



Westway Trust Annual Report 2022/23

Design Brief

Background

In the years since the beginning of the pandemic, Westway Trust's Annual Report has been a simple statutory document, outlining the charity's achievements, strategic direction and accounts.

Last year's Annual Report can be viewed at [Annual-Report-2022.pdf \(westway.org\)](https://www.westway.org/Annual-Report-2022.pdf)

For the reporting year April 2022-March 2023, we would like to enhance the Annual Report document to include case studies which demonstrate the impact of our work, and the power of working in partnership with our local community.

Project Outline

This year we will be replacing our simple [Annual Report](#) format with a full-colour, designed publication.

We want to find creative ways of illustrating the breadth of Westway's reach in the North Kensington community and explains who we are, what we do, our partners, what we're proud of and areas for improvement.

The publication should be:

- Vibrant
- Accessible
- Engaging
- Informative

The design should incorporate elements of the [Westway Trust Brand Guidelines](#).

The format should be A4 or similar in size (portrait or landscape), and consist of approximately **94pp**

- **Front and back covers** – array of photos provided - design required
- **Contents** – 1 page – content provided
- **2022/23 at a glance** – 1 page infographic - content provided – design required
- **CEO's Statement** – 1 page - one photo and text provided
- **Chair's Statement** – 1 page - one photo and text provided
- **Structure of Governance and Management** – 2-page text summary (minimal design), 1-page photos and names/details of trustees, 1-page photos and names/details of executive team, 1-page graphic showing committee structure
- **Horizon View** – 2-page summary of Horizon Plan (www.westway.org/horizonplan), including text, graphics and images
- **Outcomes & Work packages** – 2 pages in table format – text provided
- **Led by our Values** – 1-page infographic on Westway Trust values (Courage, equity, integrity, openness, sustainability) - design required
- **Achievements & Performance** – approx 8 pages – text and photos provided – design required
- **Case studies** – 6 x double-page spreads. Each case study approx 400 words of text plus 3-4 high-res photographs. All text and photographs provided.

- **Risks & Internal controls** – 3-page – text provided – minimal design required – no photos or graphics
- **Other Matters** – approx 4 pages – text provided – minimal design required
- **Statement of Trustee’s Responsibilities** – 2 pages – text provided – minimal design required
- **Independent Auditor’s Report** - approx 5 pages – text provided – minimal design required – no photos or graphics
- **Statement of annual accounts** - approx 40 pages - text provided - minimal design required - no photos or graphics
- **Reference & Administrative Information** – 2 pages – text provided – minimal design required

Examples

Sample designs and inspiration at <https://we.tl/t-r8zWs9lYFb>

Timeframe

We are looking to receive an initial quotation and outline proposal by **9 October**.

Our deadlines for the project are as follows:

Designer appointed	16 October 2023
Project start date. First elements of content provided to designer	20 October 2023
Final elements of content provided to designer	30 October 2023
First proof	6 November 2023
Final artwork	20 November 2023

Your quotation should allow for **three full proofs**, with the first full proof delivered on 6 November, and the final proof delivered on 20 November 2023.

Required response

We would like to receive your response, in the form of a quotation/proposal, by **9 October 2023**.

Please submit your proposal via email to mat.bradley@westway.org

Please include proposal and costs for:

1. Quote for full design
2. Details/links to previous work

Any questions regarding the brief can be directed to:

Mat Bradley (Head of Communications and Marketing) mat.bradley@westway.org

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