



## WEBSITE WORKING GROUP REPORT TO MEMBERS

### INTRODUCTION

The working group was set up following the AGM to discuss the subject further and report back to members with its conclusions. Its members were:

Betty Lilly, Dave Bloomfield, Rien Olijve and Hanneke Tas (Hanneke was unable to participate in group meetings due to absence abroad) with Chris Barrington as coordinator.

The brief of the group was to consider:

- the purposes of and need for an updated CIQ website
- its required functionality
- its implementation
- its cost

The working group held two meetings during April, the first to consider the basic issues, the second to meet with a prospective web designer.

### CONCLUSIONS

#### Purposes, need and functionality

1. The Club does need a website:
  - a. to act as a shop window for the Club and to serve as a tool for our principal aim of welcoming foreigners to the region and facilitating their integration through interaction with the French community;
  - b. to provide relevant and up-to-date information to both members and potential new members;
  - c. to enable better communication with and between members, for example with a blog in a members only area;
  - d. to enable more efficient running of the Club, through improved and timely communications, posting of relevant news and information, booking of activities, etc.;
  - e. to provide an archive of Club documents (in the members only area).
2. The existing site is outdated and not fit for purpose. A new design and set of functionalities should be created. Once this is done the content must be regularly reviewed and kept current and relevant.
3. The new website must give a good impression of the Club and be of high quality, reflecting modern web design and structured in such a way as to allow future development and evolution.
4. Consideration should be given to revenue-generating uses of the website, for example advertisements or links for local services.

#### Implementation

1. The group weighed up the relative advantages and disadvantages of using a professional versus a volunteer (amateur) web designer as presented at the AG. It was felt that whilst a volunteer

solution would clearly be cheaper, there was concern that we would be reliant on the goodwill and availability of the volunteer and less in control of the process.

2. In any event, efforts to find an “in-house” web designer had been made via an appeal to members and had not been successful - the very limited response did not produce someone with the necessary experience, time available and commitment.
3. Thus a professional solution is the way forward. The Committee had obtained two proposals, one from a professional web design company and the other from a semi-professional design partnership. Attractions of the latter were (i) that they are local to the area and (ii) that one half of the partnership is French, the other English (with Dutch connections).
4. A meeting was held with the two members of the semi-professional partnership (Lucille Challemel de Rozier and Chris Hedges). A good impression was given, based on their realistic and professional approach and experience in software and website development (examples were provided<sup>1</sup>). The proposed platform, [WIX](#), was demonstrated and judged to provide good functionality, a multi-lingual interface, professional hosting and maintenance capabilities. It was said to be easy to use and that additional functionality could be added in the future.

### **Cost**

1. The quotation from the professional web design company, as presented to the AG, was €2,880.
2. The quotation from the semi-professional partnership was €1,950.
3. The cost of the new website would most likely be recouped over the next few years through new and repeat membership fees, as well as through other possible revenue streams.

### **RECOMMENDATIONS**

1. By not revamping our website, in the increasingly online world, we risk losing visibility inside and beyond our community, not to mention potential membership fees and other potential revenue streams.
2. The Club should therefore proceed with the development of a new website with the functionality described above.
3. The proposal from the semi-professional partnership is an acceptable way forward.

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<sup>1</sup> <http://www.hotellevet.com> <http://www.lucilechallemeldurozier.com> <http://www.arcc-renovation.com>