

WORK EXAMPLE

CLIENT

Affinity Sutton

BRIEF

Copy editing Annual Report for housing company

THIS IS HOW IT LOOKS

The screenshot shows the Affinity Sutton website. The header includes the logo, a navigation menu with links for Home, About us, Existing residents, Buy or rent a home, and News and resources. A prominent button for 'Download annual accounts' is visible. Below the navigation is a breadcrumb trail: 'You are here: Affinity Sutton - Affordable housing > About - OLD > Annual accounts 09-10'. The main content area features a large blue heading 'Annual accounts 09-10' and a sub-headline 'Turning to the next chapter of our story'. To the left is a sidebar with a table of contents. The main text includes a paragraph about being one of the biggest providers of affordable housing in England, followed by a paragraph about the company's social purpose and commitment to helping people put down roots. An image shows a family reading a book together in a library setting.

Test
About - OLD
Bond issue
Annual accounts 09-10
Chief Executive's Introduction
Building communities
Sustainable communities
Our customers
Financial strength
Appointment of new Chair

Residents - OLD

London

Annual accounts 09-10

Turning to the next chapter of our story

We are one of the biggest providers of affordable housing in England, with over 55,000 homes and more than 161,000 residents.

As a business for social purpose we are committed to helping people put down roots and when needed, to get a brand new start in life. We want to act as a springboard, maximising chances for our residents and creating places for communities to thrive.

It's been a successful year for our organisation, staff and residents. We remain proud of our 100 year history and excited about turning to the next chapter of the Affinity Sutton story.

TESTIMONIAL

"Fiona was briefed to copy edit the Affinity Sutton Annual Report. She over delivered on the brief by suggesting headlines to support the copy and concept; and restructuring copy to ensure a good flow. The whole process was as straightforward as I have come to expect with Fiona. This - and of course her outstanding copywriting - is the reason why I continue using her for all our copywriting requirements."

Lisa Oliver, So Creative/Creataive Comms