

CTC Cambridge AGM 21 April 2024

Web content officer report

Since taking on the role of web content officer at the AGM last year, I have reviewed and updated several parts of the website. My main aims in reviewing the website content have been:

- to appeal more to new members, taking into account that there are two different audiences for the website, new and existing members
- to update out-of-date information
- to simplify content and reduce redundancy.

With these aims in mind, the first change I made was to review the 'Come and ride with us' section and put it on the front page of the website to make potential new members welcome and help them understand what to expect. 'Our next rides' section still remains on the front page so that both new and existing members can easily find what options are available.

This was followed by updates to the following sections:

- About us
- Committee and AGMs (separated out from 'About us' as it aimed at members rather than people who are new to the club)
- Riders under 18
- How to join
- Contact us
- Club history (with a new introductory page linking the 5 existing sub-pages)
- Guidance for riders (<https://ctccambridge.org.uk/ridingguide>). There was also a section called 'Key guidance for riders' which has been removed, with some of the content integrated into the new guidance page.
- Hand signals and warning calls (<https://ctccambridge.org.uk/calls-and-signals>). This is a new page, updating information that was previously included as part of the guidance for riders.
- Ride types (<https://ctccambridge.org.uk/ourridesprogramme>). This page was very out of date and has been changed to reflect the most frequent types of rides being run at the moment.
- Ride grading (<https://ctccambridge.org.uk/ridegrading>)
- Guidance for leaders (<https://ctccambridge.org.uk/leaderguide>). There was also a section called 'Key guidance for leaders', which was mainly related to Covid and has been removed.
- Safeguarding and complaints (<https://ctccambridge.org.uk/safeguarding>) – references to 'welfare' and 'welfare officer' have been removed or changed to 'safeguarding' and 'safeguarding officer' across the website, in line with Cycling UK guidelines.
- What to do if there's an accident (<https://ctccambridge.org.uk/whattodo>) – this has been added as a new section on the website as a quick link in case a leader needs to check (it follows the wording on the rider registration form).

In collaboration with other committee members, I have also posted several news articles, including:

- Announcement of and report on September's club tea in Haslingfield
- Announcement of and report on the Christmas lunch and Len Nice award
- An article encouraging members to lead rides
- An announcement of the AGM and agenda.

All the main sections of the website have now been reviewed, with just a few sections still to be looked at, as well as a further review of the ride types and ride grading sections. I also plan to put together a basic house-style guide to ensure consistency (e.g. 21 April vs 21st April, Safeguarding Officer vs safeguarding officer, etc.).

I would like to thank Nigel for his support and expertise, and Rupert, John and Peter for their guidance and input. I welcome any suggestions from other club members for improvements or ideas.

Angela Wright