

*Are there any plans to update the website to make it more user friendly and intuitive?*

Torin Storkey, MM7STK

**Answered by Steve Thomas, M1ACB**

We've started a project to improve the quality of the *content* on the website some time ago and we did that by asking the volunteer teams and committees to update the information they put on the website.

We're constantly updating the contents – we add videos and extra details and we link all of our news and our videos and our social media content back to the website so we can add a bit more detail to it.

But, because of the recent media attention, and the fantastic number of people we've had join the Society over the last year – and remember we are now on a 10 year high, we haven't seen this many members for 10 years so that puts into perspective what last year was like for us. But because of all of that we've seen a really enormous increase in the number of visitors to the website so that gives us a great foundation and we are moving on to improve the look and functionality.

We are already working with an external consultancy to improve our membership CRM system and that is what's behind the membership portal part of the website and so we hope to launch that later this year. Work is well underway and then after that we'll then extend that project to cover the other parts of the website.

We have plans and we are working hard to deliver them.



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