

# The makings of a fabulous website

Lowestoft Town Council

26<sup>th</sup> June 2023

# Introducing Silver Monkey

A talented, creative, and multi-skilled team of marketing professionals



# Full-service support

- ✓ Branding & graphic design
- ✓ Website design
- ✓ Digital marketing & SEO
- ✓ Brochures & other printed media
- ✓ Exhibitions
- ✓ PR & advertising
- ✓ Photography & video

**STRATEGIC  
CREATIVITY**  
UNDERPINNED BY SOLID  
MARKETING PRINCIPLES

WHO ARE YOU,  
WHAT DO YOU DO,  
**WHY**  
& SHOULD I BE  
INTERESTED  
IN YOU?

Effective marketing,  
executed beautifully.

Just because you  
can doesn't mean  
that you should.

**BE WORTH FINDING  
AND YOU  
WILL BE FOUND**

WHAT MAKES US  
DIFFERENT?  
WE GIVE A  
SH\*T

IF MARKETING'S  
WORTH DOING,  
IT'S WORTH DOING  
PROPERLY.

LOSE  
THE  
EGO

**Clarity is KING**

**DESIGN**

MARKETING  
**THAT**  
SUPPORTS  
**SALES**

COMMUNICATION  
THROUGH DESIGN

GOOD  
DESIGN  
IS  
SIMPLE

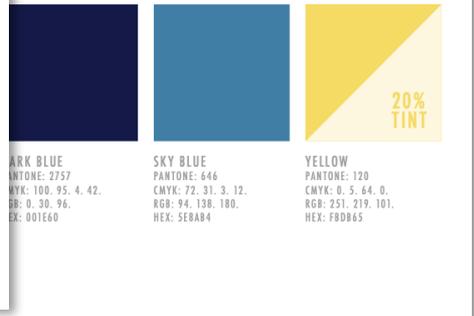
What to communicate,  
to whom, and how.

GOOD DESIGN IS SIMPLE  
THAT'S WHY IT'S SO COMPLICATED

# Design and visual identity

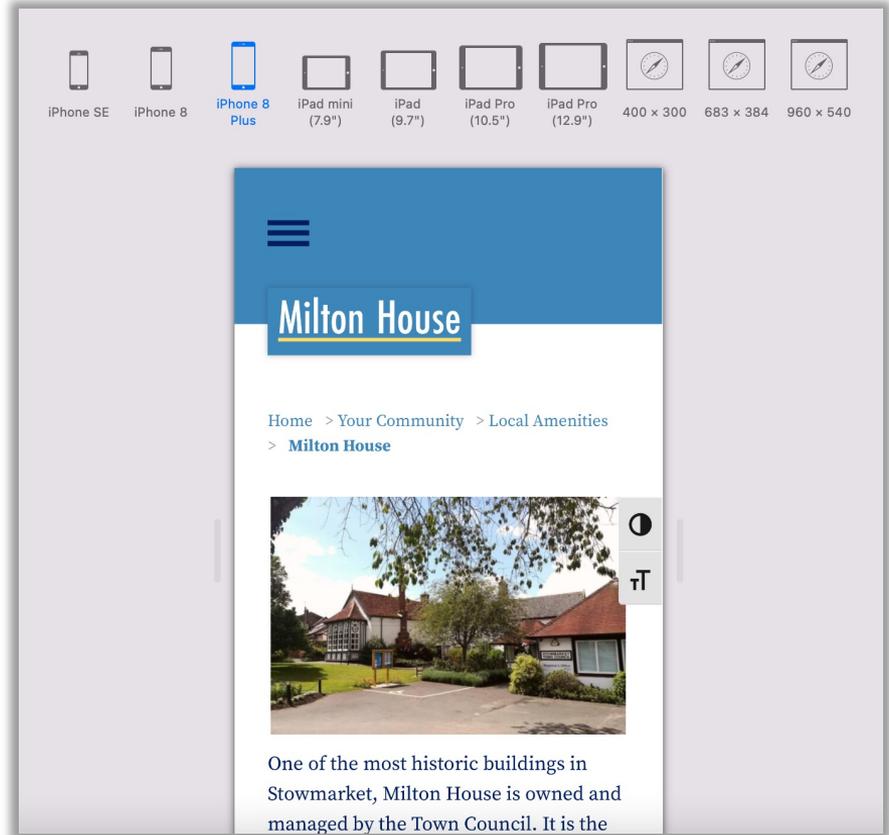
We will develop the Lowestoft Town Council logo into a cohesive visual identity with defined font hierarchy, colour palette, and visual style, to support design consistency across all touch points:

- Signage
- Flyers and brochures
- Banners
- Posters
- Tourist information



# Mobile-first design philosophy

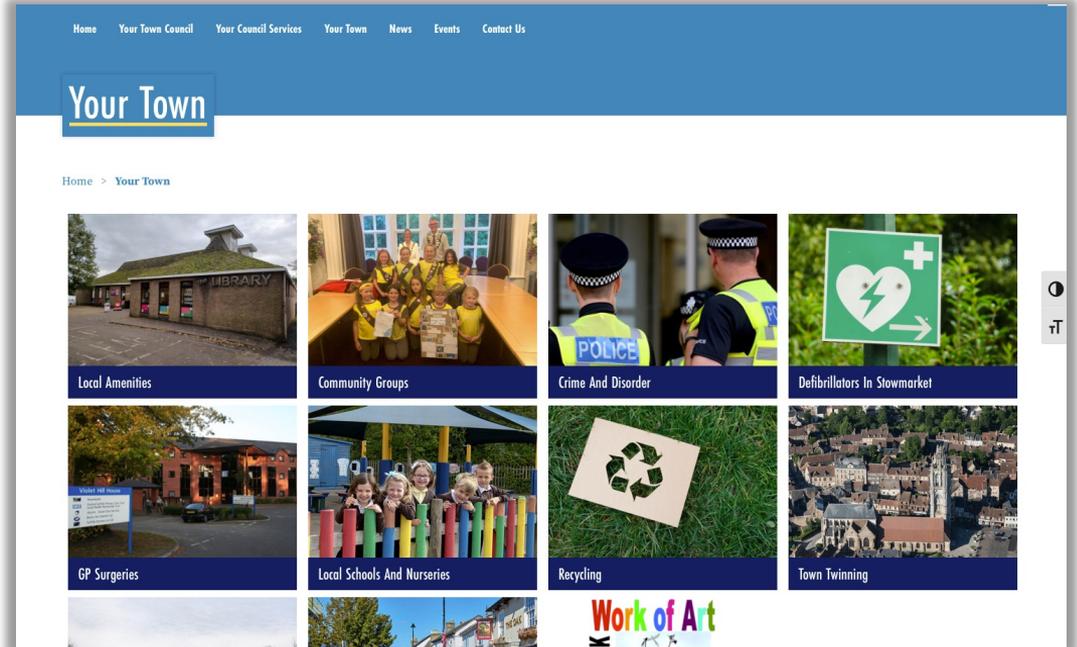
When up to 80% of your traffic comes from mobile devices, it make sense to adopt a mobile-first design philosophy (rather than having mobilisation as an afterthought)



# Website structure and content

All taken care of by Silver Monkey.

Our web copy experts will ensure your website is clear, concisely worded, and easy to navigate, so visitors can quickly find the information they are after.



# Professional photography

Because when people say “oh, that’s a lovely website” they’re often talking about the imagery!



Stow Sep BW65.jpg



Stow Sep BW66.jpg



Stow Sep Colour1.jpg



Stow Sep Colour2.jpg



Stow Sep Colour3.jpg



Stow Sep Colour4.jpg



Stow Sep Colour5.jpg



Stow Sep Colour6.jpg

# Accessibility

Website will be built to conform to Web Content Accessibility Guidelines (WCAG) 2.1, to make content more accessible to a wider range of people with disabilities.



# Events and latest news

Simple user-friendly tools for adding and managing event listings and latest news.

Home Your Town Council Your Council Services

## Events

**2 JULY**  
COMMUNITY EVENTS

### Stowmarket Food & Drink Festival

The Stowmarket Food and Drink Festival will be returning on Sunday 2nd July, 10am-4pm! The popular event is back to celebrate local and ...

[READ MORE](#)

Home Your Town Council Your Council Services Your Town News Events Contact Us

## Latest News

**June 2023 Environment Forum Newsletter**  
15th June 2023  
23rd June 2023

**Two Grants Awarded Via StowFund**  
15th June 2023  
Stowmarket Town Council are delighted to announce

**Job Vacancy - Assistant Operations Manager**  
14th June 2023

**Edit Event** [Add New](#)

### Stowmarket Food & Drink Festival

Permalink: <https://stowmarkettowncouncil.gov.uk/events/stowmarket-food-drink-festival/> [Edit](#)

[Add Media](#) Visual Text

Paragraph **B** *I* [Link](#) [Image](#) [Quote](#) [List](#) [Table](#) [Code](#) [Media](#) [More](#)

The Stowmarket Food and Drink Festival will be returning on **Sunday 2nd July, 10am-4pm!** The popular event is back to celebrate local and regional produce, making it a great day out for families and foodies alike.

Visitors to the event will find a wide range of food and drink to choose from including produce stalls, street food, pop-up bars and sweet treats. The town centre will be packed with local and regional traders offering goods from burgers to vegan doughnuts.

Soak up the atmosphere in the Market Place and enjoy the live music from talented musicians, handpicked by the John Peel Centre.

Visitors can see award-winning local chefs including Adam Spicer, Head Chef at Retreat East prepare mouth-watering dishes with seasonal ingredients at the Kitchen Theatre in the John Peel Centre. Visit to expand your culinary skills and be inspired to try new dishes at home.

There will also be plenty of entertainment for all ages at the Food Museum.

Many thanks to our generous sponsors Muntons, Pallet Bar, Bonitas Wholefoods and Bucks Property Agents.

**Muntons**  
PASSIONATE ABOUT MALT SINCE 1921

**PALLET**

**BONITAS**  
WHOLEFOODS

**BUCKS**  
PROPERTY AGENTS

# Easy to keep up to date

User-friendly tools to keep all important information up to date.

Simply tick which Ward and Committee a councillor is on and the relevant pages automatically populate 😊

The image displays a council website interface. The top navigation bar includes links for Home, Your Town Council, Your Council Services, Your Team, News, Events, and Contact Us. The main heading is "Your Local Councillors", followed by a grid of councillor portraits. The profile for Councillor William Howman is highlighted, showing his bio and a photo. Below this is the "Edit Councillor" interface, which includes a rich text editor with the same bio text, a "Publish" panel with status and visibility options, and a "Wards" section with a list of wards. A red circle highlights the "Wards" section, where "Stow Thornay Ward" is selected with a checked box, and other wards like "Chilton Ward North" and "St Peter's Ward South" are unselected. The "Committees" section is also visible at the bottom of the edit panel.

# Public records

We'll make it simple to add public facing documents to the website, such as minutes, reports, strategy documents, policies, annual returns, audits etc.

The screenshot shows a website page for 'Full Council'. At the top is a blue navigation bar with links: Home, Your Town Council, Your Council Services, Your Town, News, Events, and Contact Us. Below the navigation bar is a large blue header with the text 'Full Council' in white. Underneath is a breadcrumb trail: Home > Committees, Meetings and Minutes > Full Council. The main content area starts with a paragraph explaining that the Full Council oversees all activities of the Town Council and approves the budget and policies, with a link 'here'. This is followed by another paragraph stating that agendas, documents, and minutes can be viewed by selecting a meeting, and that agendas are available one week before the meeting. Below this is a table of meeting dates from 2019 to 2024. The 2024 column is highlighted. Underneath the table are four columns representing meetings at 19:00, each with links for 'Agenda', 'Minutes', and 'Additional Documents'. At the bottom of the page, there are two sections: 'List Of Full Council Members' on the left and 'List Of Full Council Members' on the right, each containing a list of names with blue underlined links.

Home > Committees, Meetings and Minutes > Full Council

Full Council oversees all the activities of the Town Council in serving the local community and approves the Council's budget and precept and its major strategies and policies. More detail on the terms of reference for each committee can be found by clicking [here](#).

Agendas, documents and minutes can be viewed by selecting the relevant meeting below. Agendas will be available one week before the meeting.

2024	2023	2022	2021	2020	2019
Time: 19:00 Full Council <a href="#">Agenda</a> <a href="#">Minutes</a> <a href="#">Additional Documents</a>				Time: 19:00 Full Council <a href="#">Agenda</a> <a href="#">Minutes</a> <a href="#">Additional Documents</a>	
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**List Of Full Council Members**

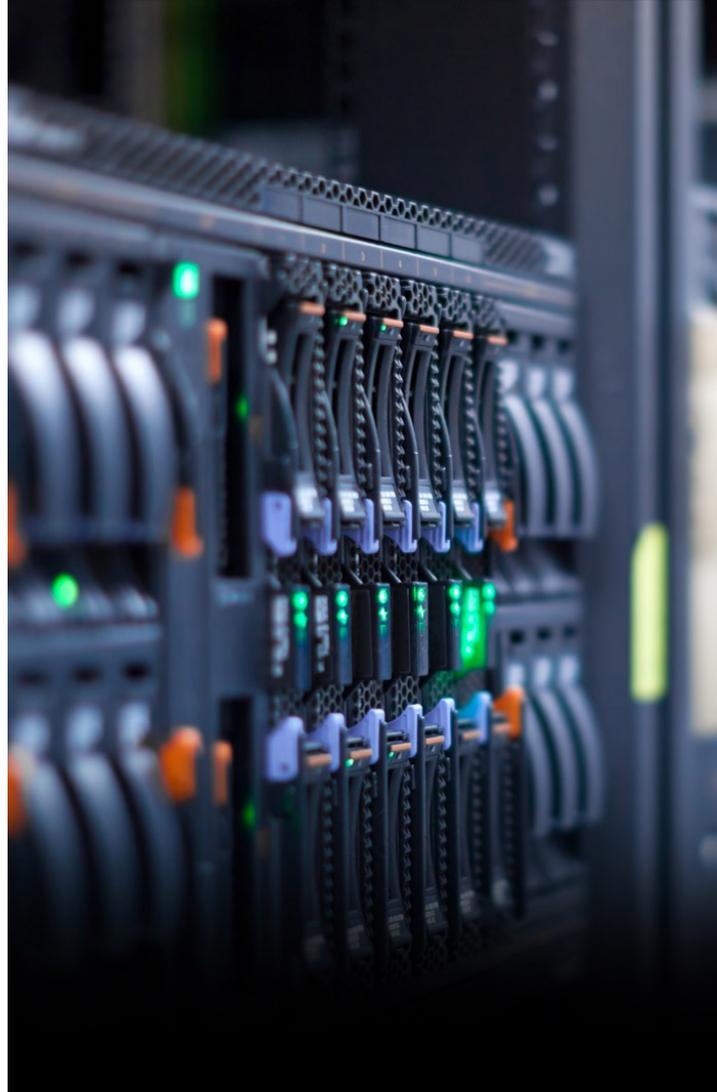
[Councillor Kate Yates](#)  
[Councillor James Patchett](#)  
[Councillor Alan Edwards](#)  
[Councillor Darren Dordoy](#)  
[Councillor David Child](#)  
[Councillor William Howman](#)  
[Councillor Miles Row](#)  
[Councillor Keith Scarff](#)

**List Of Full Council Members**

[Councillor Steve Slodzik](#)  
[Councillor Colin Lay](#)  
[Councillor Kieran LaThangue-Clayton](#)  
[Councillor Terence Carter](#)  
[Councillor Nick Gowrley](#)  
[Councillor Dave Muller](#)  
[Councillor Heather Salmon](#)  
[Councillor Barry Salmon](#)

# Best-practice website hosting

- ✓ SSL Certification
- ✓ Telephone support
- ✓ Health checks and software updates
- ✓ Daily website back-ups
- ✓ Free disaster recovery
- ✓ Powered by 100% renewable energy 



# Budgetary costs

Website design £6,700

Photography £600

Website hosting £40/month

# Thank you

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