

Website Manager's Report 2014/2015

Retirement?

Last year I announced that I wouldn't stand for re-election and asked for volunteers. By mid-July, no-one had volunteered and a number of other club officers had announced that they wouldn't seek re-election. Although it takes up a lot of my time, I enjoy the job and decided that if I had assistance with some aspects of the website, I would stay for another year (or so).

Richard Atherton has a little experience with the website and he's involved with PR and Events. We agreed that Richard would take care of the PR and Events pages, including the AGM. In addition he is responsible for the events calendar and the "For Sale/Wanted" web pages.

Some Statistics

More than 780 members are registered now, an increase over last year. Upwards of 300 of them get the email newsletters on a regular basis. An average of 1000 or so "hits" on the website every week (4500 per month) show it's popular with members and visitors.

Digital Downloads

The Library documents scanned by Pete Thompson are as popular as ever. In a 4 month period, 740 documents were downloaded by members. That's nearly 45 every week – quite a saving of Pete's time. Mogsparcs Price Lists are popular too with 300 copies of the July 2015 price list being downloaded.

The on-line Bulletin is very popular. A lot of overseas members rely on the digital copies they can read on-line in order to get to the Floggers items at the same time as UK members.

News Items and Web Pages

Competition reports and photos make up the majority of News and Web Pages. I get very little feedback from social events. This year, up to September, we have 16 full competition reports complete with results and 5 reports from social club events.

Photographs on the Website

Photos form a big part of our web pages, especially racing photos. We've had a problem with photographer accreditation this year. Our two "club photographers", Dennis Rushton and Don Stringer attend most VMCC and VSCC meetings to take photos for various clubs and magazines. In order to get accreditation at circuits and go "track-side", they must prove they have accredited photos printed in the club magazine. Unfortunately, it didn't happen last year, as a result of which they both lost accreditation for the MTWC. Crazy that photos on websites don't count! Dennis is now sorted but Don still can't send photos to the club's website or magazine.

Cost of the Website

The website has cost well under £1.00 per day to run this year, reasonable value for money. We have upgraded space for the website to accommodate our digital library and the thousands of photos we store. In addition, we now have a "Testing" website where we can investigate and test new features before putting them onto the live website. This will increase costs in the future but not significantly – the cost should still be well under £2.00 per day.

What's Coming Next?

We'll be using the Testing Website to check out new features.

- Richard Atherton is investigating alternative [better] calendar "plug-ins".
- I have investigated and tested a PayPal "plug-in" which would enable members to renew their subscriptions on-line using PayPal or Credit Cards.

Steve Uprichard – Website Manager

1 September 2015