

Speedy service delivered in style



A PROJECT to spread information quickly and clearly to GPs and other health care professionals in Stockport was met with a first class response from Lemon Zest.

Stockport Adults and Communities Directorate needed a new directory that listed providers of services for its Supporting People Programme in record time – and Lemon Zest, inspired by travel guides and holiday brochures, delivered in two weeks.

The agency recognised from the client brief that the information had to be quick to read and easy to get at so they used the concept employed by travel guides of using symbols and icons to convey information at a glance and supported by clear, straightforward copy.

Lemon Zest also incorporated international accessibility and language symbols into the directory and also employed large script, in-line with accessibility guidance for users with a visual impairment.

The final 124-page document was designed, approved and printed within two weeks of the initial briefing meeting and the client is currently working with Lemon Zest to update and reprint the document and to create a web site using the same information.

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Contract value

£4,800 (artwork only)

Tool for thought

The client was delighted with the way in which Lemon Zest had made the whole document easy to read and felt it was the ideal tool for GPs and health care professional to enable them to access services. The document has also been widely held up as an example of best practice following an audit of the programme by Government officials.

Support act

Stockport's Supporting People Programme is a partnership between Stockport Council, Stockport Primary Care Trust and the Probation Service. The directory is aimed at supporting vulnerable people across several sectors of society including people with mental health problems, young offenders, people with learning difficulties, the homeless and older people with support needs.

