



loGo_net

people | trust | place



A unique and powerful national network of local government web sites

Reaching people, locally, at key moments in their daily lives

And enabling businesses and alternative providers to offer additional choices in service provision

The strength



of local government



every, single day

For both important daily needs and for the key life events millions of people contact their Local Authority.

loGo_net is a network of local government websites looking to develop content and offerings from commercial organisations.

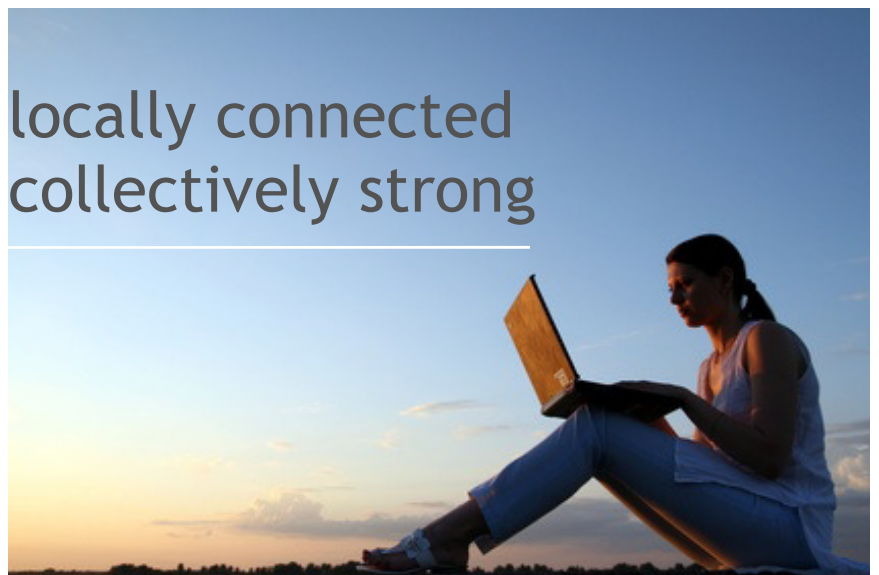
The objective to is deliver real opportunity for commercial and alternative service providers, more value for communities and more choices for citizens.

This is an extraordinary opportunity for extraordinary times

We hope you will decide to harness the reach and response potential of this national, powerful network of government websites

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locally connected
collectively strong



The e-government revolution

from cradle



Services available through Local Authority websites:

- Register a birth
- Sports and health
- Schools admissions
- Schools transport
- Careers
- Adult Education
- Business
- Trading standards
- Business licences
- Libraries / borrow a book
- Register and plan Marriage
- Planning permission &
- Building control
- Pest control
- Housing and moves
- Payment
- Visitor information
- Highways maintenance &
- Traffic information
- The environment, waste and recycling
- Care for the elderly
- Register a death
- Cemetery management

Nationally, local government websites attract 16 million unique visitors a month

A quiet revolution has been underway in Local Government over the last few years

Local Authority websites have been transformed, with most services available on-line via the website.

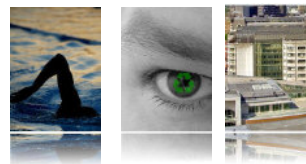
In any one month, around 20% of the people living in any area will probably have contact with their local council through the council website. It could be when something significant is happening in their lives - be that the start of a building project or the birth of a new baby.

Or it could be a more everyday need - from finding a book to booking a squash court.

Whatever the reason, people trust Local Government websites to do the business. Every, single day.

to

grave



Target, reach, response...

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LoGo_net

Is a network of local Government sites which accept responsible advertising on and sponsorship of key web channels from businesses and other service providers offering real choices to citizens.

Priorities

The current network priority is to establish the right relationships with a limited number of commercial organisations able to harness the unique strengths of the network and promote services which both align with public sector provision while offering citizens additional services of real value.

Campaign planning

LoGo_net will optimally suit businesses with a national reach but local focus.

Full campaign planning services are available. Special, low rates are available for organisations whose services have an environmental or 'sustainable' theme or which strongly align with public sector objectives.

Contact

If you would like to explore the opportunities available with loGo_net, please contact:

info@
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