



Viables Community Centre



“we need to increase our income”

“on our home page our events calendar moves on without effort”

“we want to grow”



The Challenge

‘Based in Basingstoke, Viables Community Association was formed in 2004 to serve its own locality, and to integrate two surrounding communities. A range of local groups use our facilities, and like other community associations, we hire out our halls for events such as parties and weddings. Currently groups range from ‘parent & toddler’ to Over 55s, and include slimming clubs and martial arts!’

However costs continue to rise and we need to increase our income. Our facilities are not used to their full potential, particularly during the day, and we are keen to improve their take-up. We also want to continue refurbishing our (old) buildings – they were once part of a farm. Our aim is eventually to provide a full range of activities for our communities in pleasant surroundings.

So we see advertising as a key issue for us at this stage of our development to help generate the income we require. We want to reach out across Basingstoke. An exciting and easy to access website would be at the heart of our marketing.

Project Details

To start with, our website needed to do three things. We wanted to promote the regular clubs and activities we have, to ensure that they continue to succeed. We needed to publicise our fund-raising events to maximise our income, and crucially we wanted to advertise our facilities for hire. We have plenty of competition!

To do this it was important to acknowledge that people would be coming to the site with different requirements. It had to be attractive, accessible, and very easy for our visitors to navigate. Activity Forum worked with us on planning a structure that would achieve this, and a design that would be appealing. As we are part of an old farm, we wanted a style which enhanced our unique position in Basingstoke.

Our events and activities are changing all the time, so we needed control of the site ourselves and wanted the ability to create and manage its content quickly and simply. We’ve been pleased with the training we’ve had, and how easy it is to generate our web pages. Our clubs are now live with all their diary dates and where they have them, linked to their own sites. We’ve particularly welcomed the teams expertise in keeping our site under the gaze of the internet’s powerful search engines - on our home page our events calendar moves on without effort. And our facilities are now clearly advertised with attractive photographs.

But we want to grow. The website needed the potential to support our business needs, as well as provide our marketing. When we’re ready, we can now form a membership base and keep our records on the website. We can record bookings for our activities and the sales we make. Our regular clubs can even take over their own section of the site if they wish, and manage their own membership.



Like other community associations, we're run by volunteers, and having a central location for our records which we can all use - from home if need be - will be a great step forward.

Conclusion

"We're delighted with the website we've got".

We're delighted with the website we've got - but there's more we can do.

There are numerous free websites around for community associations. Now that we have a modern and attractive website of our own, we intend to improve its reach by linking to as many of these as we can.

"we'd like to generate more advertising income"

We already deliver a community magazine to our area, but we'd like to generate more advertising income to cover its costs. That way we'll have more money to plough back into our community work. So with Activity Forum's help, our aim is to offer our advertisers space on the website as well. We'll look at sponsorship with some partners too, such as the discos, children's entertainers, and bouncy castles that often come in to work at Viables.

In the future we will look at the possibility of taking on-line bookings through the website, though that's a little further off.

Finally, as a registered charity, we need to be accountable to the public for the money we raise. We will eventually use the website to publish the more serious side of our work such as our accounts. Thanks to Activity Forum, Viables Community Association now has flexible and powerful support for its activities.



Visit our website at
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