

Design, communications and marketing for a social landlord serving 10,000 customers in the Sussex coastal area.

Working with Worthing Homes since 2008, we refreshed the brand, advise on marketing strategy, help secure Big lottery funding and contribute to a nationally acclaimed, award winning energy saving initiative.

*"Day 1 have supported the development of the Worthing Homes brand, refined our marketing approach to our different target audiences and helped rationalise the variety of visual styles that had developed over a number of years."*

*"We now have a common visual language across all our services; a more coherent approach to different audience types and a creative resource that we can call on to help develop key initiatives."*

*"Our website has been redesigned and reprogrammed using a content managed system. The structure is now more user friendly and easier to navigate. Due to the robust nature of the CMS, our own staff are able to update content with ease..."*

ROBIN ROBERTS, PROPERTY DIRECTOR, WORTHING HOMES





FOR HEATING / HOT WATER PROBLEMS PLEASE CONTACT BSW DIRECT ON 0800 158 5690 OR 0208 763 5333

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We are saying Yes to Homes to solve the housing shortage

Yes to Homes

yestohomes.co.uk

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**The end of an era**

Robin King, our Chief Executive, is retiring

17 JAN 2014

**It's Christmas time**

The community house throws a Christmas party for the children

23 DEC 2013

**What a year**

A round up of our years activities

19 DEC 2013

We support HOMES FOR BRITAIN BUILDING OUR FUTURE

Our online tools >

Homes for you >

Benefit and welfare changes >

Communications >

Thank you for visiting

We really appreciate your interest and hope you've been able to find the information you were looking for.

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Your privacy and rights are also important to us – please make sure you've read our website policies:

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Our website has been prepared by Day1 Communications.

Get in touch

Throughout this site you'll find options for contacting specific individuals or departments. Alternatively, you can use one of the following:

Telephone directory

General enquiries, online

Complaints and feedback

Plus if you'd like to visit us, we'd be happy to see you:

Worthing Homes

Davison House

North Street

Worthing

West Sussex

BN11 1ER

Affected by benefit and welfare changes?

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Worthing Homes is registered in England under the Companies Act 1985 No. 351 7244, with the Homes and Communities Agency (HCA) No. LH4208 and with the Charity Commission No. 1074516.

Our cookie policy

Worthing House, North Street, Worthing BN11 1ER

INVESTORS IN PEOPLE

Relish

Resident approved

# Co-ordinated and inclusive visual communications



ABOVE: SIX FOOT HIGH BANNERS EXHIBITED AS PART OF THE CELEBRATION OF 10! DESCRIBING THE LEGACY OF WORTHING HOMES INITIATIVES.

As a design practice, we are increasingly working on projects aimed at, or involving harder to reach groups. These have included special needs youngsters, looked after children, older people, those with dementia and colour blindness.

To maximise the effectiveness of communicating with these audiences we have developed an action plan around key areas, including:

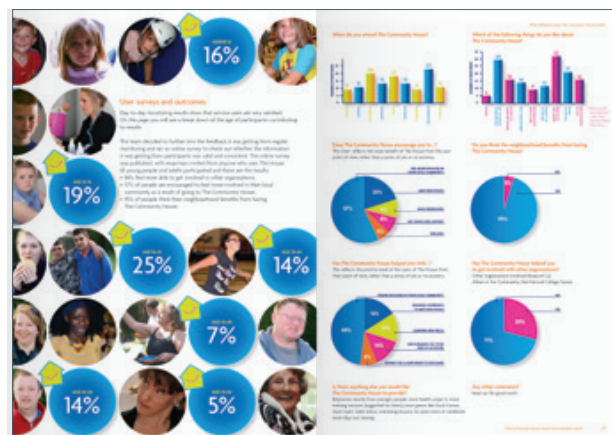
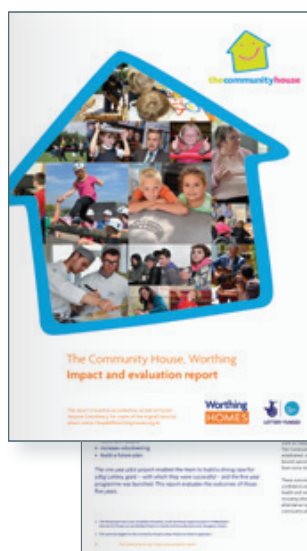
- maximising creativity whilst retaining appeal to a wider audience;
- understanding the needs of different users and the routes available to ensure design and communication is accessible;
- learning from the experience of others who apply principles of creative design to a wider audience;
- working with suppliers, considering legal and best practice obligations when procuring a service;
- ensuring websites are designed according to recognised web standards;
- learning to use software to promote accessibly, including Flash and PDF documents.

We are working with resident groups at Worthing Homes to create 'resident approved' designs which also gives us an insight into the everyday challenges for key target groups.

ABOVE RIGHT: IN 2012 DAY 1 WERE AWARDED 'BUSINESS PARTNER OF THE YEAR' FOR OUR WORK IN SUPPORTING WORTHING HOMES' COMMUNITY HOUSE PROJECT. DAY 1 AUTHORED AND PRESENTED THE APPLICATION TO THE BIG LOTTERY FOR AN AWARD OF £500,000 (MAXIMUM AMOUNT) FOR THE PROJECT. THE EVALUATION REPORT SHOWN HERE DETAILS THE OUTCOMES OF THE PROJECT 5 YEARS ON.

RIGHT: CELEBRATING '10' CORPORATE BROCHURE (B2B) DESIGNED, PHOTOGRAPHED, WRITTEN BY DAY 1.



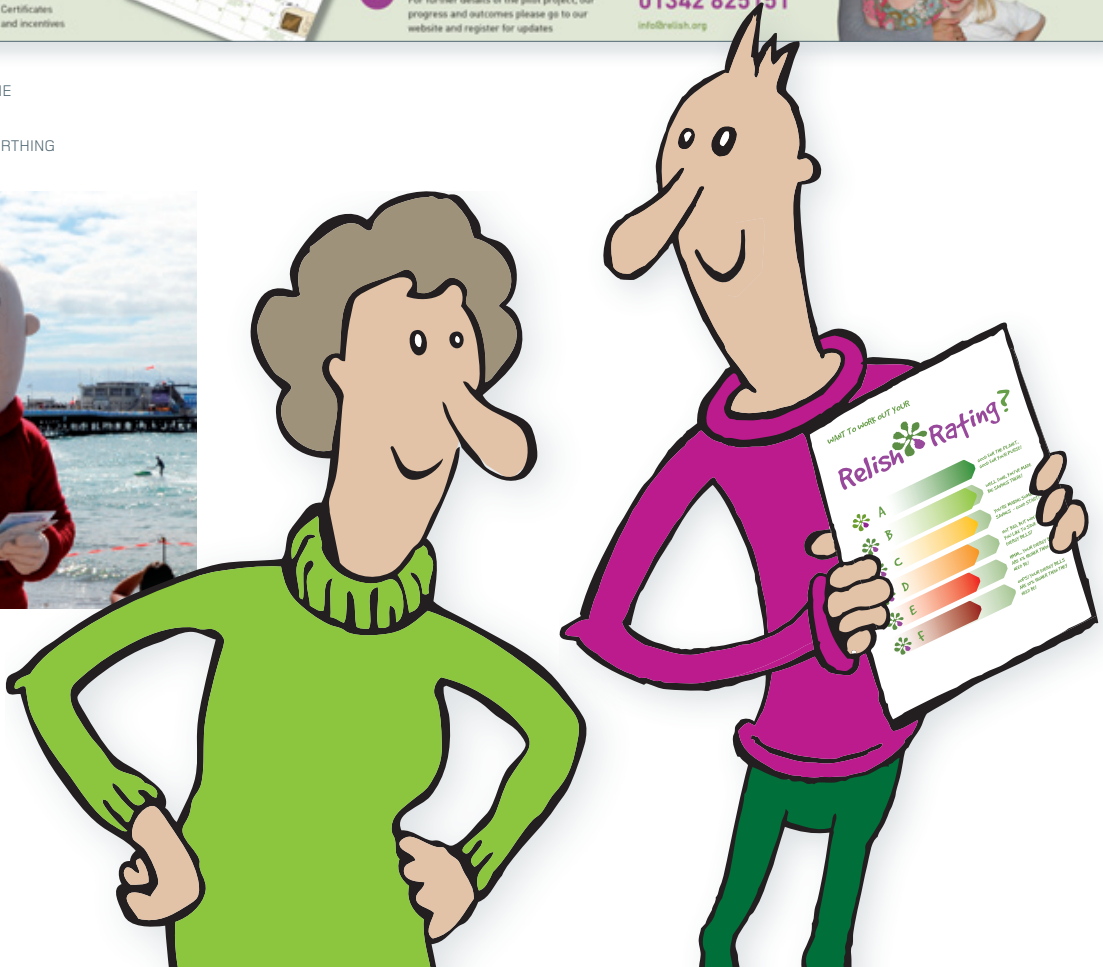


## Residents for low impact, sustainable homes



THE RELISH FAMILY, LEAD BY REGGIE AND RENE  
ARE THE CHAMPIONS OF THE CAMPAIGN..

BELOW: REGGIE SPREADING THE WORD IN WORTHING







RELISH HAS BEEN RECOGNISED BY SUSTAINIA AS ONE OF THE BEST 100 SUSTAINABLE PROJECTS GLOBALLY AND WAS FEATURED AT RIO+20 IN 2012. IT HAS ALSO WON FURTHER AWARDS, INCLUDING:

- 2010 NATIONAL FINALIST: THE LEGACY AWARD: SUSTAINABILITY
- 2011 NATIONAL FINALIST: INTEGRATION AND COLLABORATIVE WORKING
- 2011 LONDON AND SOUTH EAST FINALIST: CLIENT OF THE YEAR
- 2011 LONDON AND SOUTH EAST FINALIST: INNOVATION
- 2012 LONDON AND SOUTH EAST FINALIST: VALUE

LEFT: THE RELISH SHOWFLAT

"Worthing Homes has been developing an approach to sensible, low carbon refurbishments in occupied homes. Day 1 worked with us from the outset, naming the campaign and creating a very distinctive approach. Relish™ – 'Residents 4 Low Impact Sustainable Homes' has been more successful than we could ever have hoped, both in the results we have achieved with the first year pilot and awareness across the industry. We get as many compliments on the brand as we do the project! Day1 have helped bring the project to life – making sure that sometimes complex information is communicated in an inclusive way.

We're very proud to be among the world's leading sustainable solutions and the very positive impact this has had on the profile of our organisation.."

ROBIN ROBERTS, PROPERTY DIRECTOR, WORTHING HOMES

Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

### **Our credentials**

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.