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**Helping Organisations Get a Simple Website**

Do you need a website?  
The answer is almost certainly yes. Government figures show that 99 percent of people aged 16 to 44 use the internet. Use among retirement-age people is lower, but increasing fast – 5 out of 6 people aged 65 to 74 are internet users, as are almost half of people aged 75 or over. People who might want to use your organisation’s services expect to find information about you online. And stakeholders like funders or the public sector also expect organisations to have an online presence. For a new or very small organisation, a Facebook page is an easy way to get started online – but for an established group a website is a better solution.

Starting the process   
We meet with you – in person, online using Teams or Zoom, or by phone – and discuss what content you want to add to your site. This might include:

* Basic information about what you do
* Key documents you want to make available
* Recent news about your activities
* Information about forthcoming activities
* Details of how to get in touch with you or get involved in your activities
* Details of key people such as your board members or staff
* Comments from people who have used your services

We’ll also discuss the “look” of your site – whether you want to look professional or fun, stylish or friendly – and what colours and fonts you want to use. Most sites include relevant photos of groups’ activities and people using your services, and we’ll talk about which would work best. We only have funding to create basic sites for organisations – if there’s anything you’d like to include which that doesn’t cover, we’ll tell you at this stage and explain how you might be able to develop the site further in future.

Setting up the site  
If you want to go ahead, you’ll need to pay, using a debit or credit card, for “hosting” for your site – for a company to store the site on their computer and reliably make it available. If you are a registered charity, the hosting company we use makes no charge for this – otherwise the cost is £4.99 a month or £49.99 a year (plus VAT). You’ll also need to pay an annual fee for your “domain name” – this is the part of the website address after the www, such as *redbridgecatshome.org.uk* or *sevenkingscommunitycentre.org.uk*. Domain names ending in .uk cost £7.99 plus VAT a year.

We’ll then install WordPress software on your site. This is the software we’ll use to create and manage the site. WordPress is used by more than a third of websites, so lots of information is available about how to use it, including books and online training courses – and we’ll provide training and reference materials so you can control your own site once we’ve set it up.

Designing the site  
We’ll then put together an initial version of the website. At every stage we’ll consult with you and get your feedback. We’ll aim to change anything you’re not happy with. We’ll meet several times – in person or online – so you can see how things are going.

Handing over to you  
Once the site is complete, we’ll organise a half-day training session for one or two people from your organisation. You’ll learn how to add content to the site, and edit what’s already there. As well as materials from the training session, we’ll also recommend books and online training courses you might find useful if you want to learn more about WordPress. And we provide an hour’s phone support for you after that.

Our approach  
Staff at RedbridgeCVS work with local community groups every day, and have done for over 25 years. We understand how community groups work, including issues such as funding, governance and monitoring. We know that groups often have limited budgets, rely on volunteers and don’t usually employ IT staff. So all our website development work is based on what we know groups can afford and have the skills to manage in practice, and we talk in plain English and avoid IT jargon.

Project planning – what you agree to do, what we agree to do

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| --- | --- |
| **Your organisation** | **RedbridgeCVS** |
| Attend initial meeting to discuss the content, structure and appearance of the site | Attend initial meeting to discuss the content, structure and appearance of the site |
|  | Email to outline what can be achieved within the project, and to what timescale |
| Decide whether to go ahead |  |

If you do go ahead…

|  |  |
| --- | --- |
| Registers as a customer with web hosting company, registers/transfers domain name, pays hosting and domain costs |  |
| Provides RedbridgeCVS with site content such as text, photos etc. |  |
|  | Creates initial version of site |
| Attends up to three meetings to discuss draft versions of the site. | Attends up to three meetings to discuss draft versions of the site, makes agreed changes. |
| 1 or two people participate in training. | Provides training so organisation can run the site themselves. |
|  | Provides training handout and guide to further WordPress resources. |
|  | Provides up to 1 hour’s phone support to help organisation manage site. |