THE MEDIA AGENCY

ABERGAVENNY TOWN COUNCIL

WEBSITE BRIEF

PROJECT OVERVIEW!

OUR MAIN PURPOSE:

We will use the existing website content to create an optimised website with a friendlier, easy to navigate layout.

This project will be delivered by mid June. If required at a later date we can replicated the site in Welsh.

Within this brief we have highlighted what we believe should be featured on each of the pages.

Once the brief and wireframe are approved we will start the designs.

THE HOMEPAGE MUST OUTLINE THE UNIQUE SELLING POINTS!

FEATURES:

1. Banner video displaying the town and Abergavenny area including the iconic town hall clock
2. Meetings Dates
3. Past Meetings
4. Upcoming events “What’s On Guide” – find out more
5. Abergavenny in Bloom promotional banner – find out more
6. Follow us on social media
7. Join our Team – connecting to a careers page
8. News Stories / Blogs

IMPORTANT: CREATE CALL TO ACTION MESSAGES ON THE PAGE.

WHAT IS THE HISTORY BEHIND THE COUNCIL AND WHAT IS THE VISION!

FEATURES:

1. Company Overview
2. History
3. Mission Statement
4. Vision and Values
5. Meet the Councillors
6. Awards
7. Accreditations and Affiliates

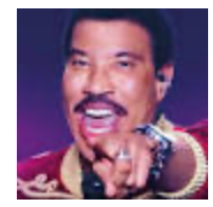
KEEPING PEOPLE INFORMED ON WHATS GOING ON IN ABERGAVENNY!

1. Create an easy to navigate what's on event guide like the one below.
2. Have links to visit Abergavenny and visit Monmouthshire
3. If required we could create a sign-up for a newsletter.

Events

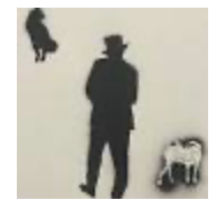
Today | Tomorrow | This Week | This Weekend | Next Week | This Month

30 JUN
Chepstow - Lionel Richie
Fri, 17:00–21:00
Chepstow Racecourse, St Lawrence Rd
Chepstow



25 MAR
Henry Rollins: Good To See You 2023
Sat, 19:00–23:00
Liverpool Guild of Students, 160 Mount Pleasant
Liverpool

29 APR
Peter Doherty
Sat, 18:30–22:30
O2 Academy Bristol, Frogmore St
Bristol



Search more events

Learn more Feedback

KEEP UP TO DATE ON PAST AND PRESENT MEETINGS...

1. Meeting Dates

(Currently the website is displaying meeting until April 2022)

Would you like for people to be able to save the date?

We could build this similar to the proposed events section if you wanted?

2. Past Meetings

- Past Full Council Meetings
- Past People & Communities Committee Meetings
- Past Policy & Resources Committee Meetings
- Past Environment Committee Meetings
- Meetings Archive (Pre September 2019) – Do we need to add other years into the archive?

LET'S KEEP EVERYONE INFORMED ON PLANNING APPLICATIONS...

This section works really well as is, so we don't propose on changing the functionality unless you require any amends.

We will however update the design of page based of the approved concepts.

MEET THE COUNCILLORS!

1. The Mayor and Town Clerk

Maps displaying the different wards and a Call to Action message saying “click here to meet the team.”

1. Cantref Ward
2. Gorfield Ward
3. Park Ward
4. Pen y fal Ward
5. Lansdown Ward
6. Llanwenarth Citra Ward

Each of the above section will direct into the following:

Headshot images of the councillors with bio’s and a contact button that goes directly to the email address.

At the bottom of the page, we also have a scrolling feature displaying the other wards.

(We can give a couple of options for this section in the design stage)

THE SERVICES ON OFFER!

We will create a landing pages for the **what we do,** this will feature all of the below with a **find out more button**!

Off the header navigation we will also create a drop down menu showing the following:

1. Twinning
2. Strategy and Action Plan
3. Abergavenny In Bloom
4. Refill Abergavenny
5. Grants
6. Financial Support

Each one of these will have their own individual landing pages with the ability to have images and video content allowing you to easily create engaging content.

Important: We will also create a clone feature to make it easy for you to add in other great things you can offer i.e. Britain in Bloom.

CLEAR HEADERS HELP THE USER JOURNEY!

HEADER NAVIGATION:

1. About Us
2. What We Do
3. Meetings
4. Events
5. Planning
6. News
7. Contact Us

FOOTER NAVIGATION MENU :

1. Who Are We
2. What We Do
3. Documents
4. Twinning
5. Planning
6. Meetings
7. Latest News
8. Events
9. Contact Us
10. Careers
11. Strategy & Action Plan
12. Social Media Icons

BOTTOM OF THE WEBSITE:

1. Privacy Policy
2. Cookies Policy
3. Terms and Conditions
4. Sitemap
5. Accessibility

OUR WEBSITE PROCESS

THE MEDIA AGENCY

themedia.agency