

Gutenberg

14 Key Phases
for a Successful Website
Design and Development
Project

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Having spent 11 years fully immersed in the ever-evolving digital field, first as a web and software developer, then as a graphic and web designer and most recently as a digital project manager overseeing website delivery for a diverse range of clients, I view this as a truly unique opportunity to share the wealth of knowledge I have accumulated throughout my professional journey.

In this comprehensive document, my aim is to provide you with a thorough and in-depth understanding of the end-to-end process of building a website, with a special focus on Gutenberg's approach. To ensure a structured and meticulous analysis, I will draw on not only traditional methodologies and frameworks typically covered in project management certifications, but also on insights from a wide range of books that I have recently read. These books, including "Principles" by Ray Dalio, "The Power of Habit" by Charles Duhigg, "Atomic Habits" by James Clear, "Think Again" by Adam Grant, "Playing to Win" by A.G. Lafley and Roger L. Martin and "A New Way to Think" by Roger L. Martin, have provided me with valuable perspectives on management, business habits, creative thinking and business strategy. By integrating concepts from these diverse areas, we can gain a holistic and detailed understanding of the processes and tasks at play in Gutenberg's approach to website development.

To facilitate our analysis, I will break down a typical project based on our usual timeline, meticulously examining each phase and task. This process will involve reasoning from first principles to gain a comprehensive understanding of the project, delving into high-level phases, describing them in detail and analysing the tasks within each phase, as well as the different actions involved. I believe that this meticulous approach is essential to truly understand the nuances and intricacies of website development and to provide you with a thorough and actionable analysis.

It is worth noting that the analysis presented in this document can take time, as we can go beyond the surface level and delve deep into the details of each phase and task. However, I am confident that this approach will provide you with a comprehensive understanding of the website development process and Gutenberg's approach. So, for the purpose of this document, I will primarily focus on the various phases currently in place for a typical project at Gutenberg, providing you with valuable insights and practical recommendations based on my extensive experience in the digital field.

With my diverse background and wealth of knowledge, I am excited to share my insights and expertise with you and I am confident that this document will provide you with a detailed and comprehensive understanding of a website development process and Gutenberg's approach. Let's dive in and explore the intricacies of building a successful website in today's dynamic digital landscape.

I hope that this guide prompts you to contemplate the significance of the phases elucidated here and the reasons behind why we adhere to this process. Furthermore, I hope it ignites inspiration in you for your endeavours, regardless of your field of work, and that you find it enjoyable to read.

Discovery

The initial meeting between us and the client is a crucial step that sets the foundation for the project ahead. It serves as a pivotal opportunity for us to gather comprehensive information from the client, enabling them to craft a proposal that aligns with the client's vision and requirements.

During this meeting, we employ a structured approach, akin to a workshop, where pertinent questions are asked in a methodical manner. This helps in delving deep into the specifics of the project, understanding the client's goals, expectations and desired outcomes. We ensure that all relevant aspects are covered, such as the project's scope, timeline, budget and any specific functionalities or design elements that the client envisions.

Moreover, we leverage this meeting as an opportunity to propose additional services or broaden the scope of the project. Drawing on their expertise and industry knowledge, we may identify areas where the client could benefit from supplementary services, such as search engine optimisation (SEO), content creation, or user experience (UX) enhancements. These proposals are made with the client's best interests in mind, aiming to enhance the overall success of the project and provide a comprehensive solution.

Additionally, we may suggest a widening of the project scope, based on their insights and understanding of the client's business goals. For instance, we may propose expanding the project to include additional features or functionalities that the client may not have initially considered but are crucial for achieving their desired outcomes. This could include integrating e-commerce capabilities, implementing responsive design for mobile devices, or incorporating social media integration to enhance online visibility and engagement.

The initial meeting also serves as a valuable opportunity for us to establish a strong working relationship with the client. By actively listening to the client's needs, understanding their perspective and engaging in collaborative discussions, we can build trust and rapport with the client. This fosters a positive and productive partnership, laying the groundwork for effective communication and collaboration throughout the project's lifecycle.

So the initial meeting between us and the client is a vital step in the project initiation process. It involves a structured approach of asking pertinent questions and engaging in collaborative discussions to gather comprehensive information about the project's scope, goals and requirements. It also provides an opportunity for us to propose additional services or expand the project scope, while establishing a strong working relationship with the client. Through careful planning and effective communication, this meeting sets the stage for a successful project outcome.

Proposal

The initial phase of every project is a crucial step that sets the tone for the entire engagement. It all begins when a potential new lead reaches out to discuss their project requirements, ideas and aspirations. This initial meeting is an opportunity for us to gather as much information as possible about the project and it usually takes the form of a structured workshop where appropriate questions are asked to uncover the full scope of the project in collaboration with the client.

Based on the initial project description provided by the potential client, we embark on the task of putting together a comprehensive proposal, quote, rough timeline and contract. These documents are carefully crafted to not only provide an accurate estimate of the project cost and timeline, but also to convey our understanding of the project's challenges and requirements. The proposal serves as a crucial communication tool that outlines our approach, methodology and expertise in delivering successful projects.

One of the key aspects of the proposal is to ensure that it is engaging and informative. It includes the best examples of previous work that are relevant to the client's project, accompanied by visuals and illustrations to help the potential client visualise the end result. The proposal also includes a clear, extensive breakdown of the project, explaining each phase and task in detail, tailored to suit the unique requirements of the project. This breakdown helps the potential client understand the project's complexities and our approach in delivering it.

To ensure the accuracy of the proposal, we follow a collaborative approach. The proposal is reviewed by multiple stakeholders, including the owner, project manager, design and development teams. This allows us to tap into the expertise of different team members and gain a holistic understanding of the final scope of work. Any potential challenges or risks are carefully identified and addressed in the proposal, ensuring that the client receives a comprehensive and transparent overview of the project.

It is crucial to avoid misjudging or underestimating the work required to deliver a successful website. By involving key team members in the review process and thoroughly analysing the project requirements, we ensure that the proposal accurately reflects the effort and resources needed for the project's successful completion. This level of attention to detail and diligence in crafting the proposal sets the stage for a strong foundation of mutual understanding and clear expectations between us and the client.

So the initial phase of a project is a critical step that demands meticulous attention to detail and thorough understanding of the project's requirements. By engaging in collaborative discussions with the potential client, crafting an engaging and informative proposal and involving key team members in the review process, we set the stage for a successful project partnership. This approach not only helps establish clear expectations but also demonstrates our expertise, professionalism and commitment to delivering outstanding results.

Lost Business Feedback

Not all clients may choose to proceed with us for their project and they may opt for another agency. While this may not be the outcome we always hope for, it's important to view it as an opportunity to gather valuable feedback. To facilitate this process, we provide a short form to the client, where they can provide their feedback and insights on their decision.

This form serves as a valuable feedback loop, allowing the client to share their thoughts and opinions on their decision to choose another agency. It provides us with insights into what factors influenced their decision and helps us identify areas where we can improve and better meet the needs of our clients. We value this feedback as it provides us with valuable information that can help us enhance our services and approach for future projects.

Additionally, the feedback received from clients who choose to go with another agency can also help us in identifying any potential gaps or areas for improvement in our proposal, quote, or overall approach. It allows us to evaluate our strengths and weaknesses objectively and make necessary adjustments to better position ourselves in the competitive market.

At our agency, we view client feedback as a valuable source of insight and continuous improvement. By actively seeking feedback from clients who choose to go with another agency, we demonstrate our commitment to excellence and our desire to learn from every opportunity, whether it results in a successful project or not. We appreciate the feedback

provided by clients and use it as a valuable tool to refine our services, enhance our client relationships and strive for excellence in every project we undertake.

Contract

Contracts are a crucial part of any professional engagement between a client and an agency. While they are often signed at the start of a project and may not be frequently revisited, they serve as a vital tool to protect the interests of both parties throughout the project lifecycle.

Contracts play a significant role in managing expectations and minimising potential misunderstandings. They serve as a reference point that can be referred to if any issues or changes arise during the course of the project. For instance, if the client requests deliverables that were not originally outlined in the contract or proposes changes to the scope of work initially defined, the contract can provide a clear reference to determine the agreed-upon terms and conditions.

Similarly, contracts also serve as a safeguard for clients in case we fail to deliver on the promises made or miss the agreed-upon deadlines. In such cases, the contract acts as a legal document that outlines the obligations and our responsibilities and the client can refer to it to seek recourse or resolution.

Moreover, contracts are closely linked to the proposal that was initially agreed upon by the client and us. They provide a comprehensive framework that aligns with the proposal and serves as a binding agreement to ensure that all parties are on the same page regarding project expectations, timelines, deliverables and payment terms.

At our agency, we understand the significance of contracts as a means to protect both the client's and our interests. We ensure that contracts are carefully drafted, reviewed and agreed upon by all parties involved to establish a clear understanding of the project scope, expectations and deliverables. We also emphasise the importance of maintaining open communication and revisiting the contract as needed throughout the project to ensure that all parties are aligned and any changes or discrepancies are addressed in a transparent and professional manner.

Onboarding

During the initial onboarding phase, we believe that sharing comprehensive material with the client that outlines the different phases of the project and our approach to each phase

can greatly enhance their understanding of our process. These materials are designed to provide clear insights into our methodology and ensure that the client is well-informed about what to expect at each stage of the project.

To further aid the client's understanding, we provide accompanying templates, frameworks, or workshops that serve as practical tools to guide them throughout the journey of building a new website. These resources are carefully curated to streamline the project process and empower the client with the necessary information and tools to actively participate in the project and provide valuable input.

The comprehensive material we share during the onboarding phase includes detailed descriptions of each project phase, along with relevant visual aids, such as diagrams, flowcharts, or process maps, to provide a visual representation of our approach. We also provide templates that outline key milestones, deliverables and timelines, allowing the client to have a clear overview of the project's progress and align their expectations accordingly.

In addition, we may conduct workshops or training sessions to further educate the client on our process, clarify any questions or concerns they may have and encourage active engagement in the project. These workshops are interactive and collaborative, providing the client with the opportunity to actively participate and provide feedback, which in turn enhances their understanding and involvement in the project.

By providing comprehensive material, templates, frameworks and workshops, we aim to ensure that the client is well-equipped and informed throughout the project journey. This collaborative approach fosters a strong partnership between our agency and the client, promoting transparency, alignment and successful project outcomes.

Strategy

A well-thought-out strategy is a crucial element of success for any business or project. It serves as a roadmap that guides decision-making, shapes the direction of the venture and aligns efforts towards achieving specific goals. When it comes to website design and development, having a robust strategy in place is essential to ensure that the project is carried out effectively, efficiently and with a clear vision of the end goals.

By definition, a strategy is an integrative set of choices that position a business on a playing field of its choice in a way that maximises its chances of winning. It involves careful analysis, planning and decision-making to determine the optimal approach to achieve desired outcomes. Renowned strategy expert Roger Martin, in his books, elucidates on the

importance of strategy and how it encompasses not only the "what" but also the "why" and "how" of a business's positioning and competitive advantage.

In the context of website design and development, there are various frameworks and exercises that can be employed to formulate an effective strategy. For instance, the book "Sprint" by Jake Knapp introduces a practical framework for designing and testing ideas in a fast-paced manner, which can be particularly useful in the context of web projects. Additionally, exercises like "Lightning Decision Jams", often conducted by specialised agencies like ours, can facilitate rapid decision-making and alignment on key aspects of the project, thereby contributing to the strategic direction.

Despite the immense value of having a well-crafted strategy, startups and small businesses often neglect this crucial step due to misconceptions that it is time-consuming, expensive and reserved for larger companies with extensive resources. However, in reality, strategy need not be overly complex or resource-intensive. With a well-designed approach, it can be accomplished in a relatively short time, such as a two-hour workshop and condensed into a concise document that can be shared with clients for their benefit.

In fact, an effective strategy can go beyond just guiding the website project but also provide valuable insights into understanding the target customers, identifying market opportunities and defining the overall positioning of the business. It can serve as a guiding compass for the company's direction, helping it make informed decisions, prioritise resources and seize opportunities in a competitive market landscape.

As a specialised agency, we understand the importance of strategy in website design and development projects. To cater to the unique needs of startups, we have streamlined our approach to conducting strategy sessions, making them more accessible and cost-effective compared to larger agencies. Our carefully curated two-hour workshop combines relevant frameworks, exercises and templates to provide clients with a comprehensive and practical strategic roadmap. By offering this valuable service, we aim to empower our clients with a clear understanding of their competitive advantage, target market and overall business direction.

In our proposal phase, the inclusion of this strategic offering sets us apart from competitors who may not prioritise or provide such services. It highlights our commitment to delivering holistic solutions that go beyond just technical implementation and demonstrate our dedication to helping our clients achieve their business objectives. By incorporating strategy into our approach, we provide added value to our clients and establish ourselves as a strategic partner that is invested in their long-term success.

Planning

At Gutenberg, we understand that planning is a crucial step in managing projects effectively. However, we believe that planning should only come after a well-defined strategy is put together, as it sets the foundation for successful project execution. Our approach to project management is integrative and seamless, designed to cater to the unique needs of both our clients and our team.

One of the key aspects of our project management system is the flexibility to choose between a waterfall or agile approach, depending on the type of client and project. We leverage the PRINCE2 method, a proven project management framework, to ensure that our approach aligns with the strategic objectives of the project. This allows us to tailor our methodology based on the project's requirements and characteristics, ensuring optimal results.

As part of our project management process, we place a strong emphasis on planning internal updates and connecting all the different tasks and due dates. This allows us to gain a holistic view of the project timeline and understand how each task impacts the overall project. By having interconnected tasks, we can easily adjust plans for future projects based on team members' availability, taking into account factors such as time off and holidays. This level of planning and coordination enables us to ensure smooth project execution and delivery.

To facilitate effective project management, we utilise a comprehensive project management solution that allows us to input all project tasks, milestones, deadlines and dependencies. We estimate the amount of time each task will take and schedule it on team members' boards and calendars accordingly. Moreover, we have a sophisticated system that automatically corrects future time estimates based on actual time spent on similar tasks in the past. This data-driven approach helps us in making informed decisions when inserting new tasks or changing timings for existing tasks, ensuring that our project timeline remains accurate and up-to-date.

Our project management system also provides us with the capability to evaluate multiple scenarios when updating tasks, adding new tasks, deleting tasks, or reassigning them. This allows us to assess the impact of changes on specific projects and all other projects we are working on during that time. We consider various parameters, such as time, budget, scope and quality, to make informed decisions and maintain project alignment. This proactive approach helps us to identify and mitigate potential risks and challenges that may arise during the project lifecycle, ensuring smooth project progress.

Effective communication is a fundamental aspect of our project management approach. We strongly believe in providing visual updates to our team, which enhances communication, promotes transparency and fosters collaboration among team members. We use a "daily update tool" in the form of a visual board where everyone can align and be reminded of the tasks and projects they are working on at any given time. This visual approach helps us stay on track with project progress and ensures that everyone is aligned and working towards the same goals.

So, at Gutenberg, we prioritise strategy before planning in our project management approach. Our integrative and seamless system allows us to effectively manage projects, tasks and timelines with flexibility, adapting to the unique requirements of each project. By leveraging a project management solution that provides us with accurate data and multiple scenarios to evaluate, we can make informed decisions and maintain project alignment. Our visual update tools promote effective communication and collaboration among team members, ensuring that our projects are delivered successfully.

UX & UI Design

During the next phase of our project, which we refer to as the UX & UI design phase, a crucial step involves consolidating all the information collected during the onboarding and planning phases. This comprehensive and detailed UX and design brief serves as a valuable resource that our project manager meticulously puts together for our design team. It acts as a roadmap, guiding our designers in creating the wireframe for the homepage and subsequently designing both the homepage and inner pages.

The UX and UI design brief is a culmination of the insights gained from the onboarding process, where we thoroughly understand the client's requirements, objectives and expectations. It also takes into account the planning phase, during which we establish the project scope, define the user experience goals and finalise the design approach.

The UX and UI design brief serves as a crucial communication tool between the project manager and the design team. It includes detailed information on the project's visual design elements, such as colour schemes, typography, imagery and branding guidelines. It also outlines the UX considerations, such as user flow, navigation and interactions, to ensure a seamless and intuitive user experience.

The brief also encompasses other critical aspects, such as content strategy, content placement and messaging, to ensure that the design aligns with the overall project objectives and delivers the intended message effectively. Additionally, it may include

technical specifications, such as responsive design requirements, performance considerations and accessibility guidelines, to ensure that the design is optimised for different devices and platforms.

Our project manager takes great care in crafting the UX and UI design brief, ensuring that it captures the essence of the project and provides clear guidance to our design team. The design team then leverages this comprehensive brief as a foundation to create the wireframe for the homepage, which serves as the blueprint for the subsequent design of the homepage and inner pages.

By consolidating all the collected information into a comprehensive UX and UI design brief, we ensure that our design team has a clear understanding of the project goals, design requirements and client expectations. This collaborative approach ensures that the design phase progresses smoothly and results in a visually appealing, user-friendly and effective website that meets the project objectives and exceeds client expectations.

Development

During the development phase of our project, our skilled developers take the designs created by our design team and translate them into a fully functional website. They carefully follow the development brief, which is meticulously prepared by our project manager and contains comprehensive details and functionalities that the website needs to have, along with guidance on setting up the Content Management System (CMS).

To ensure an efficient and effective development process, we utilise a widely adopted agile framework called Scrum. Scrum is a proven methodology that is commonly used in software and web development projects. It provides a set of guidelines and rules that facilitate the smooth execution of tasks and collaboration among team members.

The Scrum framework enables our development team to work in an organised and iterative manner, with clear roles and responsibilities, defined goals and a well-structured timeline. It promotes close communication and collaboration among team members, allowing for quick adjustments and adaptations as needed during the development process. This helps us deliver high-quality results in a timely manner, while maintaining flexibility to accommodate changes or updates.

The development brief serves as a reference for our development team, ensuring that they have a clear understanding of the website's requirements and functionalities. It outlines the technical specifications, such as coding languages, frameworks and CMS setup instructions. It also provides guidance on best practices for coding, testing and

documentation to ensure that the development process adheres to industry standards and meets quality benchmarks.

Furthermore, the Scrum framework provides us with a structured approach to managing tasks and priorities, utilising techniques such as daily stand-up meetings, sprint planning and backlog grooming. These practices enable our development team to work collaboratively, monitor progress and make data-driven decisions to ensure the successful completion of the development phase.

For further details on Scrum, you can refer to the official Scrum Guide, which is available online and provides a comprehensive yet digestible overview of the framework. Our team follows this guide to ensure that our development process is efficient, effective and aligned with industry best practices, resulting in a high-quality and fully functional website for our clients.

Content

In addition to the previous phases, particularly the development phase, there is another crucial phase that runs parallel to development and involves organising content elements such as images, copy, documents and other details. This phase involves compiling a comprehensive document that includes copy guidelines, animation briefs, functionalities of various sections, account logins, HubSpot or other account details, domain and hosting information and more. This document serves as a centralised repository that helps us streamline and organise all relevant information in one place, ensuring that everything is tidy and easily accessible for the team.

By consolidating content-related information in a single document, we ensure that all relevant details are captured and easily retrievable during the development process. This document serves as a reference for our team, providing them with a clear understanding of the content requirements and guidelines for the website. It includes instructions on copywriting style, tone and messaging, as well as specifications for animations, images and other media elements. It also outlines the functionalities and features of different sections of the website, including user accounts and other account details, which need to be integrated into the development process.

Furthermore, this document includes critical information related to domain and hosting details, ensuring that the website is properly set up on the designated domain and hosting platform. It may also include any other relevant account details, such as those related to third-party integrations or marketing automation tools like HubSpot, which need to be configured during the development process.

By having all these details compiled in one place, our team can easily access and reference the information as needed during the development phase. This helps to minimise confusion, streamline the development process and ensure that all content-related elements are accurately integrated into the website. It also serves as a comprehensive reference for post-development stages, such as quality assurance and content updates, ensuring that all relevant information is readily available for ongoing website management.

Overall, this content compilation phase is an essential part of our website development process, allowing us to efficiently manage content-related elements and ensure a cohesive and well-organised website that meets our clients' requirements and expectations.

Testing & Debugging

Next, we move on to the crucial phase of testing and debugging. During this phase, it is essential to adhere to the "Definition of Done" that was established within the Scrum framework just before the development phase and highlighted in the development brief. This ensures that the developers review and amend their work before it is reviewed by the project manager, saving valuable time during this phase. This practice is especially critical when it comes to CSS code, as making changes to one section or page may inadvertently impact other sections or pages, requiring careful attention from the developers.

By following the guidelines in the "Definition of Done", we ensure that all development work meets the established criteria and is thoroughly tested before moving forward. This includes checking for cross-browser compatibility, responsiveness, functionality and other performance aspects to ensure that the website performs optimally across different devices and platforms. It also involves reviewing the CSS code to identify and rectify any issues that may arise due to changes made during the development process.

During the testing and debugging phase, our team meticulously reviews and verifies each component of the website to identify and resolve any potential issues or bugs. This may involve conducting thorough testing on different devices, browsers and operating systems to ensure that the website functions as intended and provides an optimal user experience. Our developers work diligently to address any issues promptly and efficiently, following the guidelines set within the Scrum framework and the development brief to maintain consistency and quality throughout the website.

Additionally, our team pays careful attention to the interdependencies between different sections or pages of the website, ensuring that changes made in one area do not inadvertently affect other areas. This requires meticulous testing and debugging to identify and fix any unforeseen issues that may arise during the development process, preventing potential disruptions or errors in the final website.

By adhering to the "Definition of Done" and thoroughly testing and debugging the website, we ensure that it meets the highest quality standards and is free from any issues or bugs that may impact its performance. This diligent approach helps us deliver a polished and error-free website that meets the project requirements and delivers an outstanding user experience to our clients and their audience.

Delivery

Once the website development and debugging phases are completed, the website is ready for launch. During this phase, a video tutorial is recorded to provide the client with a comprehensive overview of the CMS being used, which could be WordPress, Webflow, or another CMS. This tutorial familiarises the client with the various tasks they can now perform on their own within the CMS, such as updating or adding content, managing blog posts and editing or adding products for e-commerce websites.

To ensure a smooth launch process, our team follows development checklists and launch checklists, which are available as templates in our management tool. These checklists are meticulously followed to ensure that all the necessary components are in place for each page of the website, including content, functionality and design elements.

The easiest scenario for going live is when there is no existing website that needs to be replaced. In such cases, it usually involves simply pointing the domain to the server where the new website is hosted and possibly redirecting other domains to the main one. However, in cases where a website already exists on the main domain and needs to be replaced with the new website, it can be more challenging to transfer the SEO value to the new site. Nevertheless, our team has experience in handling such scenarios and can effectively manage the process.

To ensure a smooth go-live process, it is crucial to obtain access to the hosting and domain as early as possible from the client. This allows us to make any necessary changes or settings in advance, so that when the time comes to go live, the process can be seamless and without any delays. Our team communicates with the client to provide clear instructions on how to make any required changes to hosting and domain settings, ensuring that the launch process is executed smoothly and efficiently.

Overall, our team is well-equipped with the necessary tools, checklists and expertise to ensure a successful website launch, providing our clients with a fully functional and optimised website that is ready to meet their business objectives.

Post Launch

The post-launch phase is typically characterised by client requests for issue resolutions, clarifications and customer feedback. To ensure smooth communication and avoid any confusion about lost assets and materials, we create a comprehensive handover package that includes all the materials and related source files that were created by our team during the project.

During this phase, we conduct a review and retrospective on the project, delving into the details of how the project unfolded. We aim to identify any challenges and lessons learned and brainstorm ways to implement changes for future projects. Utilising frameworks for these reviews and retrospectives enables us to run them efficiently and effectively. We also gather feedback from the client through a questionnaire or a post-launch meeting, following a predefined agenda to ensure we capture the feedback we need. Additionally, we actively seek testimonials from clients to use in our marketing materials, quotes, or on our website.

Throughout the project, we maintain a comprehensive lesson and issue report, where any issues or lessons learned are logged in real-time. This allows us to continuously improve our processes and deliver the best results to our clients. By proactively addressing any client requests, reflecting on project performance and leveraging feedback for improvements, we strive to provide exceptional post-launch support and ensure long-term success for our clients' websites.

Invoicing

During this phase, clients often provide valuable feedback, which we greatly appreciate. We carefully review and consider this feedback and we may implement it during the current project or in future ones, even if they are not with the same client. We believe that feedback from clients is a valuable source of insight and helps us continually improve our processes, deliver better results and exceed client expectations. We strive to maintain open communication channels with our clients to actively seek and incorporate their feedback and to ensure that their needs are met with the highest level of satisfaction.

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