



“ I feel like I’ve returned to the land of the living. ”

**Senior Practitioner
Throughcare & Aftercare Practitioner
Restrictions on Bail Coordinator**

...ing in that empty cell, I knew I had to make a choice. Either carry on like this and die. Or get some help. fast. After all, I knew from bitter experience that becoming drug-free isn't easy. Actually going through it is another matter.

...fully, WDP were there for me right from the start. They visited me in the station, and put together a care plan for me. They helped me with my bail conditions. They even managed to get me onto a residential rehab - which doesn't come cheap, I can assure you. Thanks to them, I'm now on my way to a healthier, longer life.

...ng lives is what WDP is all about. And right now, we need even more people to help us in our work. If you have the talent and experience needed to join our growing Criminal Justice team, please contact us. We would love to hear from you.

...ate: 5 July 2006.

For more details and to apply, go to www.wdp-drugs.org.uk

Westminster Drug Project Ltd.



Westminster Drug Project

This year we purchased our first property. This has been a dream come true.

I would like to make special acknowledgement to all of those who have contributed to our work and achievements during the year.

I look forward to the year ahead, which is as full of challenges as opportunities. WDP is well placed to meet these challenges head on and to benefit from the opportunities. I have no doubt we will continue to grow.

“ I look forward to the year ahead, which is as full of challenges as opportunities. ”

Westminster Drug Project

WDP - Branding project

Westminster Drug Project (WDP) were enjoying a period of enormous growth, but didn't have the corporate identity required to tell their story well enough. We were asked to produce a series of designs that would work across a number of platforms from border-styles to online communications to publicity materials.

It was vital we got the tone right. WDP are keen to present positive outcomes in their marketing material rather than negative causes surrounding drug misuse. We eschewed the use of shock tactics, and focused on powerful and positive headlines and inventive visuals. The client response was very positive, indeed the designs provoked a long internal debate, which is always a sign of good creative work. The one full creative ad we placed for them during that period secured a great response. As a result, we were then asked to pitch for their full recruitment/non-recruitment brand project.

