

George

Website proposal details
to go with my letter.

Thanks

Diana



PUDDLETOWN VILLAGE

WEBSITE AND SOCIAL MEDIA PROPOSAL

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April 2025

PROJECT DESCRIPTION

The plan is to create

1. a community website for people living in Puddletown
2. an associated Instagram page
3. an associated Facebook page

TIMELINE

- June -kick off
- July - draft 1
- August - draft 2
- September - website launch

COST

- £400 - 500

NOTES

THE WHY

This project is designed to foster a sense of village identity, shared history, and community spirit.

It will provide:

- a snapshot of life in Puddletown (300 year celebration)
- historical information (images, documentation, maps) about the village
- information about community facilities (Parish council, library, schools, etc.), groups and events

THE WHAT

The community website

The website will be:

Easy for all villagers to use

- clear and concise text for accessibility
- high quality images
- simple browsing
- clean aesthetic
- desktop and mobile optimised

Appealing for villagers to use

- reflects a positive view of the village
- up to date, interesting and useful information for all age groups

It should also be easy to update (for multiple volunteers)

The accompanying social media accounts

The Facebook and Instagram will:

- share images and texts directly from the website
- have the same visual identity as the website
- share the same values - easy to use and appealing

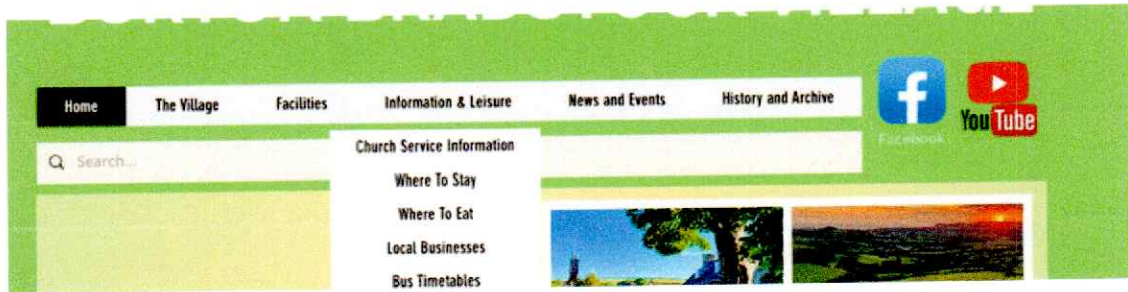
HOW WILL IT LOOK?

The website and associated social media will not only reflect village identity, but shape it going forward. Therefore consultation with key community members will be sought for

- The content map - all pages and subpages
- visuals, colours, fonts, logo - what should it look like and represent
- Tone of voice - how formal / informal

THE CONTENT MAP

The content map will be comprehensive and feature subsections similar to this example from the Burton Bradstock website.



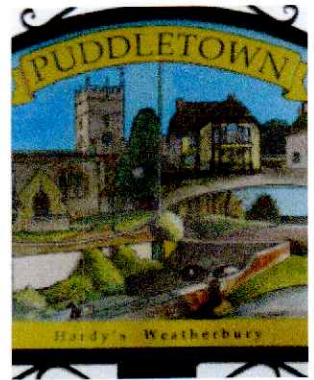
Here is a possible framework which can be added to / amended at an time:

- HOME
- THE VILLAGE
 - Gallery
 - News and events / bulletin board
- VISIT
 - Village map
 - Trail info and map
 - Where to stay
- FACILITIES
 - Bus service
 - Parish Council
 - Church & churchroom
 - Puddletown Surgery
 - Library
 - Schools
 - etc.
- ACTIVITIES & CLUBS
 - Cricket Club
 - Rugby Club
 - Puddletown Society
 - Ukelele Group
 - etc.
- HISTORY
 - Maps
 - Images
 - Documents
- BLOG
- CONTACT

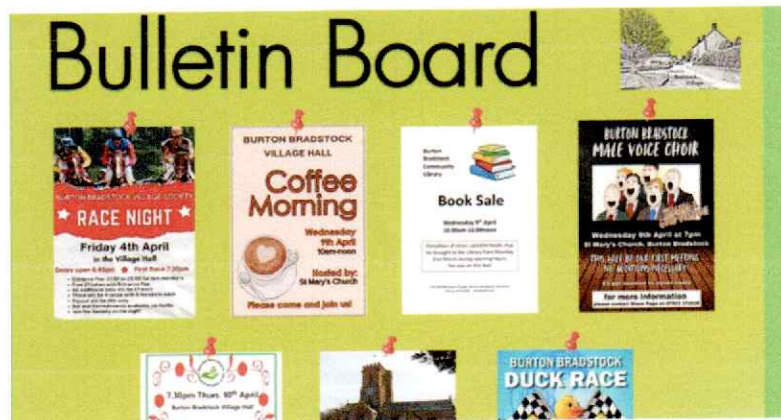
VISUALS, COLOURS, FONTS, LOGO

Initial ideas:

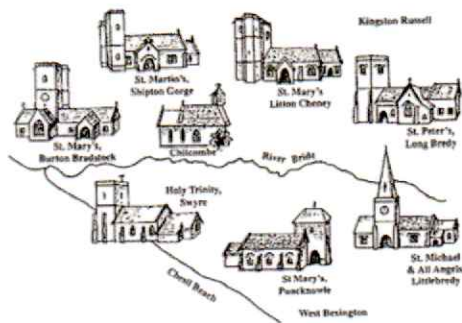
- Blue, yellow, in keeping with sign?
- Focus on the Piddle, with arches in view
- Focus on the house in the square (with permission)



Inspiration from similar community sites



for sharing upcoming events



simplified hand drawn map



Gallery images with text



visual breakdown of facilities subsection

WELCOME TO WIMBORNE

Welcome to the enchanting market town of Wimborne Minster in Dorset, which is rich in character and steeped in history: a town of kings, smugglers and ancient legends.

Wimborne Minster is an oasis of charm where the old and new softly merge in its meandering ancient streets, open green spaces, flower gardens, and plethora of shops, pubs, cafés and restaurants. A town for all seasons, Wimborne offers visitors something for everyone to delight in and will entice you to return time and time again.



Intro + video

Where is Swanage?

The town is accessible by car on the A351 from Wareham and chain ferry at Sandbanks near Poole and Bournemouth.

From the east you can take the M27 to Dorset, take the exit onto the A35, following signs for Dorchester. Continue on the A35 and take the exit for the A351, following signs for Swanage. Follow the A351 into Swanage.

Using public transport, you can take the train to Wareham, then transfer to a bus for the final leg of the journey to Swanage.

Buses to Swanage are available from Poole with the Breezer 40 service and Bournemouth X50 service. Times are available on the [more bus website](#).



Location map and written text

THE HOW

Who will work on this?



I'm Sarah and I live in the village and am in my 30s. I have previously worked for several commercial companies overseas and in the UK, helping them to build a presence online. My background is in marketing and I have a special interest in developing websites and social media from scratch. I have recently been volunteering with AgeUK to assist the older generation when it comes to social media and the internet.

I will collaborate with other villagers for the following:

- to take photos
- to create other images, eg paintings or logos
- for help for writing for the site

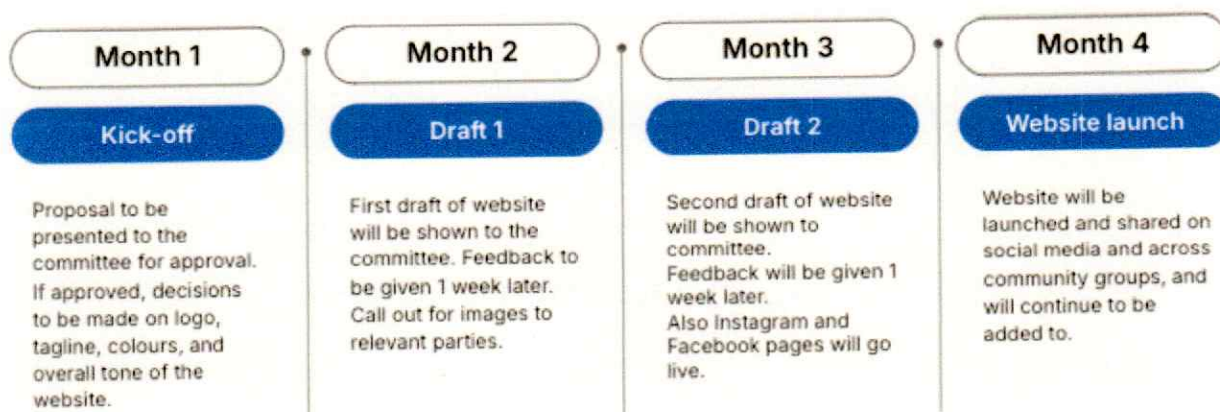
How will this be done?

I will use the website building website Hostinger.

- It is easy to use and update
- It is a cheaper option than other platforms

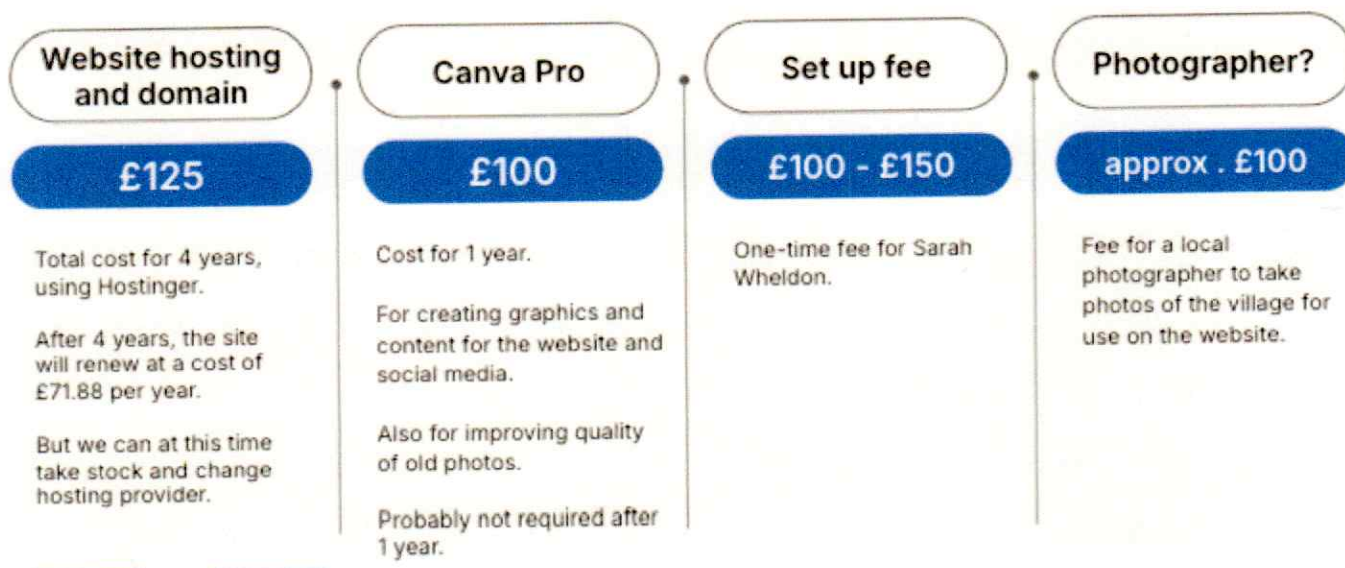
WHEN?

More detail on the proposed timeline outlined in page 1:



THE COST

Breakdown of the costs outlined in page 1.



END

Thank you for taking the time to read this proposal