Interview with Dave Fuller-Director

**Was this current website in place when you established the Social Enterprise?**

No, we put this one in place when we began in 2011, but we are now badly in need of it being updated

**This is one of your main marketing tools, how else do you attract business and advertise your services?**

We have put in place clear signage ,had a new logo designed so we can develop our own corporate identity. We advertise events locally on banners, have a link to the local website for the Rossendale valley. We do use the local newspaper too, but they charge a lot for copy. We have a series of leaflets produced and of course our website brings in a lot of business.

**What do you think is the most effective of your marketing methods?**

We rely on word of mouth a lot as some of our clients came here as children years ago and are now bringing their grandchildren along .Skiers meet on holiday and talk of this as one of the best dry ski facilities in the country. However, there is no getting away from the fact that pretty much everybody Googles to find what they need now and so we have to be “out there” with a website which captures as much business as it possibly can.

**Do you think there are opportunities to increase client usage with the improvements to the website? And thus increase revenue for the club?**

We have continued with some of the booking systems but have noticed problems and missed business because we do not utilise technology well at present, our volunteer staff structure does not always enable us to have someone at the phone so we miss business on occasions,

**Is it fair to say that your current system is paper driven rather than electronic?**

Yes- we write things down on sheets and often use post it notes, the information gets transferred at some point but we are all a bit frustrated with the system we currently have in place.

**How would you rate your current booking system?**

It is clearly antiquated, our management meetings often bring this up as an area which needs improvement. I am sure if bookings could be made through the website this would bring in a lot more business, and our office staff would be less stretched.

**What would you want the improved system to look like?**

Clear and easy to use

Linked to our office booking system

Increased user interaction online

Client booking system online

System for booking private lessons as well as group courses

Feedback facility for users of the site,

Data collection from members and new clients

Database of members

**Is there a budgetary implication for improvements?**

Our original website cost quite a lot, but I think the facility will allow us to update as we wish, as a social enterprise we do not currently make r however any future money will be reinvested into development of the site and service we provide.

**What level of skill is available among your workforce which would enable the system to be used efficiently?**

We have 4 directors and 5 volunteers who cover the office and admin- they insure inquiries are addressed, and are all able to use the current basic system we have at the moment, each one of them uses a computer at home and work, and is quite competent with their abilities. I feel any development will be quickly adopted. As long as demonstrations are given prior to use by you.

**Are there any concerns problems or constraints?**

Change can be received differently by individuals, and as director I would ensure each staff member is on board and comfortable, I have people on all sides voicing their opinion about an updated website so I think it will be well received by all.

**Are there any security issues?**

Obviously the gathering of personal information will require data protection procedures to be reviewed, we already have a policy in place to cover this- similarly, the freedom of information act policies will need review also., all of our computers are password protected, information is regularly backed up, data pens encrypted and stored in an offsite safe. Hardware is securely locked as is the building with alarms.

all instructors are DBS checked, and health and safety/safeguarding policies are in place and regularly reviewed as they also relate to the use of on-site computers and access to personal information of clients.

**Any further comments?**

If we can assist in any way please let us know as we are eagerly awaiting this project’s completion. And good luck.