

The makings of a fabulous website

Lowestoft Town Council

26th 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.

Clarity is KING

DESIGN

LOSE THE
EGO

MARKETING
THAT
SUPPORTS
SALES

COMMUNICATION
THROUGH DESIGN

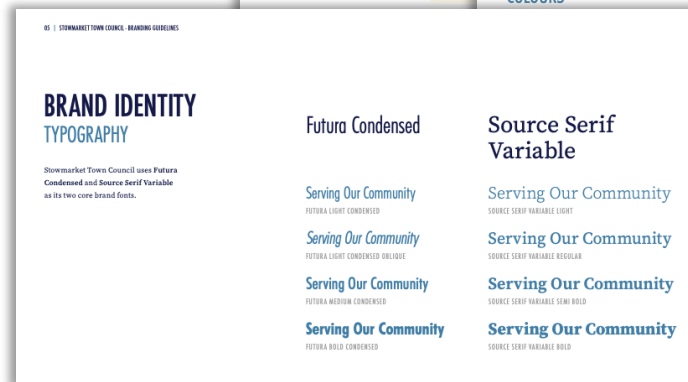
GOOD
DESIGN IS SIMPLE
THAT'S WHY IT'S SO COMPLICATED

What to communicate,
to whom, and how.

Design and visual identity

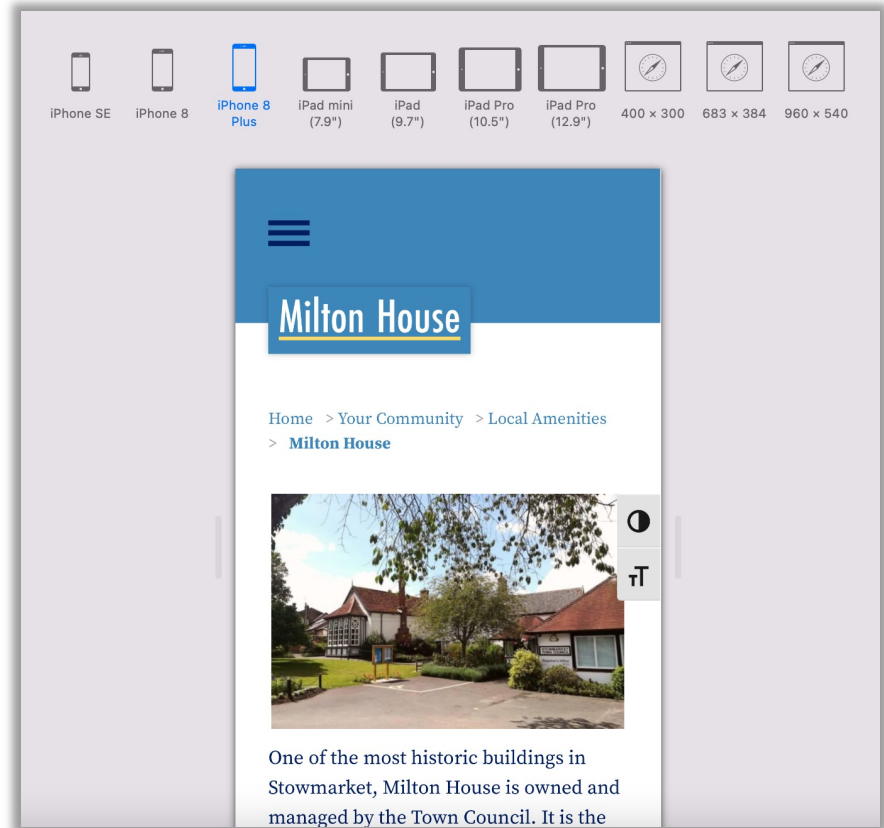
We will develop the Lowestoft Town Council logo into a cohesive visual identity with defined font hierarchy, colour palette, and visual style, to support design consistency across all touch points:

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



Mobile-first design philosophy

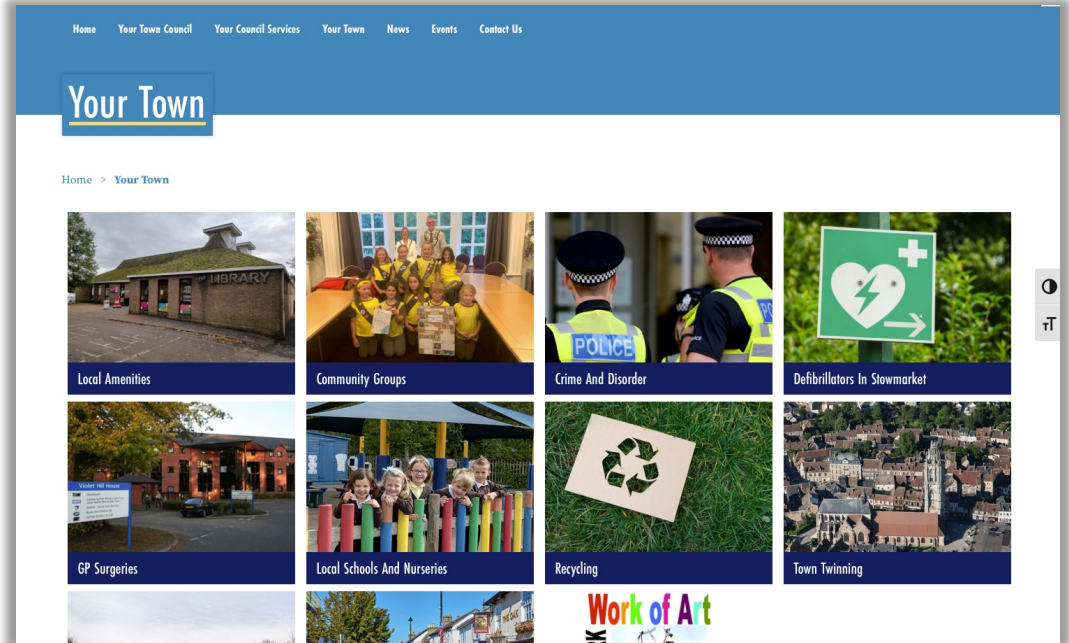
When up to 80% of your traffic comes from mobile devices, it make sense to adopt a mobile-first design philosophy (rather than having mobilisation as an afterthought)



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

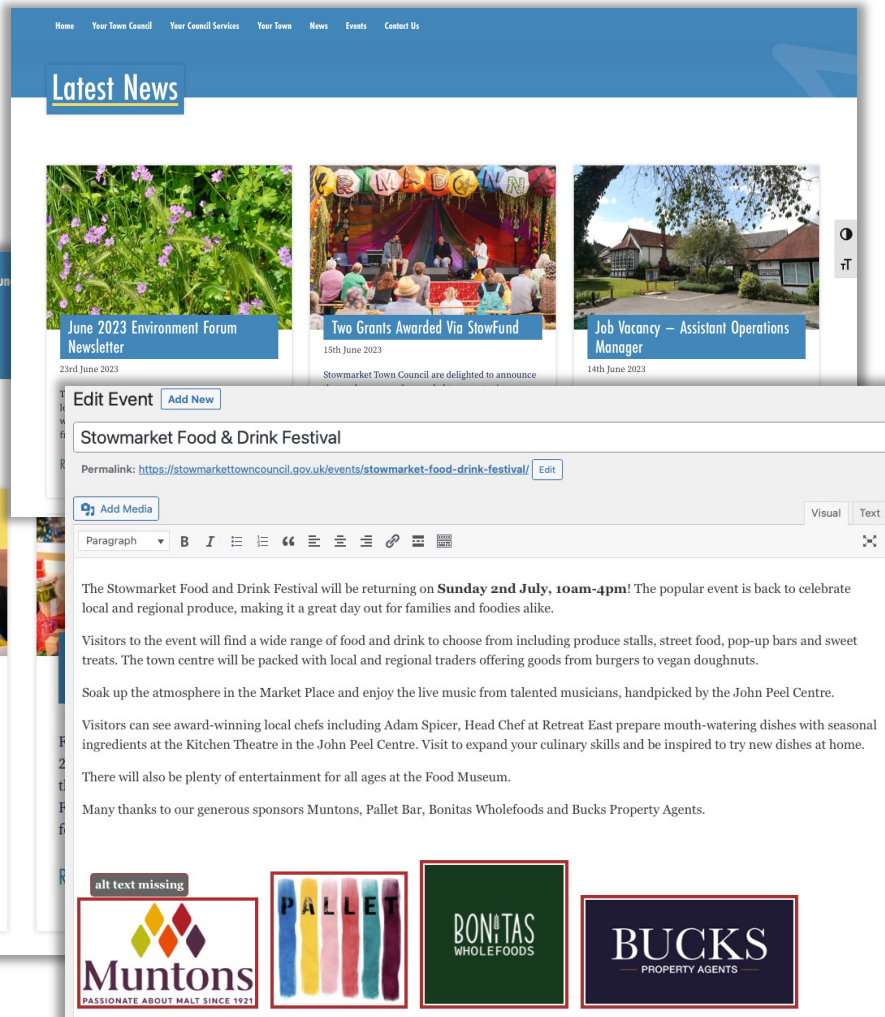
Accessibility

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

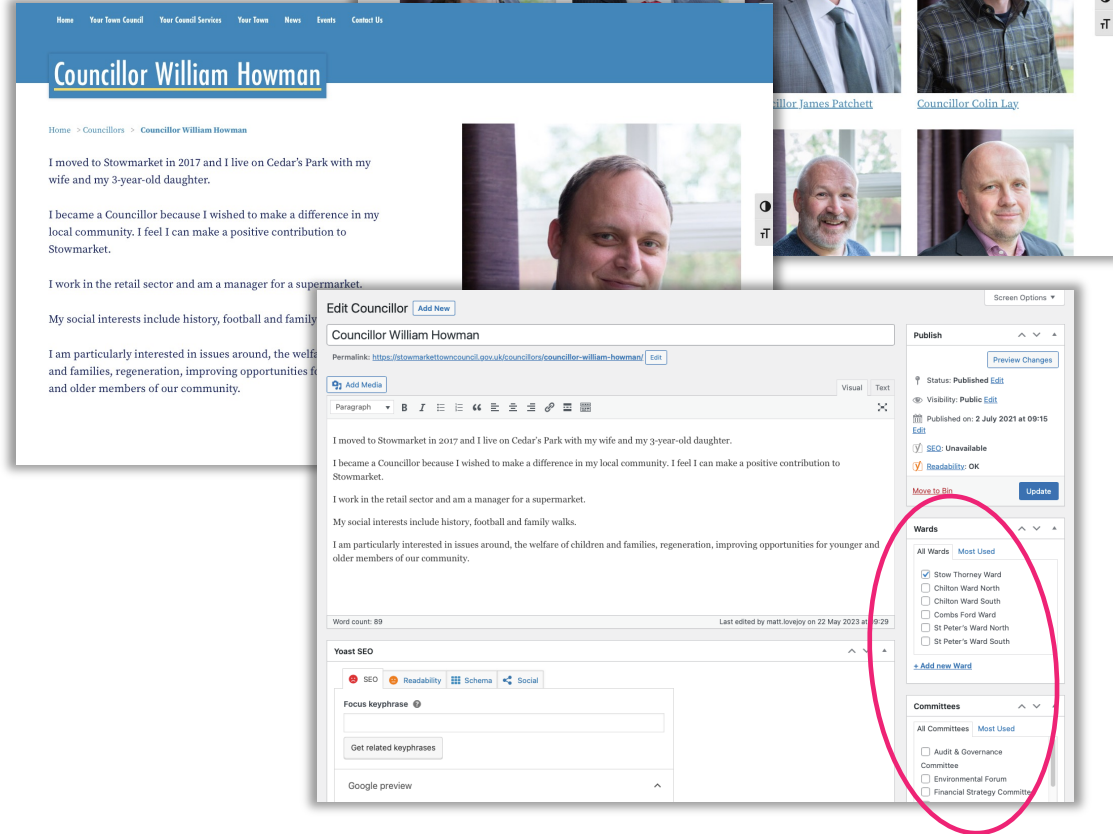
Simple user-friendly tools for adding and managing event listings and latest news.



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 😊



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 displays the 'Full Council' page of a website. 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 this is a 'Full Council' header with a yellow underline. A breadcrumb trail reads: Home > Committees, Meetings and Minutes > Full Council. The main text explains that the Full Council oversees all activities of the Town Council, serving the local community and approving the budget and policies. It includes a link to 'here' for more details on terms of reference. Below this, it states that agendas, documents, and minutes can be viewed by selecting a meeting, and that agendas will be available one week before the meeting. A table shows meeting dates from 2019 to 2024. For each year, there is a meeting at 19:00 for the Full Council. Each meeting entry has links for Agenda, Minutes, and Additional Documents. At the bottom, there are two columns of links for 'List Of Full Council Members', listing individual councillors with their names underlined and linked.

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 Agenda Minutes Additional Documents				Time: 19:00 Full Council Agenda Minutes Additional Documents	
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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](#)

[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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