



## WWRA 2015 AGM

### Report on WWRA Website, ITC & Possible Future Membership Services

This report is intended to provide the WWRA Membership with a brief report on the development status of the website (WWRA.ORG.UK), possible further features to be added, together with an outline of future membership services that could be developed from this ITC platform.

The website has now a strong front page and news features, with mechanisms for Twitter and Facebook, to enable greater Social Media development. It is thought some redesign might be considered for the 'Front page' to offer more space, plus an A – Z Community Directory could be developed and/or a link into the RBWM facilities, plus a section for Members' discounted product/service offerings from local retailers/providers, with providers for WWRA Group purchase schemes (see below) and some linkage with the Best of Windsor initiative. These financial service benefits would require a Membership log-in facility.

In addition to finding a new Digital Editor, we need to find a new Administrator for the WWRA 'Office' Gmail facility. These two posts could be combined into a single paid part-time appointment. The reasons for an Office Administrator are: [1] Their needs to be a more permanent commitment to resourcing the running of the WWRA operation, both currently and in the future, especially if the 'business' activities/services of the WWRA expand, [2] This Office Admin. role would provide a more stable & consistent support resource to the Committee/Management Team, all of whom are volunteers in undertaking various roles/actions, [3] This administration role could also be expanded to cover a more proactive Marketing & Sales function, for example the development & selling of WWRA group purchase schemes. With our ITC capabilities, the WWRA are in the position to consider undertaking the use of Group Purchase Schemes for a variety of home services, e.g. Home Insurance (Building & Contents), and Gas & Electric supplies. These schemes would offer some real financial benefits to the WWRA membership in terms of savings for household budgets, for example 12.5% plus off Home Insurance.