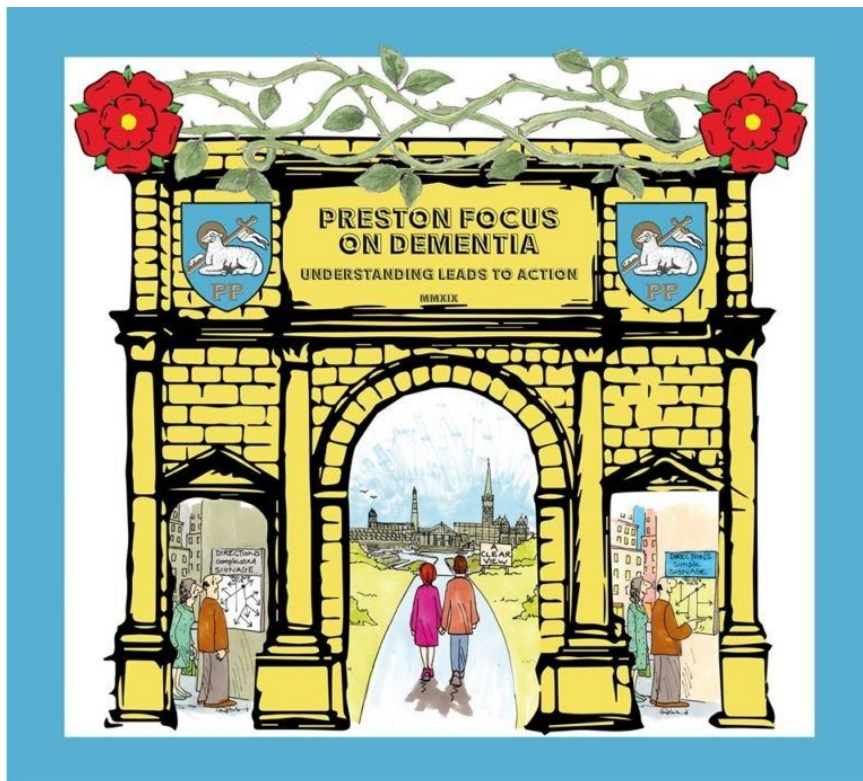


Understanding Leads to Action By Preston Focus on Dementia



Artists

Concept Ian Beesley

Design Martyn Hall

Centre illustration
Paula Charman

Inset illustrations
Tony Husband

Poem Ian McMillan

Embellishments Ian
Beesley

Unfurled Exeter, 12th
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Meaning

'Understanding leads to action' was created by the local group 'Preston Focus on Dementia', who have been working with Harris and have provided advice on clear signage for people living with dementia. This kind of consultation and collaboration can enhance understanding and lead to change.

Symbolism

The central image of the banner is based on the triumphal arch which was constructed for the Preston Guild in 1882. The Guild is an event that takes place every 20 years, and features ceremonies, processions, and events. Preston is now the only town in Britain that still hosts this event. On the banner, the arch is adorned with the red rose of Lancashire and Preston's coat of arms. The inset illustration depicts a contrast between complicated signage and clear signage. The colour blue around the edges is representative of loyalty, whereas yellow is associated with joy and laughter.