

## **BGA CLUB MANAGEMENT GUIDES**

### **About Websites**

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The club's website is probably the place people searching for a gliding experience land. It therefore needs to be attractive, professional and informative but moreover it should reflect the culture the club wishes to convey. A picture is worth a thousand words, so use pictures of a wide range of club members to help people to get that 'I can do that!' feeling.

The club's website should clearly state the purpose of the club.

The club's website is the public facing shop front. It should be engaging and attractive, and also allow people to access the information they need within a couple of clicks.

Websites should be easy to read: take care when selecting colours and fonts.

Consideration should be made to inclusivity, using the accessibility tools the webbuilder might have, such as image descriptions, to help people to access and understand the information the club shares on its website.

Pictures used on your website can have a big impact on the perceived levels of inclusivity by prospective members.

Take time to consider the navigation and layout of the website, so that people can find what they need to swiftly.

Have a password protected members' area where privileged or sensitive information relevant only to club members only is hosted. This might include minutes of Board or Committee meetings.

Documents: Some need only to be published to club members, and others to the public. Don't mix these up.

Do not include information that is not appropriate for shouting at the top of the club's voice in a public place, especially if it might result in questions from, for example, the CAA or potential new members.

Ensure that information for people coming for introductory flights is available.

If your club is a CASC, ensure that it is clear that the club is inclusive, and has a policy for people unable to pay the full prices, with details about who they can contact to discuss their situation.

Include information about the key club roles and the current people holding them, perhaps with an organisation chart. If contact details for all roles aren't included in the public section of the website, ensure club members have easy access to them in another way, such as in the password protected members' area.

Avoid publishing personal contact information, instead use generic email addresses which can be re-directed behind the scenes to the relevant people e.g. 'hello@...' 'gdpr@...' 'chair@...' etc

A blog about activities can be very attractive: if the club decides to do it, make sure it is updated regularly. This is easier to do if a team of people take it in turns.

Feature stories about club members and volunteers, and what taking part has meant for them personally and how doing so has made a difference.

Webcams: take care what (and who) you could be showing. Remember that club members will monitor them to decide when to set out for the club, some waiting for a fully set up launchpoint and bubbling sky. If the webcam points at the club hangar, make sure there are early signs of activity each day. Webcams with pan and tilt capability have additional GDPR and ICO registration requirements.