

WEBSITE CHANGES IMPLEMENTED BY THE PROMOTION, EDUCATION AND SOCIAL TEAM

(Tony Hughes and Robert Procter reporting on their behalf)

Reasons we wanted the changes:

- 1) To make the home page more welcoming and relevant to someone looking to play bridge and wondering where to start
- 2) To make clear what role the county association plays
- 3) To make it easier to find your way around
- 4) To reduce the “busy-ness” of the home page

Changes already made by Tony Hughes, Robert Procter and Stephen Brown include:

- 1) A welcome banner
- 2) An explanation of what the county does
- 3) Adverts from other counties moved to calendar (but could be mentioned in a brief news item with link)
- 4) Recent results and immediate calendar now on the left (so that they appear without needing to scroll a long way down)
- 5) The rationalised left hand home page menu ties in with the different management teams (who will therefore have a distinct area for which each is responsible)

Further proposals:

- 1) Home page items to be brief and time limited
- 2) Pictures encouraged within reason
- 3) Appointment of a website monitor to attempt to maintain a house style and ensure that others are keeping it up to date - Tony would be willing to do this
- 4) Whilst some teams may wish to undertake their own updates and news items, others should not be discouraged by not having sufficient technical expertise and the website manager (i.e. not monitor) should be expected to assist - but the responsibility for producing material for the website resides with the management teams

What we have been doing, with a lot of help from Stephen, has been aimed at changing the appearance of the website to make it a more useful tool in promoting bridge in Oxfordshire.

The ongoing technical maintenance of the site, a related but separate issue, is outside our responsibility but falls within that of the Infrastructure Team. Stephen’s role is distinct from the website monitor that Tony would be happy to take on, but we firmly believe that someone with Stephen’s website expertise will always be needed to ensure that the material the rest of us produce is professionally presented.

Robert Procter
Tony Hughes

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