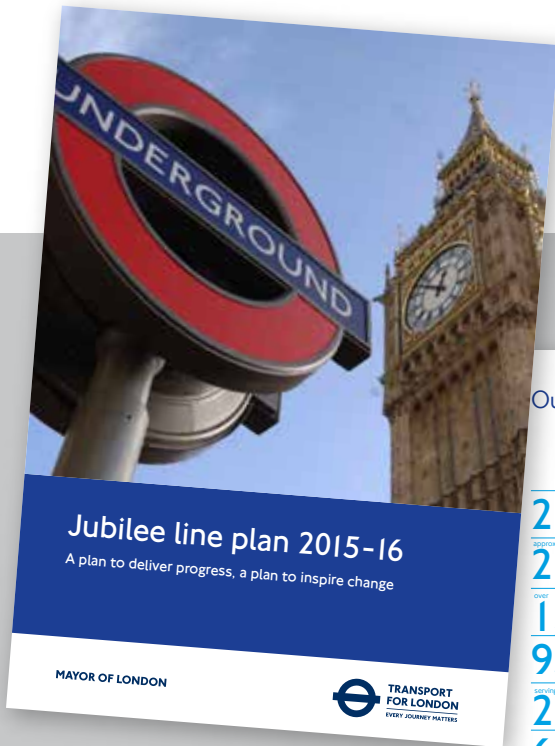
Here's why it makes sense:

- It attracts, retains and motivates employees at no cost to your organisation
- You open an additional income stream
- There's minimal admin to handle
- It boosts your CSR objectives
- It improves your duty of care compliance
- Schemes can be tailored to your company's specific needs

### My role in this job:

Design and artworking – working within brand guidelines. This was the Salary Sacrifice brochure - example spreads from 6pp version

Zenith



### Our line in numbers

- 2.13** million passenger journeys per year
- 211,000** passenger km per week
- 1,200** operational staff
- 937** trips per day
- 27** stations
- 63** trains
- 30** trains per hour

### Foreword

#### A plan to deliver progress; a plan to inspire change.

The Jubilee line has grown since opening in 1979 to be seen by many as the 'heartbeat' of London. Linking Central London with one of the world's most important economic districts at Canary Wharf, the line also serves the nation's premier entertainment venues at the O2 Arena and Wembley Stadium, connects centres of local and national government at City Hall and Westminster, as well as serving the capital's critical mainline interchange at London Bridge, and the busiest Underground station on the network at Waterloo.



It's safe to say there are many millions of people – politicians, Londoners, out-of-town commuters and leisure-seekers alike – who take a real interest in the Jubilee line and how it's running. And when so many eyes are on us, the pressure to maintain world-leading levels of service everyday is that little bit more intense.

Ultimately our vision is to provide our customers with a world class service which means providing a safe, reliable and well informed service. We will continually deliver on our service promise and keep London moving – and we can only make strides towards achieving this if we're clear in what we're trying to achieve right from the very beginning.

Our plan sets out the key priorities for our line in the year ahead, describes how this contributes to the overall network plan – and most importantly – does so in a concise way that allows you to see how you can make a difference.

If each of us plays our part, and we increasingly share lessons from both our successes and

failures in an open forum, I'm confident that we can not only improve our own performance, but we can also set an example that inspires others to follow suit.

Inspiring change in ourselves and those around us isn't our recipe for progress – it's our recipe for delivering sustained, lasting progress that makes life in London that little bit better.

**Phil O'Hare**  
Jubilee Line General Manager





# Valuing the health benefits of transport schemes

Guidance for London

MAYOR OF LONDON



## Sickness Absence Tool (SART)

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## HEAT input data for stage 2

### What standard statistical data does HEAT use?

HEAT asks you to select UK values for three standard statistical input data from drop-down menus. This allows HEAT to make its calculation based on a UK context.

**Crude mortality rate**  
Crude mortality rate is also called the death rate. This is the number of deaths that are expected to occur in a given population within one year.

HEAT uses age-specific crude death rates taken from the WHO database. The rate is age-specific because the tool does not include age cut-offs for walking and cycling because the tool assumes that people are more likely to continue to walk or cycle rather than to cycle.

• For walking, HEAT uses 20 to 74-year-olds (ie crude UK mortality rate = 454 deaths/100,000 people)

• For cycling, HEAT uses 20 to 64-year-olds (ie crude UK mortality rate = 249 deaths/100,000 people)

Use the UK crude mortality rate which is easily selected from a drop-down menu. HEAT automatically adjusts the age range depending on whether you are running the tool for walking or cycling.

**Value of statistical life (VSL)**  
The value of statistical life (VSL) is the monetary value given to a death by statisticians. This allows us to value the deaths we prevent in monetary terms. HEAT uses a VSL figure for the UK of £3,292,114.

VSL has been used over many years by transport planners. It is calculated based on

studies that ask what people would be willing to pay for small reductions in the risk of death in a population each year.

The HEAT figure for VSL is different to the figure used in road traffic injury calculations. However, the value is endorsed both by the DTI and TfL for HEAT calculations. The HEAT figure comes from a large evidence review by the Organisation for Economic Co-operation and Development (OECD). The review included studies from around the world and derives country-specific figures for VSL based on income levels.

**Discounting rate**  
Discounting is an adjustment made by economists to account for the fact that people generally value benefits received at the present time higher than they value the same benefits received in the future.

Any future costs or benefits related to a scheme or project need to be reduced to reflect this. The discounting rate is the annual percentage reduction in value that applies to future costs and benefits for each year that passes.

In 2003 the UK Treasury set a new discount rate to be applied to the public sector of 3.5 per cent. This figure continues to be recommended in the TfL Business Case Development Manual. This value can be entered manually into your HEAT calculation.

If you are using TfL's Business Case Assistant (BCA) tool, enter a discount rate of zero. The BCA tool applies a discounting rate to you. The whole business case so you will want to avoid discounting health benefits twice.

### Tips for getting the most out of HEAT

#### Look for multiple impacts of a single scheme

Always consider if your scheme has an impact on both walking and cycling levels. Schemes that target cycling can also have an impact on walking levels by improving the attractiveness of a route, reducing traffic flow etc.

You can increase the health benefits modelled by running the tool twice to capture benefits from increased walking as well as cycling.

#### Conduct sensitivity testing

Many inputs used for HEAT rely on assumptions and estimates. By running the tool with your best and most optimistic estimates of your input data to see how they affect your outputs. This will allow you to make better informed decisions.

Explain what you have done in your business case or report to help justify your results.

#### Consider other impacts on cycling/walking

Remember that cycling and walking levels are influenced by the time of year and by the weather on a particular day. Ideally, counts should be taken over a period of several weeks and only compared against the same time of year.

#### Validate your count data

Automatic counters are good for collecting data on walking or cycling over a long period of time but they may not be 100 per cent reliable. A short period of manual counting to compare for accuracy adds weight to your data.



**My role in this job:**  
Design and artworking – working within brand guidelines, choosing relevant images from existing bank of approved images

Transport for London

# Sportif

South



ISSUE 1: JULY & AUGUST 2014



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Sportif Magazine

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**Sportif**

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## Editorial

Hello and welcome to this first issue of Sportif, the magazine dedicated to the world of those non-competition organised cycle events that are generally known as cyclosportives or challenge rides.

Cyclosportives have grown in popularity over the last decade to the point that they now offer the definitive mass-participation road cycling experience. Their ever-growing popularity is proof, if it were needed, of the sheer enjoyment to be had from tackling a physically-demanding route in the company of other cyclists, of the thrill of pitting one's speed and endurance against both of the elation that arrives at the finish line.

Our aim at Sportif is simple: to enhance every reader's enjoyment of the cyclosportive experience, from preparation through to successful ride completion. Sportif? One who takes part in sporting events... So enjoy the read – and the ride.



mailer redesign

homepage redesign

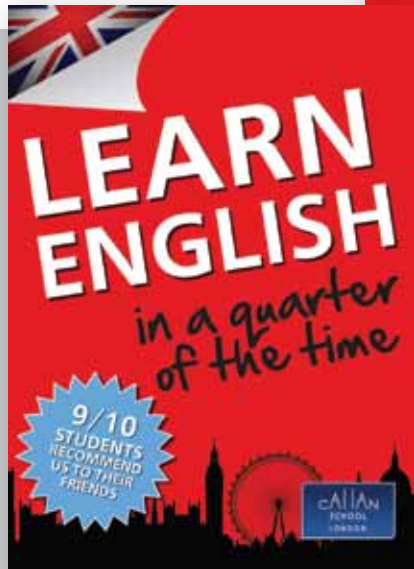


My role in this job:  
Redesign of existing site, and mailers, using existing logos, fonts and colour palettes. Sections swapped out with each promotion.

Myla

Reception Welcome poster

Oxford Street A Frame



Promo A6 Flyer

DL Leaflet

My role in this job:

Complete design from scratch, colour palette, fonts, images were chosen from existing bank of images, map drawn by myself.

Callan School London

Bus Leaflets for LTM friends



**GS-type  
Guy single deck  
Country area bus  
GS64**



The Museum's preserved GS64 dates from 1953

MAYOR OF LONDON




**LT-class single  
deck six-wheel  
Central area bus  
LT1076**




The Museum's preserved LT1076 dates from 1931

MAYOR OF LONDON



**NS-class  
double deck bus  
NS1995**



The Museum's preserved NS1995 dates from 1926

MAYOR OF LONDON

**GS64 is a small, one person operated bus for London Transport's Country area services**

GS64 is one of 84 buses coded 'GS' (for Guy Special) which were purchased by London Transport in 1953 for country area services. The buses had only 26 seats, because that was the maximum number of passengers that could legally be carried at that time on a one person operated bus where the driver issued the tickets. The last GS ran in London service in 1972. GS64, like all the other GS buses, has a chassis by Guy Motors of Wolverhampton, with a Perkins diesel engine and a body constructed by Eastern Coach Works of Lowestoft. On the bonnet, note the Guy Motors Indian-head mascot with the legend 'Feathers in our cap', which the company first used in 1924. If you have enjoyed your ride on GS64, you will also enjoy a visit to the London Transport Museum in Covent Garden and the Museum Depot at Acton.

For details of Museum opening times, events and exhibitions, online collections database and retail shop please go to [www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)

The London Transport Museum Friends support the Museum with grants and volunteer support. The Friends also have a programme of meetings and visits on transport related themes.

For further details of Friends membership please pick up a leaflet with member application form, or visit [www.ltmuseum.co.uk/friends](http://www.ltmuseum.co.uk/friends)

[ltmuseum.co.uk](http://ltmuseum.co.uk) london transport museum **friends**

**LT1076 is a six-wheel single deck bus for London Transport's Central area**

LT1076 dates from 1931, and is the single deck version of the LT double deck bus. There were only 201 of these single-deckers built, with an AEC Renown chassis and a body by London Transport's Chiswick Works.

The single deck LT buses became known as "Scooters" although nobody seems to know how they acquired this name. They were principally used on suburban routes.

This bus was withdrawn from service in 1950 and was then used as a summer house in a field near High Wycombe for 30 years before being recovered for restoration. It was restored with funding from both the Science Museum's PRISM fund and the London Transport Museum Friends.

If you have enjoyed seeing LT1076, you will also enjoy a visit to the London Transport Museum in Covent Garden and the Museum Depot at Acton.

For details of Museum opening times, events and exhibitions, online collections database and retail shop please go to [www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)

The London Transport Museum Friends support the Museum with grants and volunteer support. The Friends also have a programme of meetings and visits on transport related themes.

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[ltmuseum.co.uk](http://ltmuseum.co.uk) london transport museum **friends**

**NS1995 was built in 1926 for the London General Omnibus Company (LGOC)**

The NS introduced many changes to the design of the London double deck bus. The chassis frame was lower for an easier step into the bus, and a covered top deck, pneumatic tyres and a driver's windscreen first appeared on London buses.

The first NS was introduced in 1923, and over 2400 were built by 1928. NS1995 has an AEC chassis and a body built by the LGOC at Chiswick Works. It entered service in 1927, and was one of the last of this type of bus in service when it was withdrawn in 1937, and selected by London Transport for preservation.

Nobody knows what the letters 'NS' stood for – possibly 'New S', as the previous type of bus was the 'S-class', or possibly 'No Step' or perhaps 'Nulli Secundus' (Latin for 'second to none').

If you have enjoyed seeing NS1995, you will also enjoy a visit to the London Transport Museum in Covent Garden and the Museum Depot at Acton.

For details of Museum opening times, events and exhibitions, online collections database and retail shop please go to [www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)

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[ltmuseum.co.uk](http://ltmuseum.co.uk) london transport museum **friends**

London Transport Museum

My role in this job:  
Creative artworking of these flyers under strict guidelines to promote these buses.

Logo designs

**OPTION 1**

This first option is a safe route, keeping a traditional feel and serif typeface for the main logo. It's a traditional looking logo but with a modern clean fresh feel. Have used a spot gold with the black to create a premium yet classical style logo. Other colours (below) can be used if you don't want the cost of printing a spot gold.



**ALTERNATIVE COLOURWAYS**



**OPTION 2**

This option is based on the idea of motion - it is also oval shaped, hinting also at the shape of a velodrome. I've kept the colours contrasting and fresh to give it a modern feel.


**ALTERNATIVE COLOURWAYS**



**OPTION 3**

This option is purely black and white to keep it modern yet with a traditional feel. It contains bicycle parts within the letters, a wheel, a saddle, a cassette and a handlebar. Colour options below give you an option of adding colour - slightly more contemporary feel doing this.

**ALTERNATIVE COLOURWAYS**




**My role in this job:**  
Logo design from scratch, three concepts supplied to client with colour options.

Museum of the Bicycle

234 page Holiday Brochure

**EXCLUSIVE SUMMER SPECIAL OFFERS AND FREE ADDED EXTRAS**

Freephone booking hotline  
0800 091 1212



Summer Sun 2013  
2nd Edition



**PRICES FROM ONLY £149**




**BOOK DIRECT SAVE EEE 33% OFF HIGHEST PRICES**



Why book with Ola Holidays?

What Ola Holidays know that finding the perfect getaway is full of choice. Deciding your destination is just the tip of the iceberg. Hotels, flights, luggage allowance, transfers, board basis and insurance all need to be considered and we know it can be really difficult for you to get your head around it all. We know that every holiday has a different feel to it and we want to help you make the most of your holiday. We also know that every holiday has a different feel to it and we want to help you make the most of your holiday. We also know that every holiday has a different feel to it and we want to help you make the most of your holiday.

**Full Financial Protection**

Your great holiday is important to you and we know that you'll want to ensure that your holiday is as stress-free as possible. That's why we offer you the peace of mind that our Full Financial Protection provides. This means you know that should anything happen to your holiday, we'll make sure you get the most out of your holiday. It's worth the peace of mind to get the most out of your holiday.





**MAJORCA**



Majorca

Renowned for its reputation as the most popular holiday destination in Europe, Majorca offers holidaymakers an unbeatable mix of sun, sea and culture. Offering plenty of resorts, all with different atmospheres, you'll be surprised to find that there's all the facilities you could want. From the family-friendly atmosphere in Cala de Majorca to the lively nightlife of Magaluf, Majorca offers something different for everyone. Majorca is a whole new world for its sunny weather, beautiful beaches and fantastic amenities, making it a fabulous holiday destination for everyone.



Average Monthly Temperature °C


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Temperature	10	12	15	18	22	26	28	27	24	20	16	12

While in Majorca there are plenty of things to do for special days out, including:

- The Caves of Drach
- Marivent
- The Punta Adventure
- Golf Fantasia
- Alcudia

For up to date prices please visit [www.olaholidays.com](http://www.olaholidays.com) Freephone booking hotline 0800 091 1212

**CRETE**



Crete

With its laid back atmosphere and wealth of amenities, Crete is a fantastic destination for those looking for a great holiday. Crete is a fantastic destination for those looking for a great holiday. Crete is a fantastic destination for those looking for a great holiday.

**ALL INCLUDE FROM £135**



Sissi Bay

The hotel is the stunning Sissi Bay, Sissi Bay is a fantastic destination for those looking for a great holiday. Sissi Bay is a fantastic destination for those looking for a great holiday.

**Facilities:**

- Reception
- Restaurant
- Bar
- Entertainment Programme
- Children's Entertainment
- Tennis
- Table Tennis
- Laundry Room

Average Monthly Temperature °C

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Temperature	10	12	15	18	22	26	28	27	24	20	16	12

For up to date prices please visit [www.olaholidays.com](http://www.olaholidays.com) Freephone booking hotline: 0800 091 1212

**LANZAROTE**



Lanzarote

With its laid back charm, impressive amenities and beautiful weather, Lanzarote has much to offer holidaymakers, no matter what sort of holiday they are looking for. Lanzarote has much to offer holidaymakers, no matter what sort of holiday they are looking for. Lanzarote has much to offer holidaymakers, no matter what sort of holiday they are looking for.

**Europa PARADISE CARMEN**

Four bedroom complex with just 22 apartments. Located in a prime location, this complex offers a fantastic holiday experience. Europa PARADISE CARMEN is a fantastic holiday experience.

**Facilities:**

- Reception
- Restaurant
- Bar
- Entertainment Programme
- Children's Entertainment
- Tennis
- Table Tennis
- Laundry Room

Average Monthly Temperature °C

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Temperature	10	12	15	18	22	26	28	27	24	20	16	12

For up to date prices please visit [www.olaholidays.com](http://www.olaholidays.com) Freephone booking hotline 0800 091 1212

Ola Holidays

My role in this job:

Design and artworking of this 230 page brochure, only supplied content was the logo. Images were supplied by client but maps had to be drawn for each holiday destination. Each destination area was colour coded for ease of using the brochure



**CARTONS**

**HOW TO MEASURE A BOX**

Dimensions are usually expressed as internal dimensions in mm as follows:  
 Length = L x 3048 (39" height)  
 Width = The length dimension of the opening  
 Height = The height dimension of the opening  
 Height = The dimension from the top of the opening to the base  
 (This is dependent on the purpose of the box)

**MADE-TO-MEASURE**

We can produce cartons in many styles. Our made-to-measure service is available on request. (Always bear in mind our general purpose design for maximum carton safety.)

**Customer testimony**  
*egret elefant at, aliquam id lorem. Etiam eu luctus metus. Curabitur sagittis, mi vel scelerisque congue, nisi elit posuere urna, eget fermentum neque nisi a ante. Proin nec neque non mauris dictum consectetur eu ac mauris.*

call 020 8801 8144 fax 0208 801 4144

**CARTONS**

**DIE CUT CARTONS**

We can now supply off the shelf die cut cartons using existing forms with a fast turnaround time. Extensive list of sizes and styles inside. Short runs welcome.

100 cartons or under for following reasons:  
 - Full design service  
 - CAD sample photographs  
 - Small runs including short patterns  
 - Single/double with larger storage capabilities

**0422-0423**

FORM NO	NET/INT. SIZE L x W x D	INTERNAL SIZE L x W x D	STYLE	FLAPS
0422	420 x 300 x 30	420 x 300 x 30	0422	E
0423	420 x 300 x 30	420 x 300 x 30	0423	E
0424	420 x 300 x 30	420 x 300 x 30	0424	E
0425	420 x 300 x 30	420 x 300 x 30	0425	E
0426	420 x 300 x 30	420 x 300 x 30	0426	E
0427	420 x 300 x 30	420 x 300 x 30	0427	E
0428	420 x 300 x 30	420 x 300 x 30	0428	E
0429	420 x 300 x 30	420 x 300 x 30	0429	E
0430	420 x 300 x 30	420 x 300 x 30	0430	E
0431	420 x 300 x 30	420 x 300 x 30	0431	E
0432	420 x 300 x 30	420 x 300 x 30	0432	E
0433	420 x 300 x 30	420 x 300 x 30	0433	E
0434	420 x 300 x 30	420 x 300 x 30	0434	E
0435	420 x 300 x 30	420 x 300 x 30	0435	E
0436	420 x 300 x 30	420 x 300 x 30	0436	E
0437	420 x 300 x 30	420 x 300 x 30	0437	E
0438	420 x 300 x 30	420 x 300 x 30	0438	E
0439	420 x 300 x 30	420 x 300 x 30	0439	E
0440	420 x 300 x 30	420 x 300 x 30	0440	E
0441	420 x 300 x 30	420 x 300 x 30	0441	E
0442	420 x 300 x 30	420 x 300 x 30	0442	E
0443	420 x 300 x 30	420 x 300 x 30	0443	E
0444	420 x 300 x 30	420 x 300 x 30	0444	E
0445	420 x 300 x 30	420 x 300 x 30	0445	E
0446	420 x 300 x 30	420 x 300 x 30	0446	E
0447	420 x 300 x 30	420 x 300 x 30	0447	E
0448	420 x 300 x 30	420 x 300 x 30	0448	E
0449	420 x 300 x 30	420 x 300 x 30	0449	E
0450	420 x 300 x 30	420 x 300 x 30	0450	E
0451	420 x 300 x 30	420 x 300 x 30	0451	E
0452	420 x 300 x 30	420 x 300 x 30	0452	E
0453	420 x 300 x 30	420 x 300 x 30	0453	E
0454	420 x 300 x 30	420 x 300 x 30	0454	E
0455	420 x 300 x 30	420 x 300 x 30	0455	E
0456	420 x 300 x 30	420 x 300 x 30	0456	E
0457	420 x 300 x 30	420 x 300 x 30	0457	E
0458	420 x 300 x 30	420 x 300 x 30	0458	E
0459	420 x 300 x 30	420 x 300 x 30	0459	E
0460	420 x 300 x 30	420 x 300 x 30	0460	E
0461	420 x 300 x 30	420 x 300 x 30	0461	E
0462	420 x 300 x 30	420 x 300 x 30	0462	E
0463	420 x 300 x 30	420 x 300 x 30	0463	E
0464	420 x 300 x 30	420 x 300 x 30	0464	E
0465	420 x 300 x 30	420 x 300 x 30	0465	E
0466	420 x 300 x 30	420 x 300 x 30	0466	E
0467	420 x 300 x 30	420 x 300 x 30	0467	E
0468	420 x 300 x 30	420 x 300 x 30	0468	E
0469	420 x 300 x 30	420 x 300 x 30	0469	E
0470	420 x 300 x 30	420 x 300 x 30	0470	E
0471	420 x 300 x 30	420 x 300 x 30	0471	E
0472	420 x 300 x 30	420 x 300 x 30	0472	E
0473	420 x 300 x 30	420 x 300 x 30	0473	E
0474	420 x 300 x 30	420 x 300 x 30	0474	E
0475	420 x 300 x 30	420 x 300 x 30	0475	E
0476	420 x 300 x 30	420 x 300 x 30	0476	E
0477	420 x 300 x 30	420 x 300 x 30	0477	E
0478	420 x 300 x 30	420 x 300 x 30	0478	E
0479	420 x 300 x 30	420 x 300 x 30	0479	E
0480	420 x 300 x 30	420 x 300 x 30	0480	E
0481	420 x 300 x 30	420 x 300 x 30	0481	E
0482	420 x 300 x 30	420 x 300 x 30	0482	E
0483	420 x 300 x 30	420 x 300 x 30	0483	E
0484	420 x 300 x 30	420 x 300 x 30	0484	E
0485	420 x 300 x 30	420 x 300 x 30	0485	E
0486	420 x 300 x 30	420 x 300 x 30	0486	E
0487	420 x 300 x 30	420 x 300 x 30	0487	E
0488	420 x 300 x 30	420 x 300 x 30	0488	E
0489	420 x 300 x 30	420 x 300 x 30	0489	E
0490	420 x 300 x 30	420 x 300 x 30	0490	E
0491	420 x 300 x 30	420 x 300 x 30	0491	E
0492	420 x 300 x 30	420 x 300 x 30	0492	E
0493	420 x 300 x 30	420 x 300 x 30	0493	E
0494	420 x 300 x 30	420 x 300 x 30	0494	E
0495	420 x 300 x 30	420 x 300 x 30	0495	E
0496	420 x 300 x 30	420 x 300 x 30	0496	E
0497	420 x 300 x 30	420 x 300 x 30	0497	E
0498	420 x 300 x 30	420 x 300 x 30	0498	E
0499	420 x 300 x 30	420 x 300 x 30	0499	E
0500	420 x 300 x 30	420 x 300 x 30	0500	E

**0427 - PIZZA STYLE CARTON WITH LOCK IN TAB**

FORM NO	NET/INT. SIZE L x W x D	INTERNAL SIZE L x W x D	STYLE	FLAPS
0427	420 x 300 x 30	420 x 300 x 30	0427	E
0428	420 x 300 x 30	420 x 300 x 30	0428	E
0429	420 x 300 x 30	420 x 300 x 30	0429	E
0430	420 x 300 x 30	420 x 300 x 30	0430	E
0431	420 x 300 x 30	420 x 300 x 30	0431	E
0432	420 x 300 x 30	420 x 300 x 30	0432	E
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0434	420 x 300 x 30	420 x 300 x 30	0434	E
0435	420 x 300 x 30	420 x 300 x 30	0435	E
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0437	420 x 300 x 30	420 x 300 x 30	0437	E
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0443	420 x 300 x 30	420 x 300 x 30	0443	E
0444	420 x 300 x 30	420 x 300 x 30	0444	E
0445	420 x 300 x 30	420 x 300 x 30	0445	E
0446	420 x 300 x 30	420 x 300 x 30	0446	E
0447	420 x 300 x 30	420 x 300 x 30	0447	E
0448	420 x 300 x 30	420 x 300 x 30	0448	E
0449	420 x 300 x 30	420 x 300 x 30	0449	E
0450	420 x 300 x 30	420 x 300 x 30	0450	E
0451	420 x 300 x 30	420 x 300 x 30	0451	E
0452	420 x 300 x 30	420 x 300 x 30	0452	E
0453	420 x 300 x 30	420 x 300 x 30	0453	E
0454	420 x 300 x 30	420 x 300 x 30	0454	E
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0457	420 x 300 x 30	420 x 300 x 30	0457	E
0458	420 x 300 x 30	420 x 300 x 30	0458	E
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0498	420 x 300 x 30	420 x 300 x 30	0498	E
0499	420 x 300 x 30	420 x 300 x 30	0499	E
0500	420 x 300 x 30	420 x 300 x 30	0500	E

**Customer testimony**  
*egret elefant at, aliquam id lorem. Etiam eu luctus metus. Curabitur sagittis, mi vel scelerisque congue, nisi elit posuere urna, eget fermentum neque nisi a ante. Proin nec neque non mauris dictum consectetur eu ac mauris.*

call 020 8801 8144 fax 0208 801 4144

**My role in this job:**  
 Complete design and artworking of 140 page packaging catalogue, images supplied by client and logo was pre-existing but all other elements were redesigned.

CLASSICAL  
RIDING COURSES

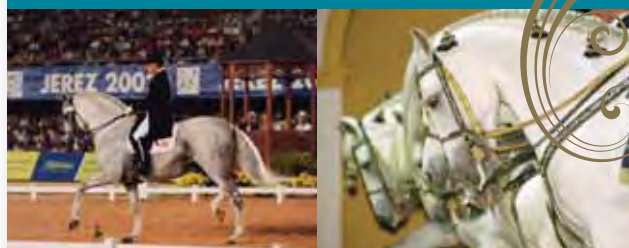
FUNDACIÓN REAL ESCUELA  
ANDALUZA DEL ARTE ECUESTRE  
[www.realescuela.org](http://www.realescuela.org)  
at the Royal Andalusian  
School of Equestrian  
Art, Jerez



SHORT BESPOKE RIDING  
COURSES AT THE ROYAL  
ANDALUCIAN SCHOOL OF  
EQUESTRIAN ART, JEREZ

- Fabulous Schoolmaster Stallions - Excellent Tuition
- Home of Olympic riders Rafael Soto & Ignacio Rambla
- Stay at 5\* Hotel/Villa Jerez & Discover the Land of Art & Wine
- A Unique Riding Holiday with a Truly Personal Service

For full details contact [gonmarques1@gmail.com](mailto:gonmarques1@gmail.com)  
tel. 0034 66 6736603



**My role in this job:**  
Complete design and artwork of this flyer -  
images supplied by client

Sussex Lusitanos



**My role in this job:**

Working within brand guidelines to produce these pop up stands, images chosen from a bank of images supplied by the client.

NHS Exhibition Stands





**spokesmen** ltd

**David Harmon**  
 DIRECTOR  
 +44 (0) 7961 765068

Keeper's Cottage, Loughton, Shropshire, WV16 6QP, U.K.  
 email info@spokesmen.co.uk www.spokesmen.co.uk

*TV production*  
**Sports commentary**  
**Media relations**



**spokesmen** ltd

Keeper's Cottage  
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 Shropshire  
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 t +44 (0) 1746 787 196  
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 t +44 (0) 1746 787 196  
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 www.spokesmen.co.uk

With Compliments

**My role in this job:**  
 Logo design, rolling out into stationary for the client

Spokesmen



## What will you do to help victims and witnesses of crime?

People actually do this to raise funds for charity  
We don't need you to be quite as extreme—but we do need your help?

If you would like to help we would love to hear from you  
Call 01388 606917  
Or email [nicola.crawford@victimsupport.org.uk](mailto:nicola.crawford@victimsupport.org.uk)

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

Registered charity number: 298028  
Registered address: Victim Support, Hallam House,  
56-60 Hallam Street, London W1W 6JL  
Company no. 2158780

find the strength



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find the strength

Victim Support

**victim support**  
find the strength

**Review of the year 2009-10**

**Northamptonshire**

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

Review of the year 2009 - 10: Northamptonshire

We are a national charity that supports victims and witnesses of crime. Staff and trained volunteer workers based in local offices and court buildings give emotional support, information and practical help to people who have suffered or witnessed crimes ranging from burglary to rape and murder. We are independent and our services are free and confidential.

Lidia was referred to us because of her husband's ongoing domestic abuse issues with her and her husband were affected by the point where he needed time out. They were also concerned about the impact on their two children, with one of them requiring medical help. Our practical behaviour support service gave Lidia emotional support and liaised with the police and their housing providers on requests. Lidia was also supported throughout court proceedings for the neighbour's eviction.

Your service was excellent. The worker gave more than I had expected and put me at ease.

**Donate to us now!**

£10 could cover the cost of visiting a victim  
£25 could provide alarms for five vulnerable victims  
£240 could pay for a volunteer to get core training

I would like to make a donation of:  
 £5    £10    £20    £50    £100    Other  
 My preferred amount of £ \_\_\_\_\_ (please make your cheque payable to Victim Support)

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Email \_\_\_\_\_

Or please debit the above amount from my (please tick as applicable)  
 Mastercard    Visa    Visa Debit/Delta    Maestro/Switch    CAF Charity Card

Card number \_\_\_\_\_ Security number \_\_\_\_\_  
 Date of expiry \_\_\_\_\_ Valid from \_\_\_\_\_  
 Issue number (Maestro/Switch cards only) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Official use only

**Gift Aid declaration**

If you are a tax payer (please sign here to make your gift worth so much more, at no extra cost to you), I declare all donations I make on or after this date to be Gift Aid donations. This also includes any donations I have made in the last ten years.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please note: You must pay an amount of income tax or capital gains tax equal to the tax we reclaim on your donation. Please let us know if your circumstances or address details change so that we can amend our records.

Please return this entire form to: Victim Support, Angel St, Northampton NN1 1ED  
 To make a donation online please go to our website [www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**Mount Kilimanjaro climb and community project**

Start off with three day volunteer work helping the local community with much needed projects at a local school. Then, following the Marango route to the summit of Mount Kilimanjaro, the experienced guides will do all they can to guarantee you the best chance of successfully reaching the summit for yourself and one of the most spectacular views on earth.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**Peru Inca trail challenge and community project**

Discover the lost city of Machu Picchu nestled in the magnificent Peruvian mountains. The Inca trail is a challenging trek with spectacular views and a drop in altitude. The experienced guides will do all they can to guarantee you the best chance of successfully reaching the summit for yourself and one of the most spectacular views on earth.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**Zambezi canoe challenge and community project**

Take part in an adventure trekking through the Himalayas in India. Discover breathtaking lakes, lush forests and a beautiful mountain base. Spend time in beautiful Delhi working at a project which will benefit the lives of the local children.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

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**Nepal Himalayan challenge and community project**

Take part in an adventure trekking through the Himalayas in India. Discover breathtaking lakes, lush forests and a beautiful mountain base. Spend time in beautiful Delhi working at a project which will benefit the lives of the local children.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**Canadian dog sled challenge**

At the request of the British Antarctic Survey, we are offering the most exciting adventure challenge of the year. You will be taking part in a dog sled challenge in the Canadian Arctic. You will be working with a team of experienced guides and sled dogs. You will be working in a team to pull a sled across the snow and ice. You will be working in a team to pull a sled across the snow and ice. You will be working in a team to pull a sled across the snow and ice.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**India Himalaya trek and delhi project**

Take part in an adventure trekking through the Himalayas in India. Discover breathtaking lakes, lush forests and a beautiful mountain base. Spend time in beautiful Delhi working at a project which will benefit the lives of the local children.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

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find the strength

**Borneo jungle trek challenge**

Join us on this challenging trek through the hot and steamy jungle of Borneo. Get through the jungle and keep your eye out for wild orang-utans. After your trek, head over to the Borneo Zoo and visit the Borneo Zoo and visit the Borneo Zoo and visit the Borneo Zoo.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

**victim support**  
find the strength

**The Sahara desert trek challenge**

Experience the formidable and inhospitable environment of the Sahara Desert on this five day challenge and uncover the delights of Marrakech and the day-to-day life of the nomadic Berber people as you trek through the desert.

[www.victimsupport.org.uk](http://www.victimsupport.org.uk)

Registered charity number: 298028  
 Registered address: Victim Support, Nelson House, 19-20 Nelson Street, London NW1 6LJ, Company No. 2123820

**The challenge**

**Day 1:** Depart London for Marrakech. On arrival we will all access the High Atlas Mountains Range for our overnight stop in Marrakech.

**Day 2:** An early start to travel further south, along ancient caravan routes and into the Sahara desert. After lunch, you will meet up with your local Berber guides and their camels and start the trek.

**Day 3-4:** Spend two days out in the Sahara. Each day you will walk at the rear of the caravan, passing sand dunes, the occasional oasis and make after either a relaxed evening. Each night camp is set up under the stars.

**Day 5:** A final trek back to the village where you had breakfast. In your Berber guides and camels and head back to Marrakech. Enjoy a celebratory dinner tonight!

**Day 6:** Spend the morning this morning to explore Marrakech before flying back to London.

**Top Dates:** 20-22 October 2011

**Costs:** Self-funded option: £1000 (includes airfare + £400 for gear)

**Sponsorship option:** £1000 (includes airfare + £1000 maximum sponsorship fee)

**Your Guide: GEMMA TAYLOR**

**At a Glance:**  
 5 days  
 Full board  
 10°C to 30°C  
 10-20 per group  
 10 maximum  
 Free and trained local staff

[www.different-travel.com](http://www.different-travel.com) ATOL 6766

**My role in this job:**  
 Design and artworking – I was employed by Victim Support after they redesigned they logo to roll it across all of their existing deliverables.

**Victim Support**