My name is Debbie Nash and I am an instructor at Ski Rossendale. I am also the Child Safeguarding officer. I am providing this feedback in reflecting on both roles that I perform at the slope.

The database clearly meets all the objectives that we asked Toby to cover. The layout and design of the database allow the customer to register and then to confirm a booking or requirement. The instructions are easy to follow with prompts to show the customer that s/he has booked a course or that a course is already fully booked. I would prefer that customers could choose instructors if they wish to book a private lesson as this are a frequent request of skiers when they leave a group lesson.

Perhaps we do not need the actual date of birth of customers as this might then breach data protection and I have asked Toby to consider using age ranges instead, perhaps the postcode area rather than a full address might also be easier. As most people now use e-mail the postal address may not be a requirement from the slope, but for marketing aspect it would demonstrate customer demography as would the age range and gender. Skiing is an important outdoor activity and is an exercise that most Councils through public health wish to promote. The database data would enable us to demonstrate to Councils and NHS or other grant funders that we have sufficient data and activity to provide a healthy activity for the population and therefore making good use of grants.

Financially it will help our business planning that we can see from the database the number of people booked onto courses or activities and which days or times are the most popular. Therefore for example we could drop unpopular courses to save instructor time. I also like that the site will prevent double booking of courses or activities so that customers will not be disappointed that they booked a course and when they arrive there is already a party in that time slot.

The user manual is easy to read and to follow and is particularly useful for staff who are not quite so IT literate as others.

Some of the improvements could be that the availability of courses and instructors could be extended from the current one week to at least a month. As most group courses are of 4 weeks’ duration this would also have to be factored into the site which would also require that customers cannot book a private lesson with instructor A whilst he or she is taking a group lesson. Finally the opening times are 12 until 9 from Tuesday to Friday and 9 to 5 at weekends this could be made clearer for customers when they are booking their activity requirements.