

SFTG website refresh

Are there particular areas of the website which you particularly like, and would want us to keep "as is"?

Number of responses: 21

Text answers:

I think it's really useful having the forum so that people who don't use facebook can still take part in conversations

The ability to book on line and the forum function

The selling and wanted board is useful.

Facebook, easy to catch up

The new web site looks very good.

I like the forum.

I like that the events are listed in calendar order and easy to find on the front page.

The Forum. I never look at anything else.

No

I like the forum where people can sell things or ask for things from other members.

the for sale facility

As is

To be honest, I rarely, if ever use it

Would like to be able to book online - but for it not to be so complicated in terms of "logging in"

The information it contains (obviously) has to be preserved.

no

No I think it could do with a refresh and be seo'd.

I don't often use the actual website but I do read the daily messages that come through

No!

Love the forum!

The forum is, in our view, very helpful and an excellent way of networking with the farming community for advice, wanted items, for sale items etc. S

the site is informative and not filled with unnecessary waffle, so all good so far.

Are there particular parts of our web offering which you really don't like, or want us to change if possible?

Number of responses: 16

Text answers:

Sometimes its hard to log in, or know if i'm logged in or not, e.g., if i log in on the web page, it takes me to the forum, so i dont know if i'm logged in to the web page as well or not

Needing to log in separately for the forum

Too slow. Often crashes or isn't functioning well.

Don't know what else there is.

In question below, I read the Forum chats when sent to me daily, and only go to the site itself to answer or for more info. I know SFTG is on FB but never go there.

More use of facebook

The overall site just looks a tad old and really basic.

no

I always get confused from home page to notice board/ wanted/ courses. Headings need to be clearer.

It's fine for people's varying needs

Please change to something easy to "self serve" and pay easily online, book easily online.

It's the style that has become dated. There's a need to have a clearer banner on each page.

no

I like the forum but its clunky and could be more user friendly. Emails advising of posts either dont come or are late. For sale items have often been sold by the time I get an email.

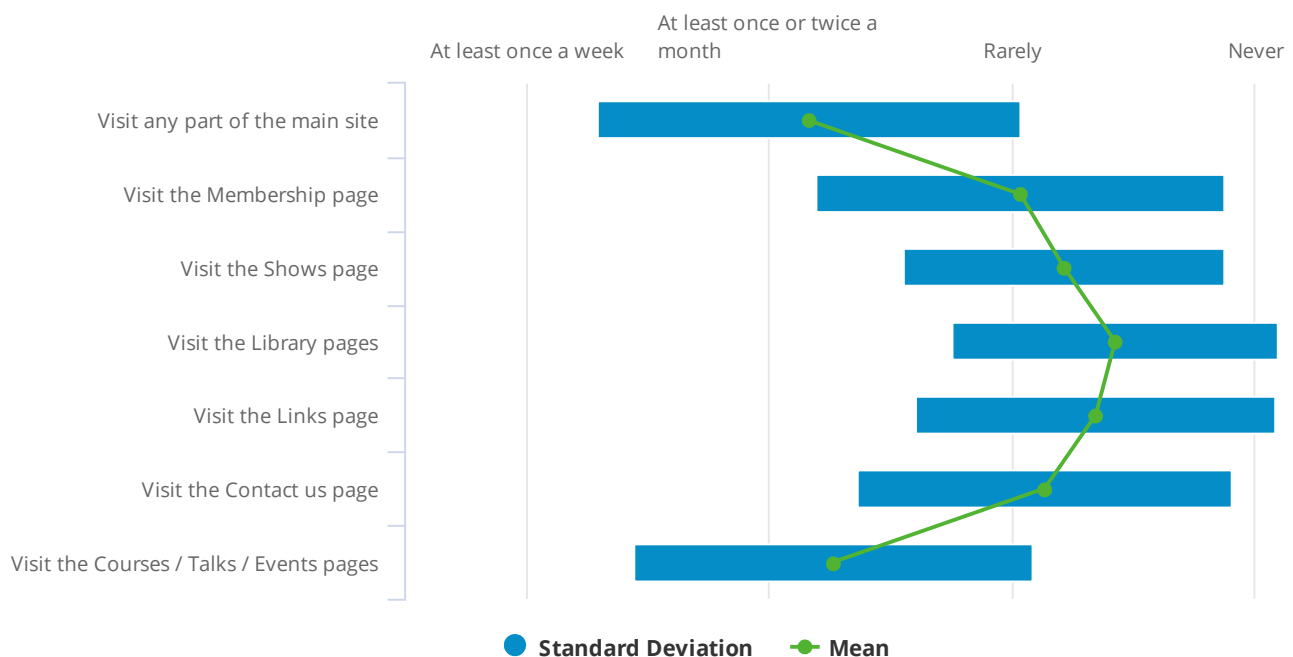
No

Difficult to use the Forum

There should be much more visibility of items such as committee minutes, decisions etc. I say this regularly but it really is quite extraordinary that a group like this thinks that committee minutes should not be available to all of us. I used to be sent them as I had requested them but that misses the point altogether which is that all our members should be able to look through all committee meeting minutes whenever they wish!!

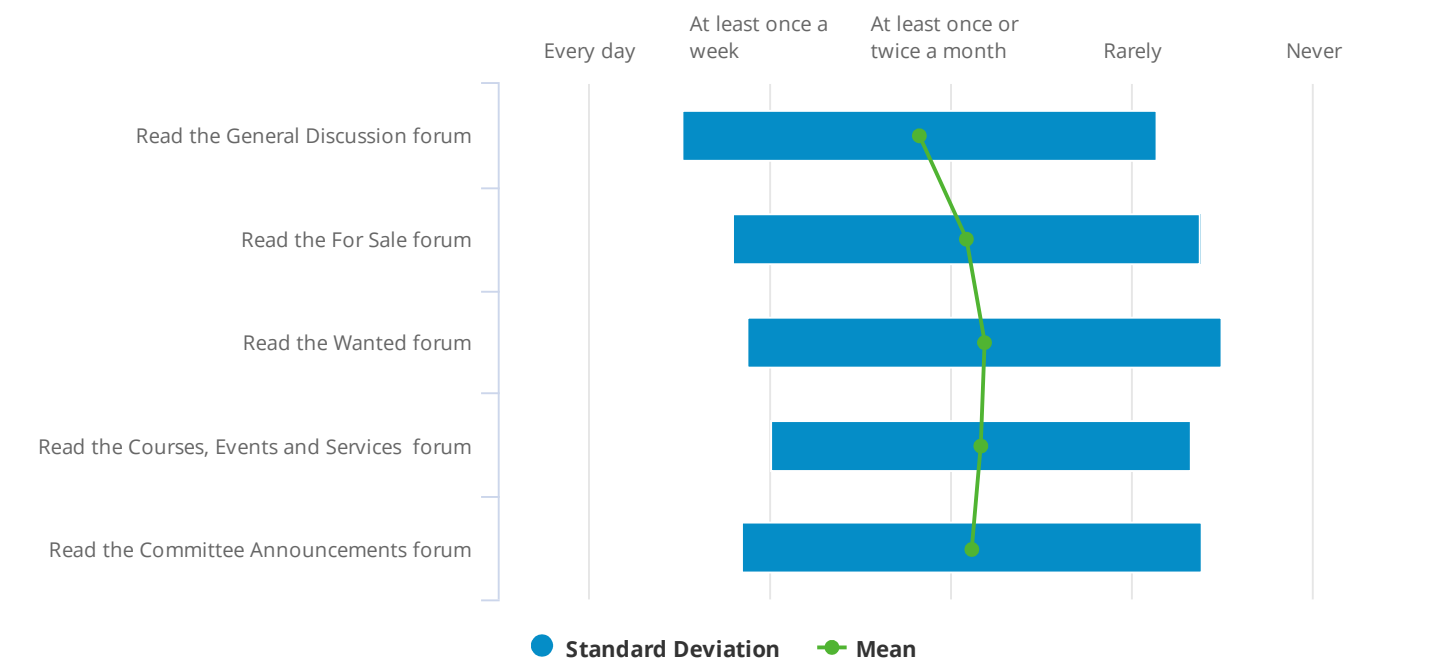
On average, how often do you do each of the following on the existing SFTG website?

Number of responses: 38



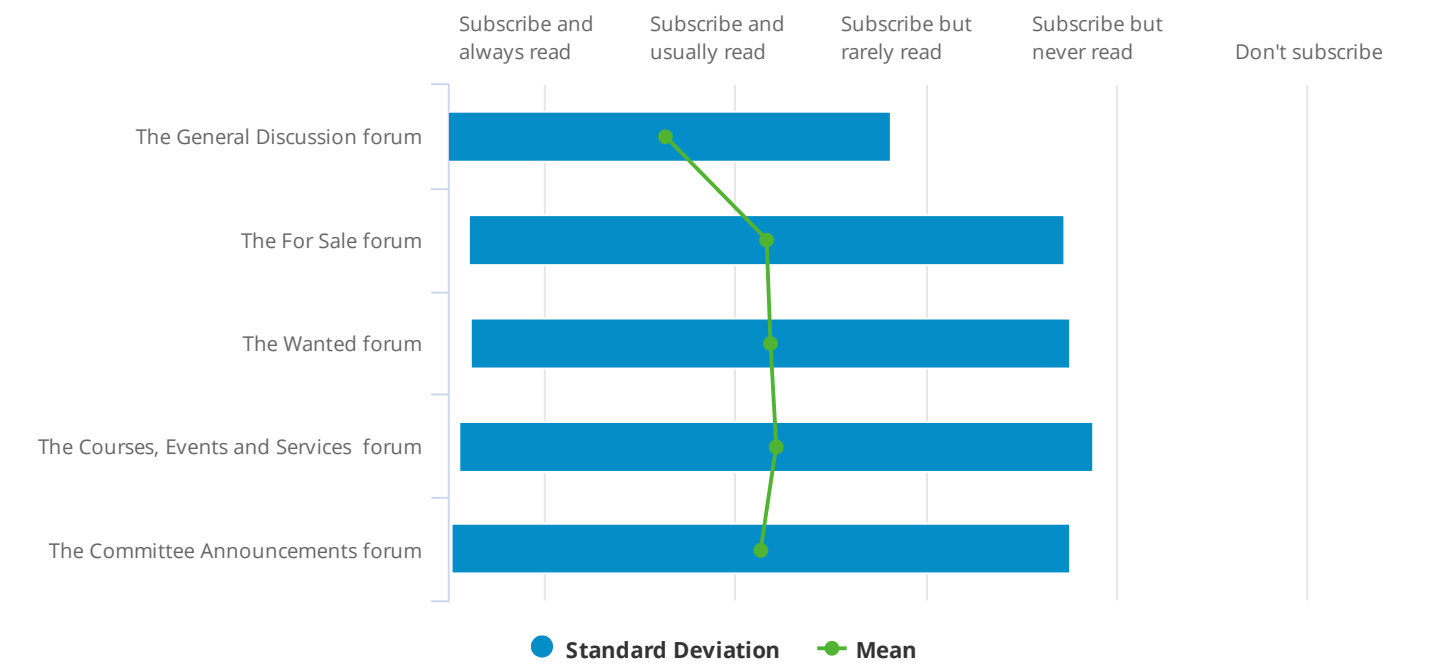
On average, how often do you do each of the following on the existing SFTG forum?

Number of responses: 38



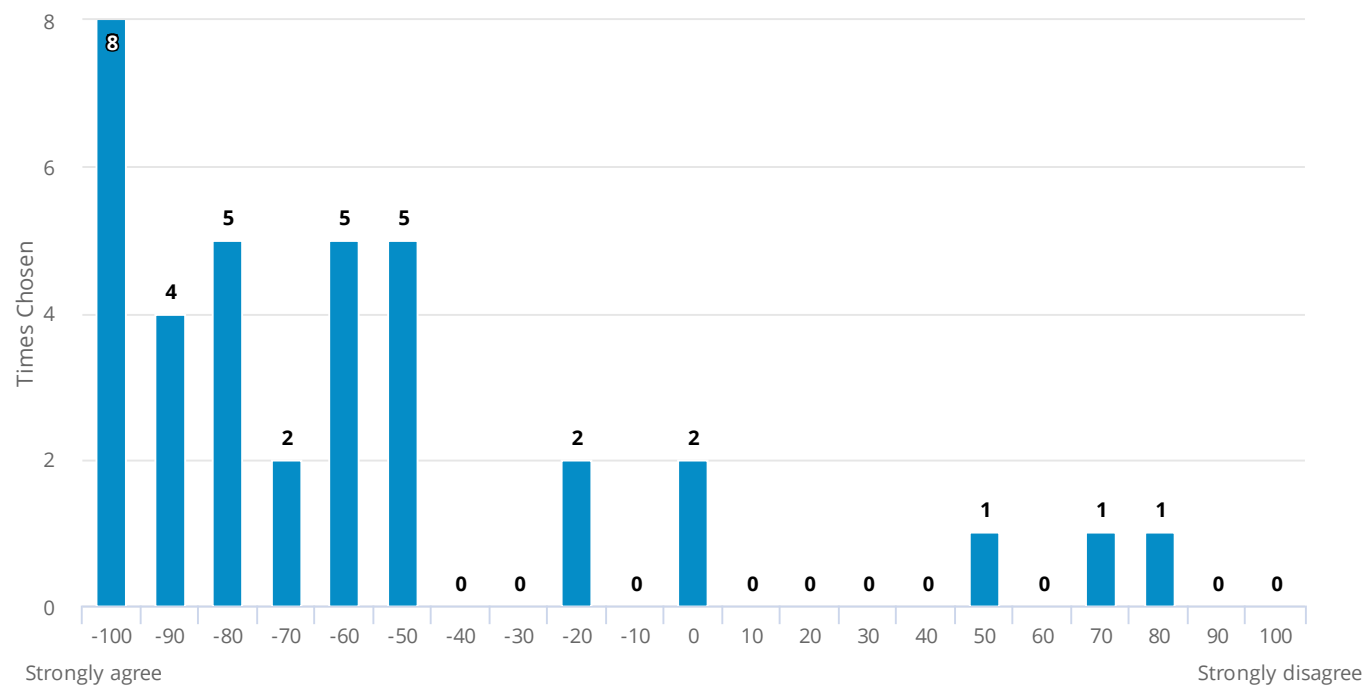
Do you not only subscribe to, but actively read the email digests for each part of the forum

Number of responses: 38



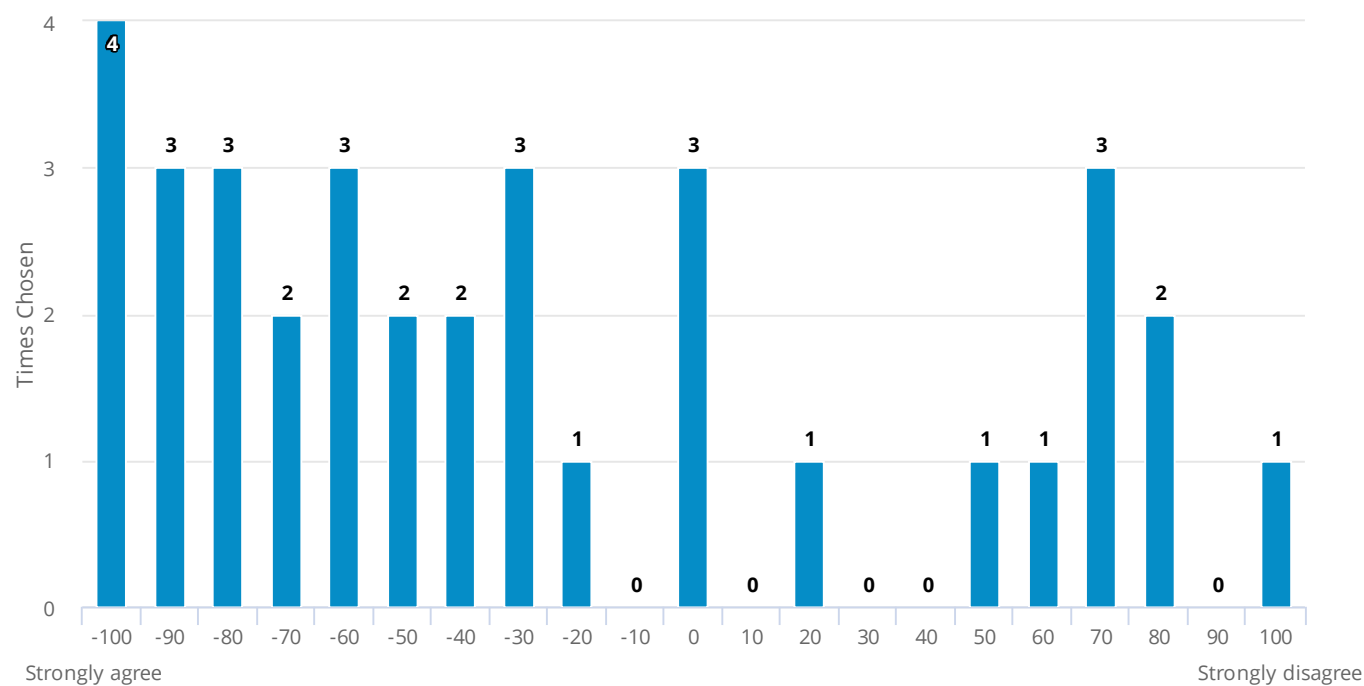
The website should be a "shop window" to inform potential members of the SFTG about the group and its activities

Number of responses: 36



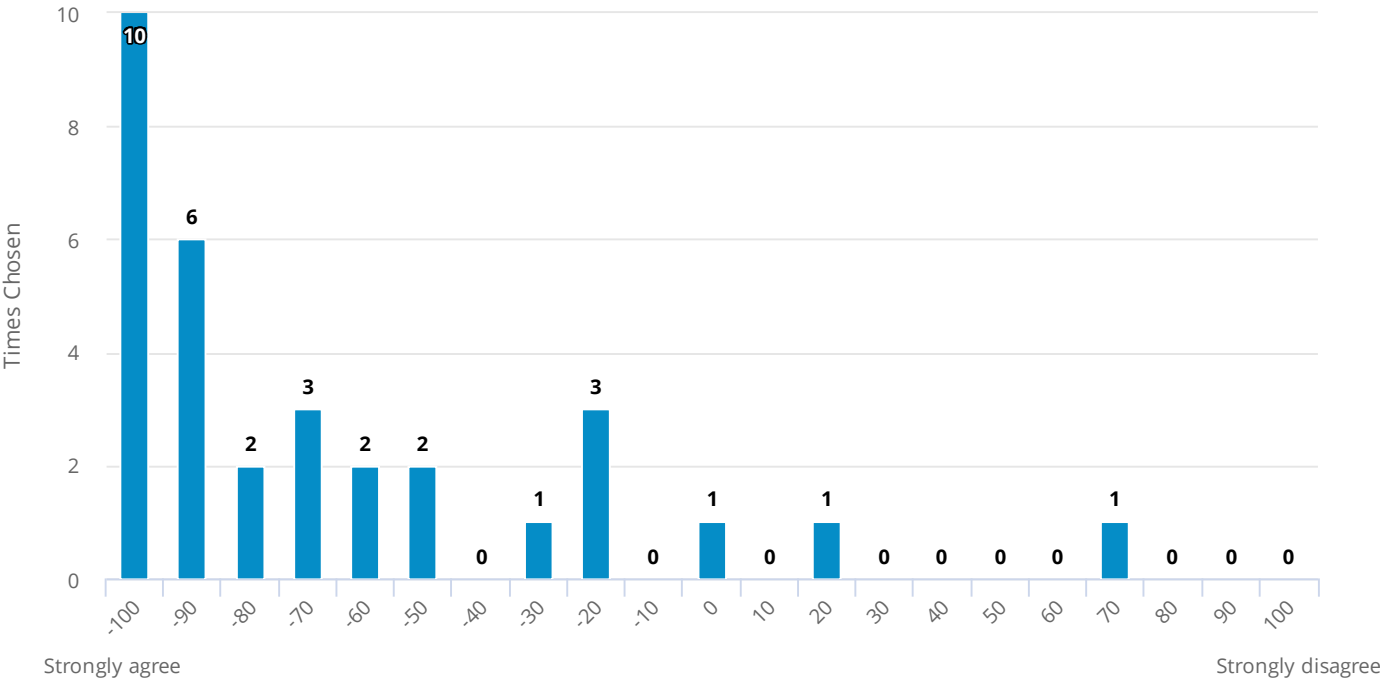
The website should be a place where SFTG members can discuss ideas and have conversations away from members of the general public

Number of responses: 35



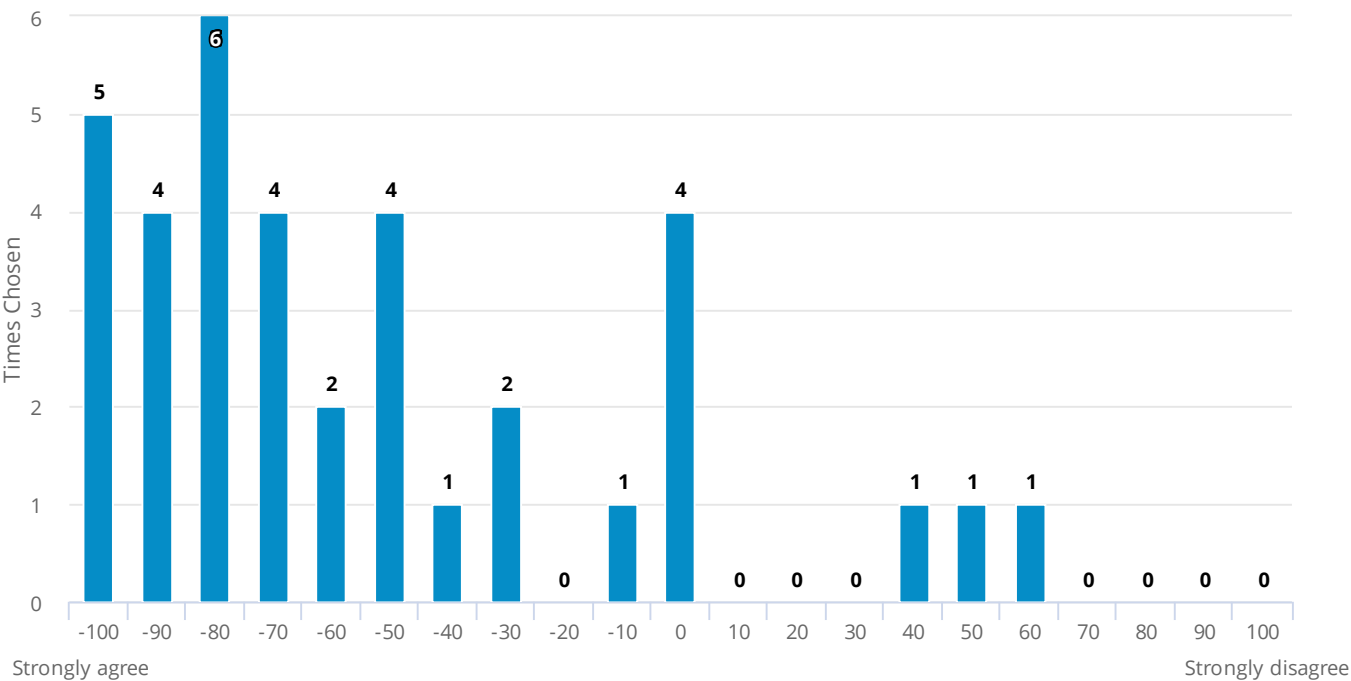
The website should be, as far as possible, a "self service" facility which doesn't require visitors to contact the team at SFTG to do what they need.

Number of responses: 32



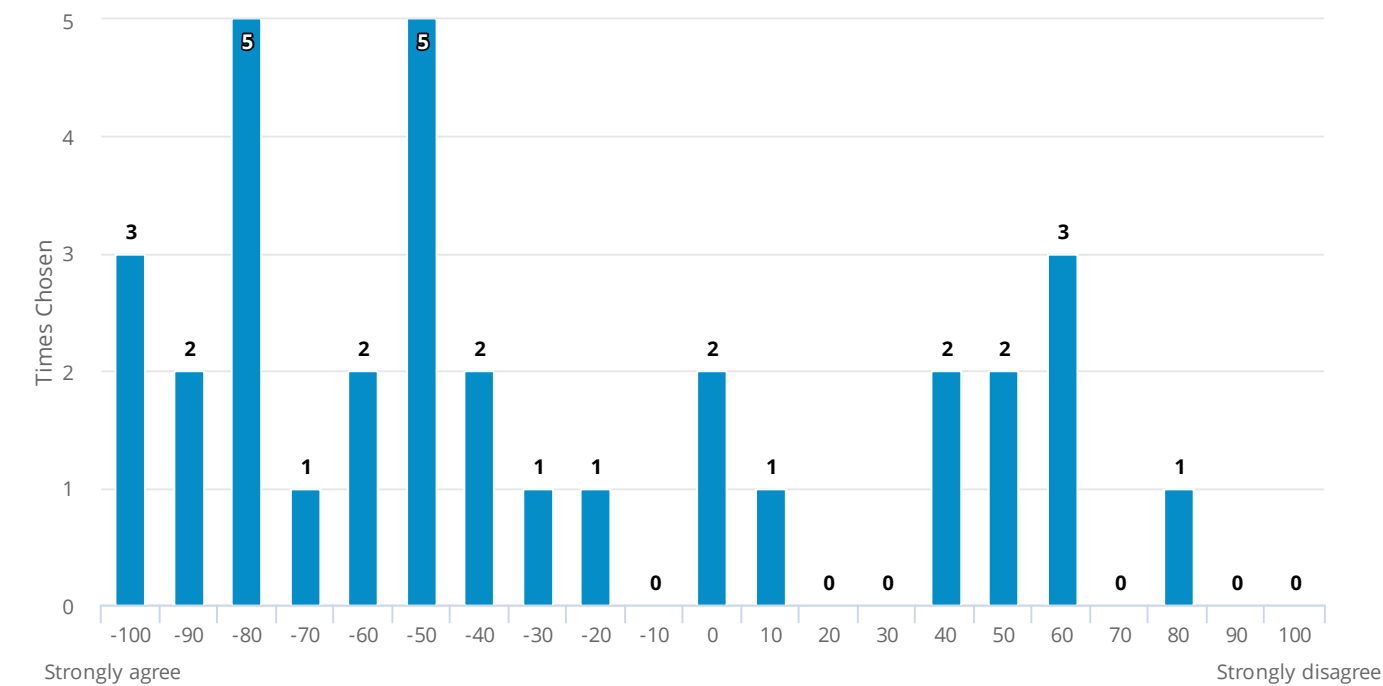
The website should aim to foster a sense of community within the group for its members

Number of responses: 36



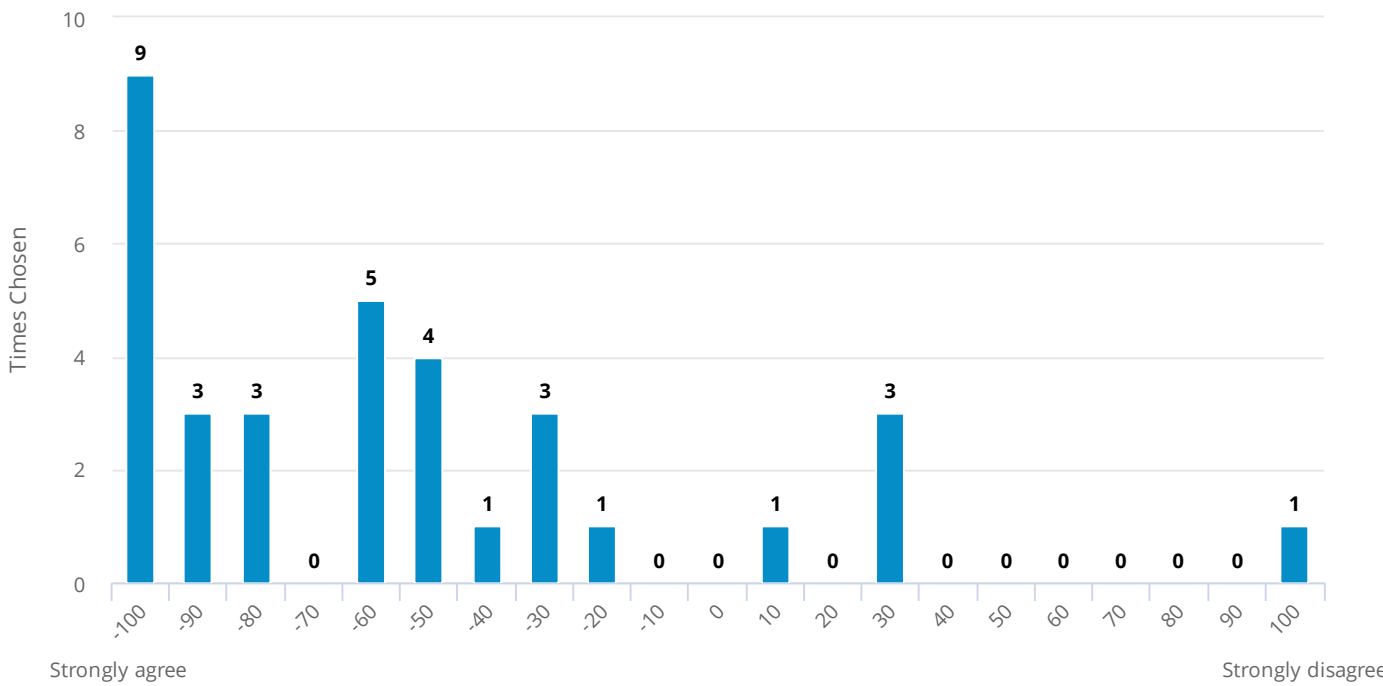
The website should provide some content or benefits exclusively for group members

Number of responses: 33



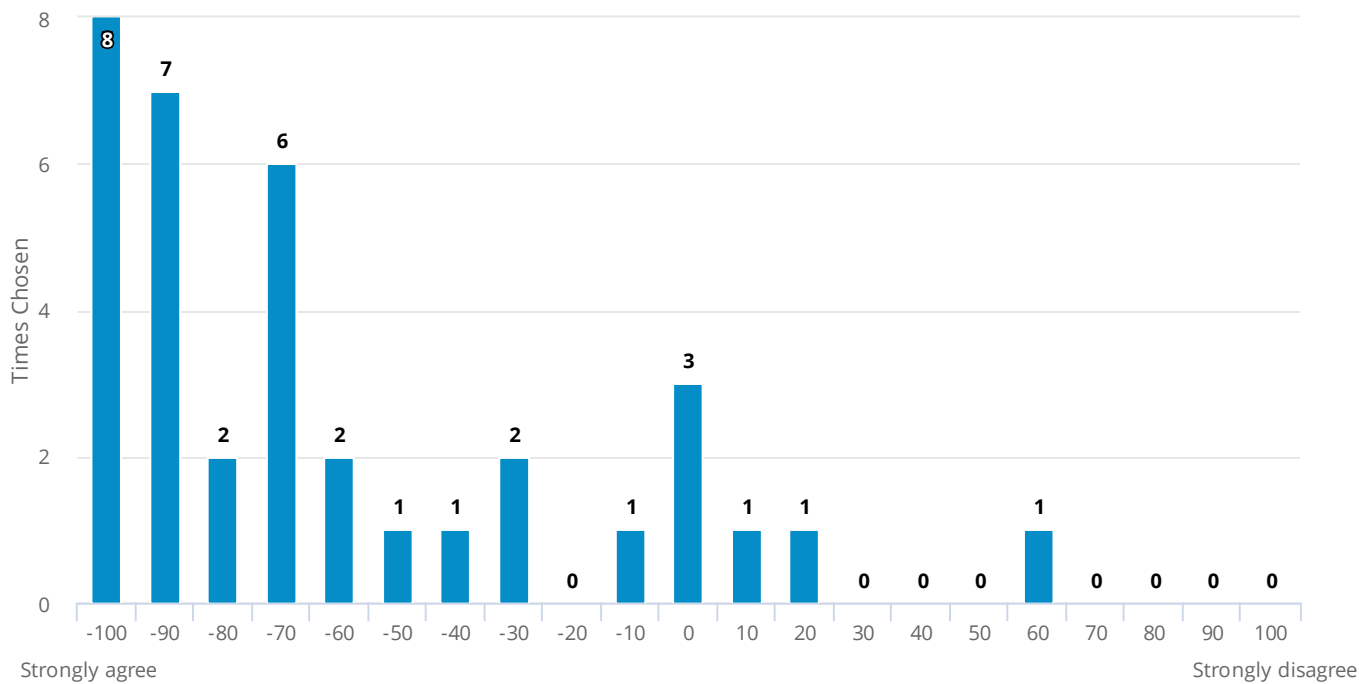
The website should be a source of news about issues broadly related to the group

Number of responses: 34



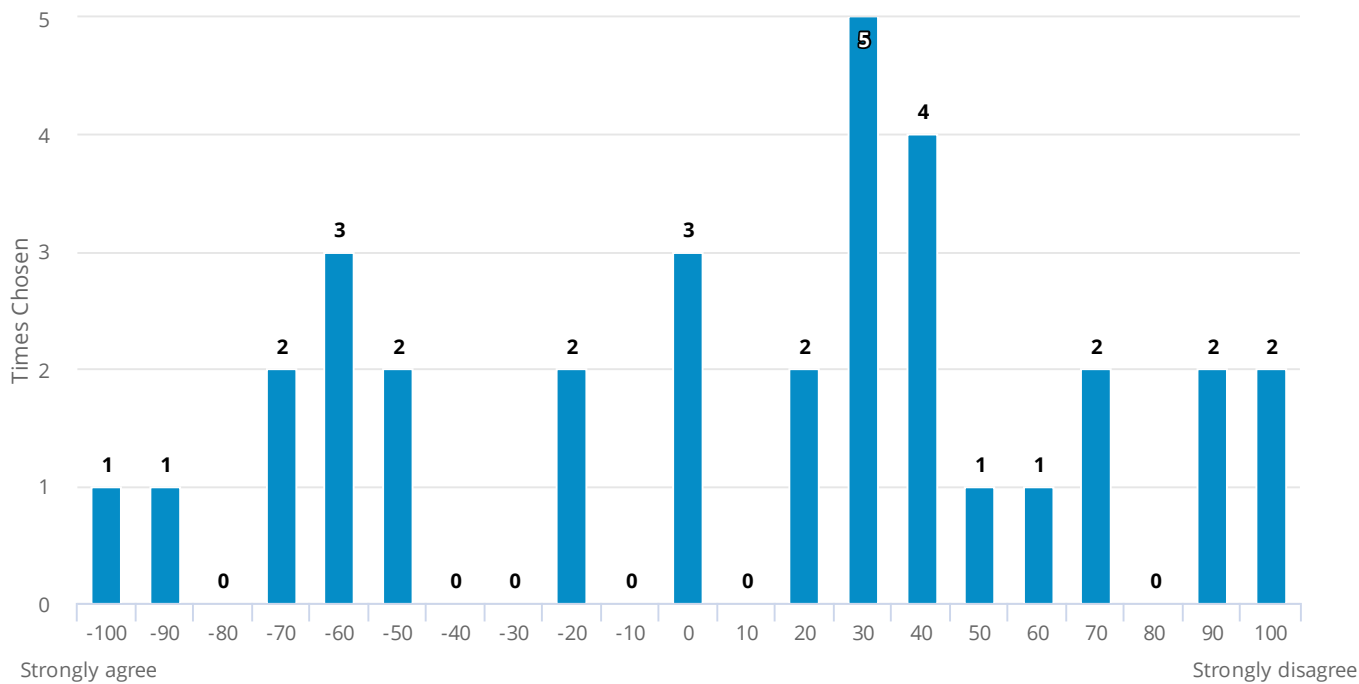
It is important that the website is visually attractive

Number of responses: 36



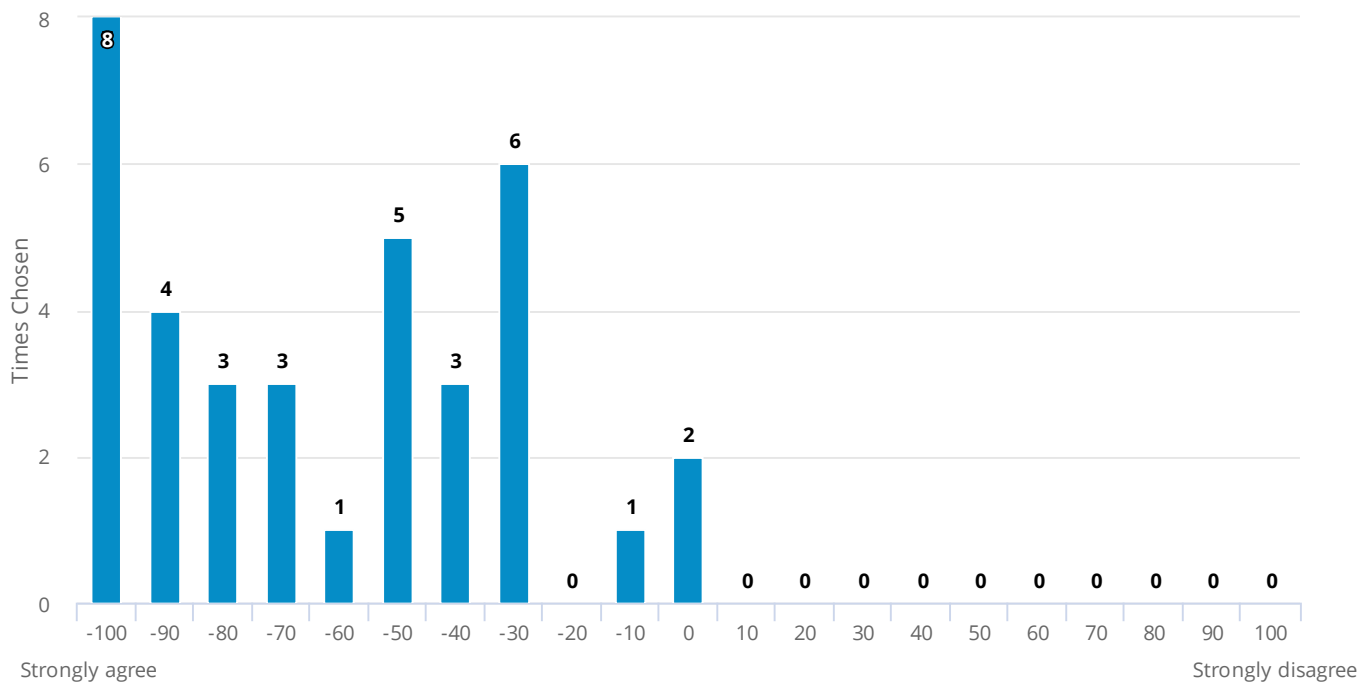
The website should be a tool to generate some form of income for the SFTG

Number of responses: 33



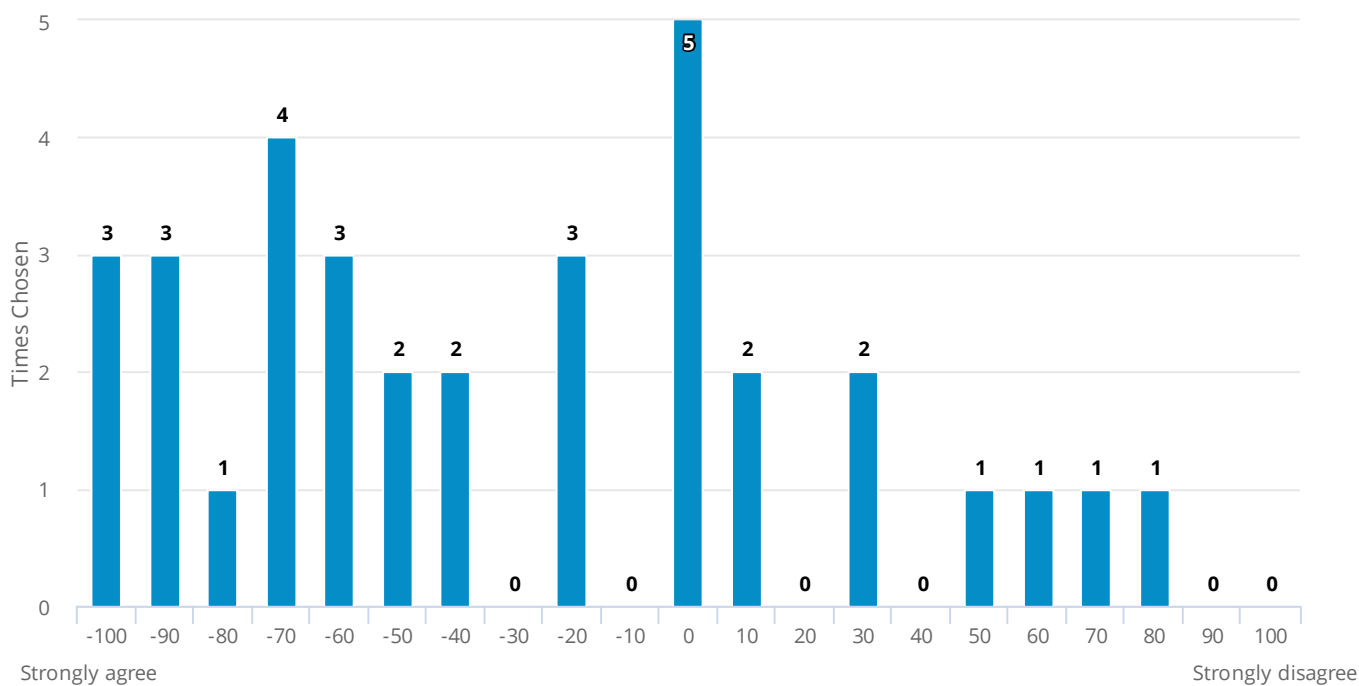
The website should be a tool to grow the membership of the SFTG

Number of responses: 36



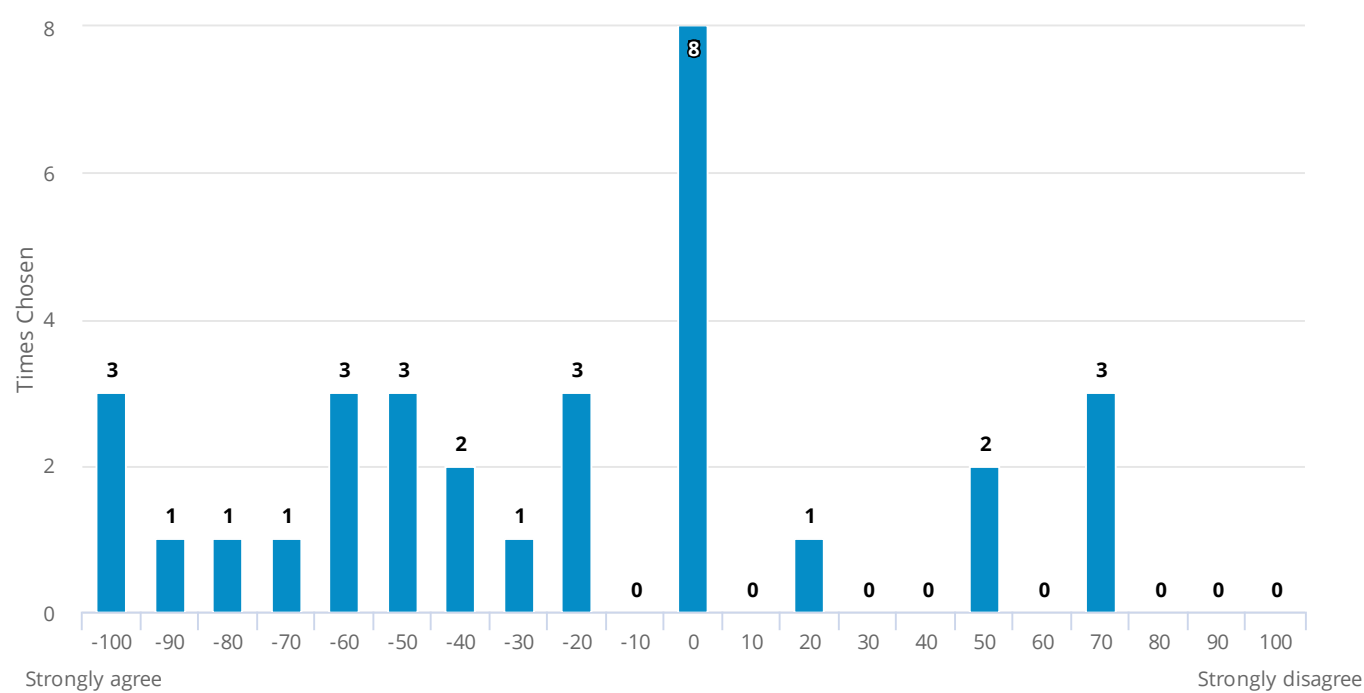
The website should actively encourage visitors to make contact with the group, such as via phone or email.

Number of responses: 34



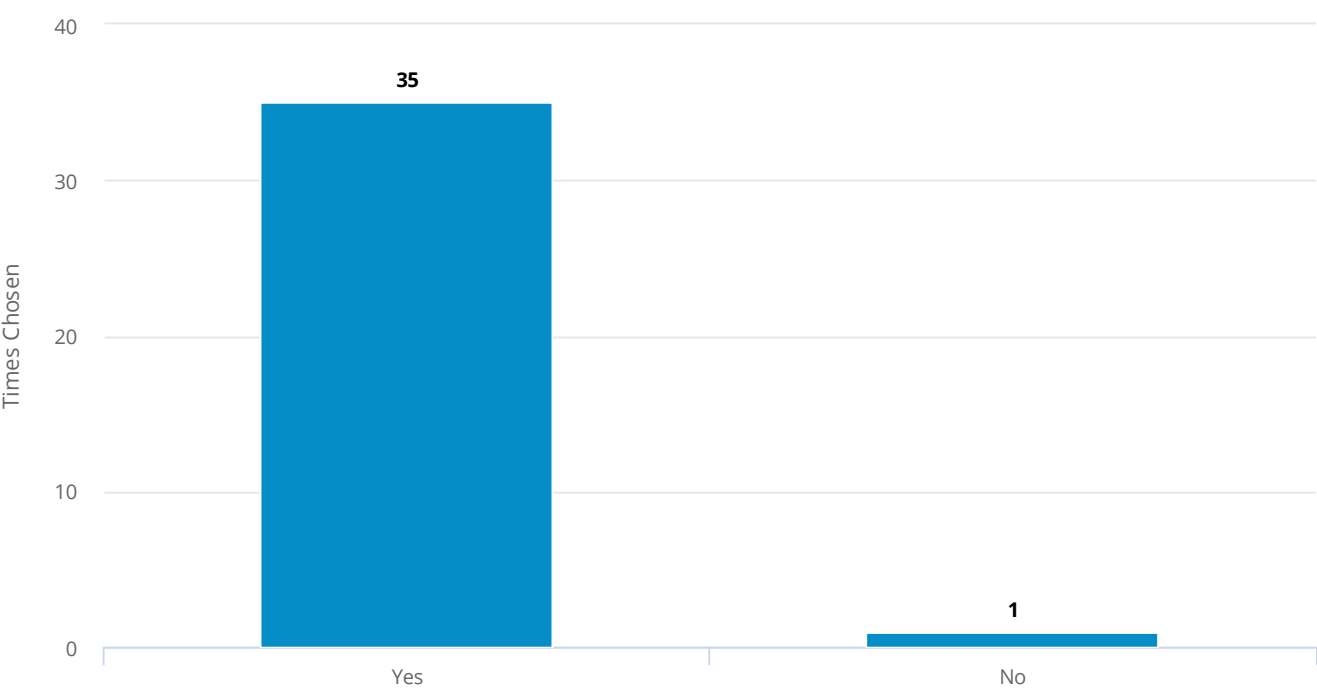
Information about the history of the SFTG

Number of responses: 32



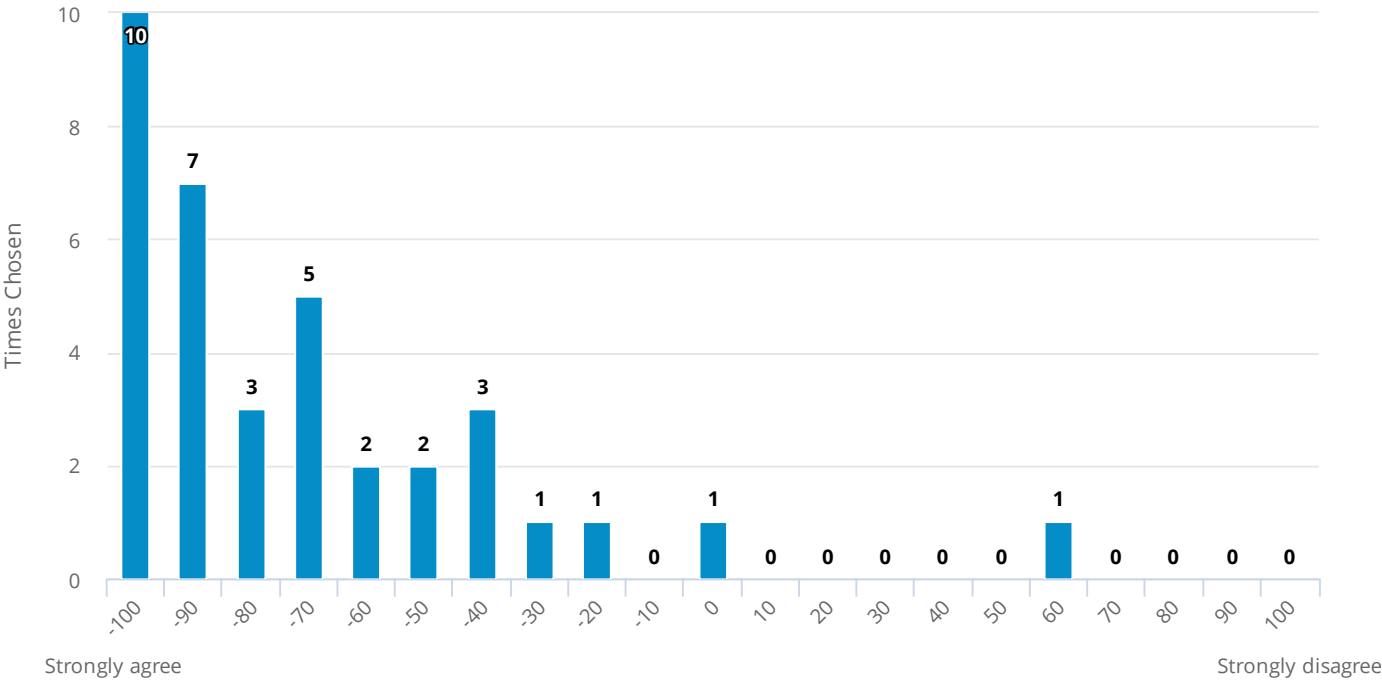
If it is included on the site, should this information be available to non-members?

Number of responses: 36



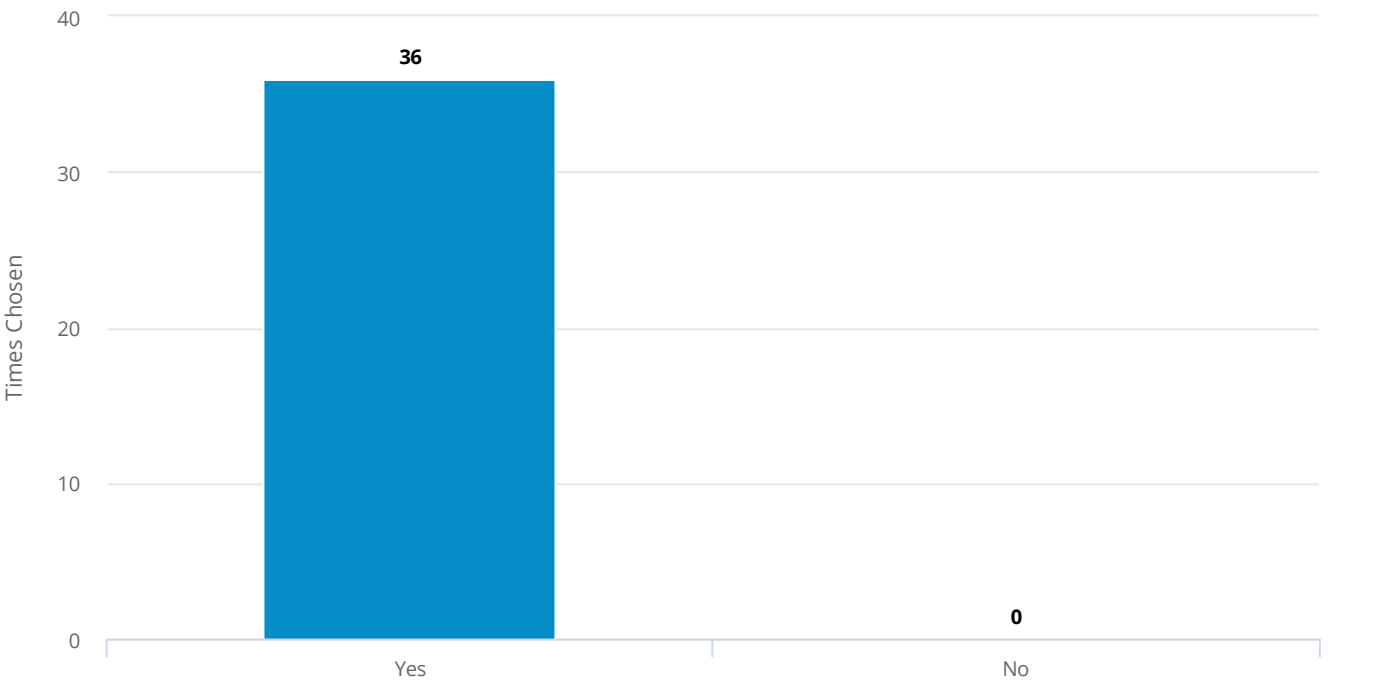
Information about local agricultural shows and other relevant events in which the group is participating

Number of responses: 36



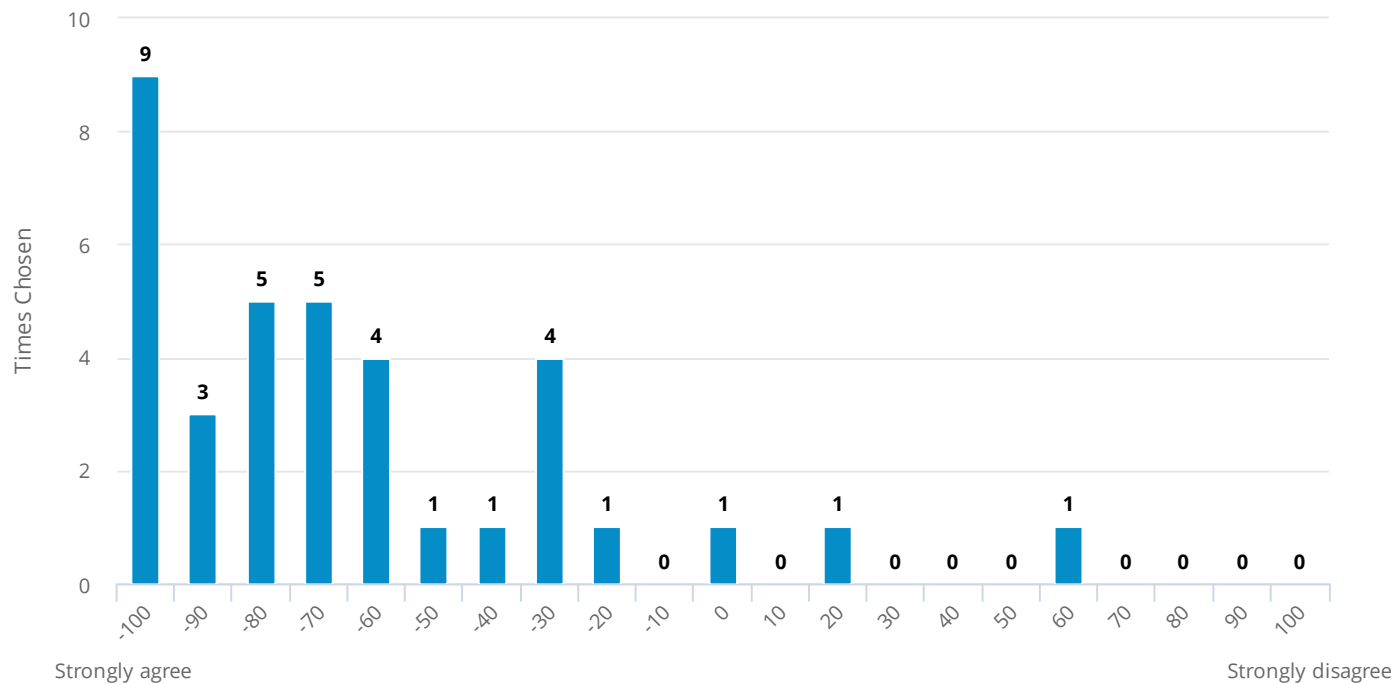
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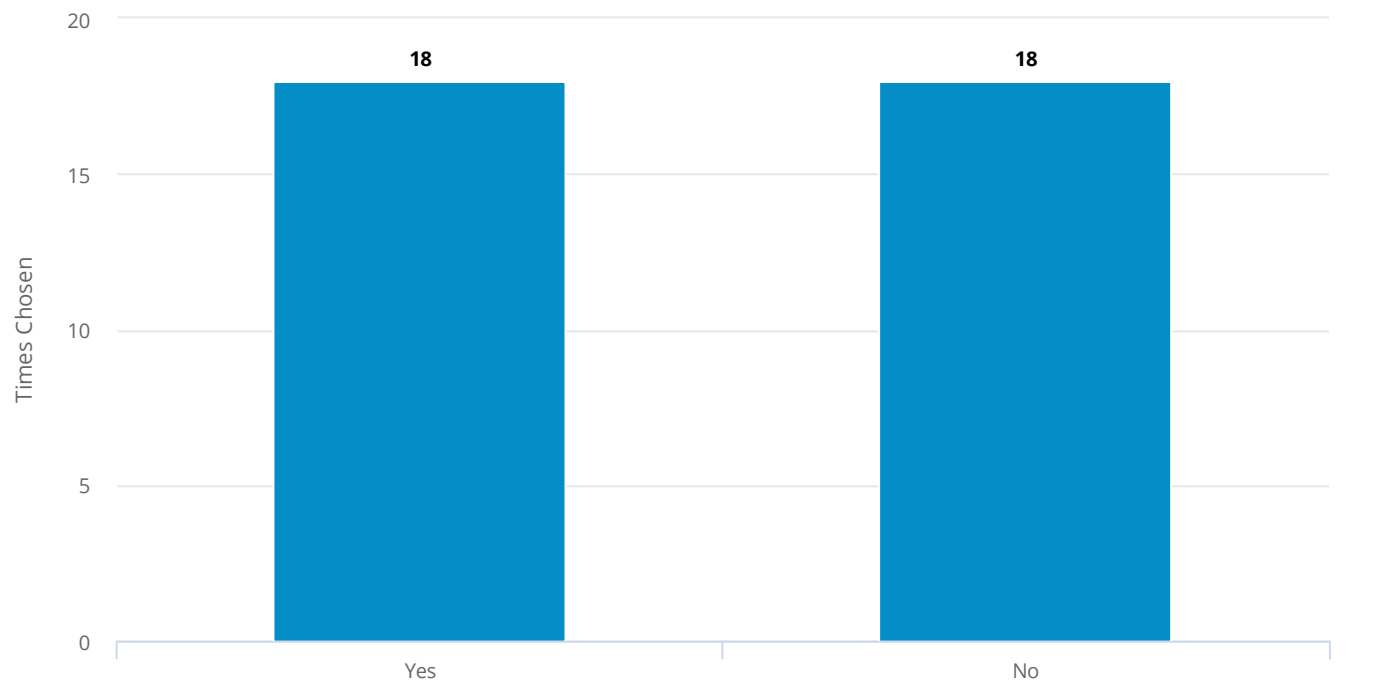
Information about books, equipment or other resources available to those who are members

Number of responses: 36



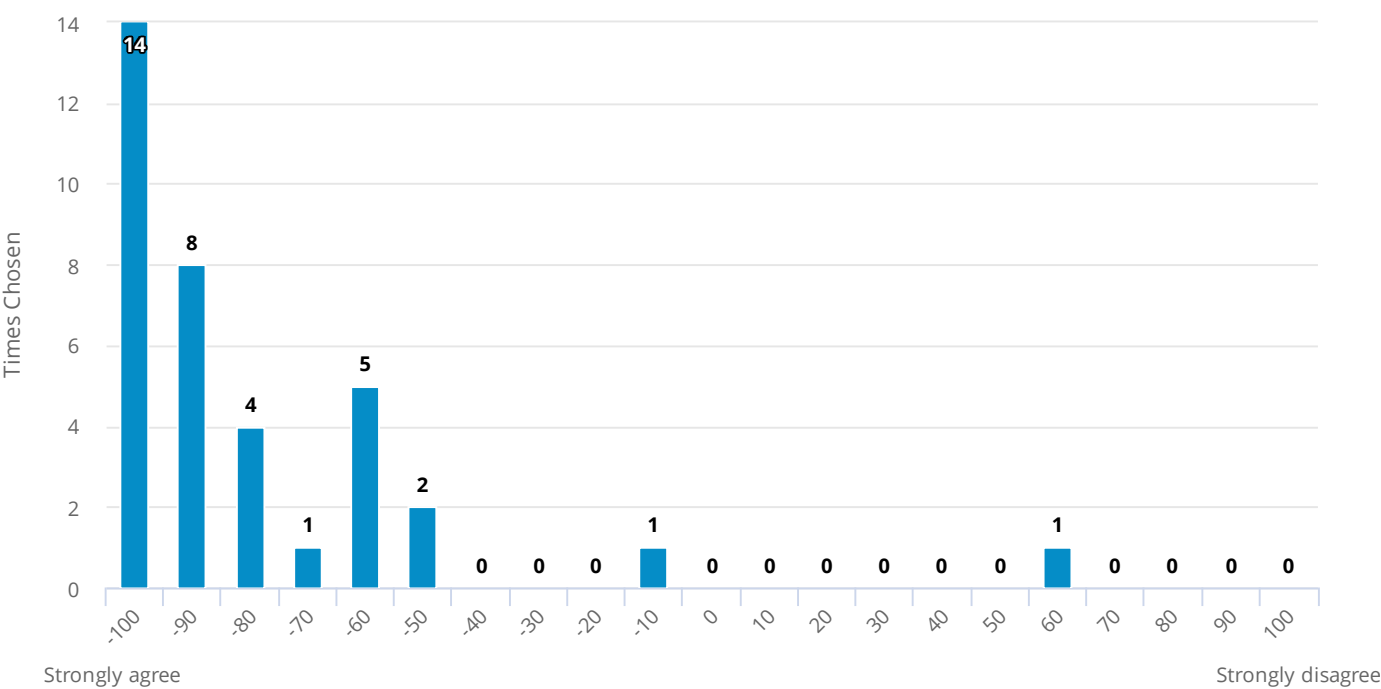
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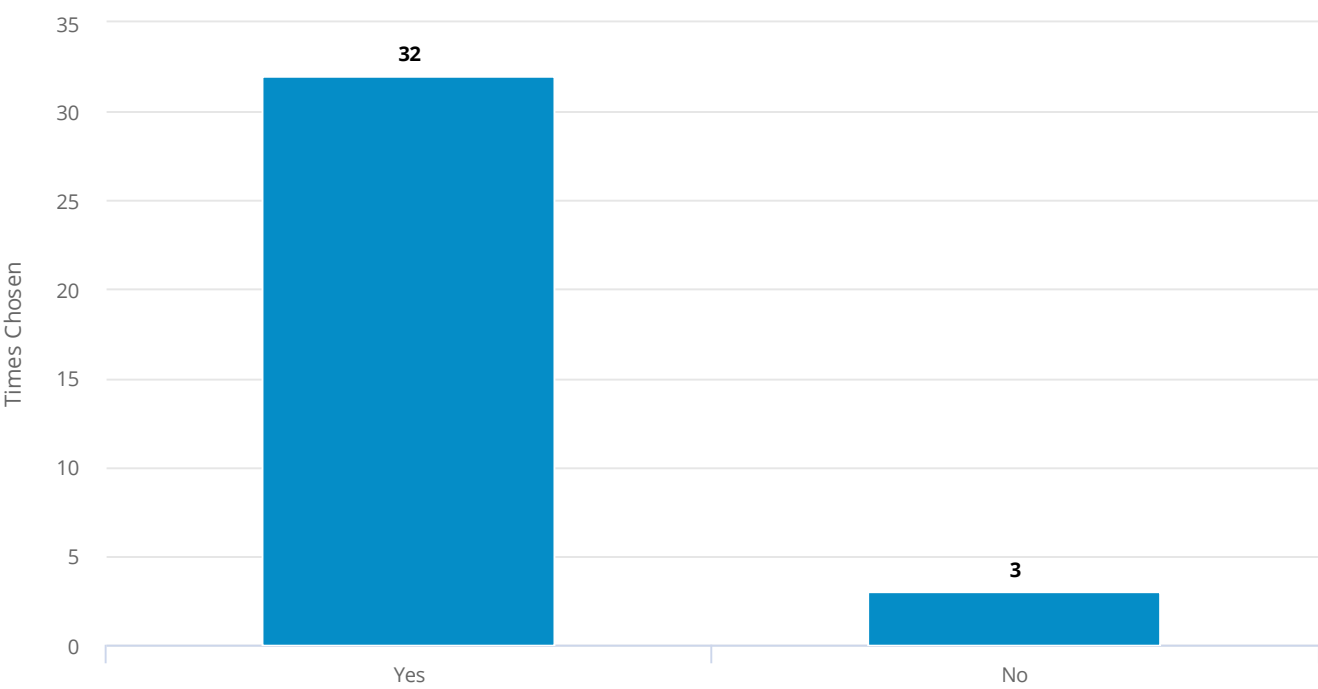
Information about the free Friday evening meetings

Number of responses: 36



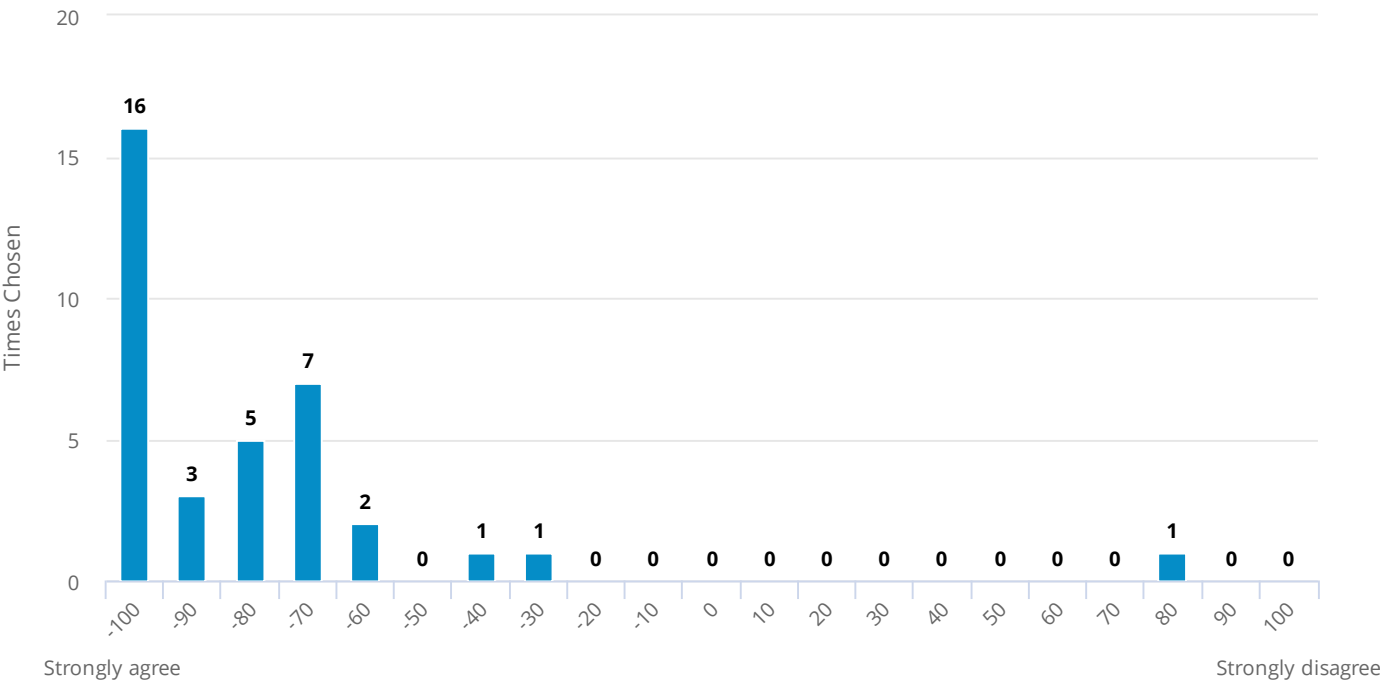
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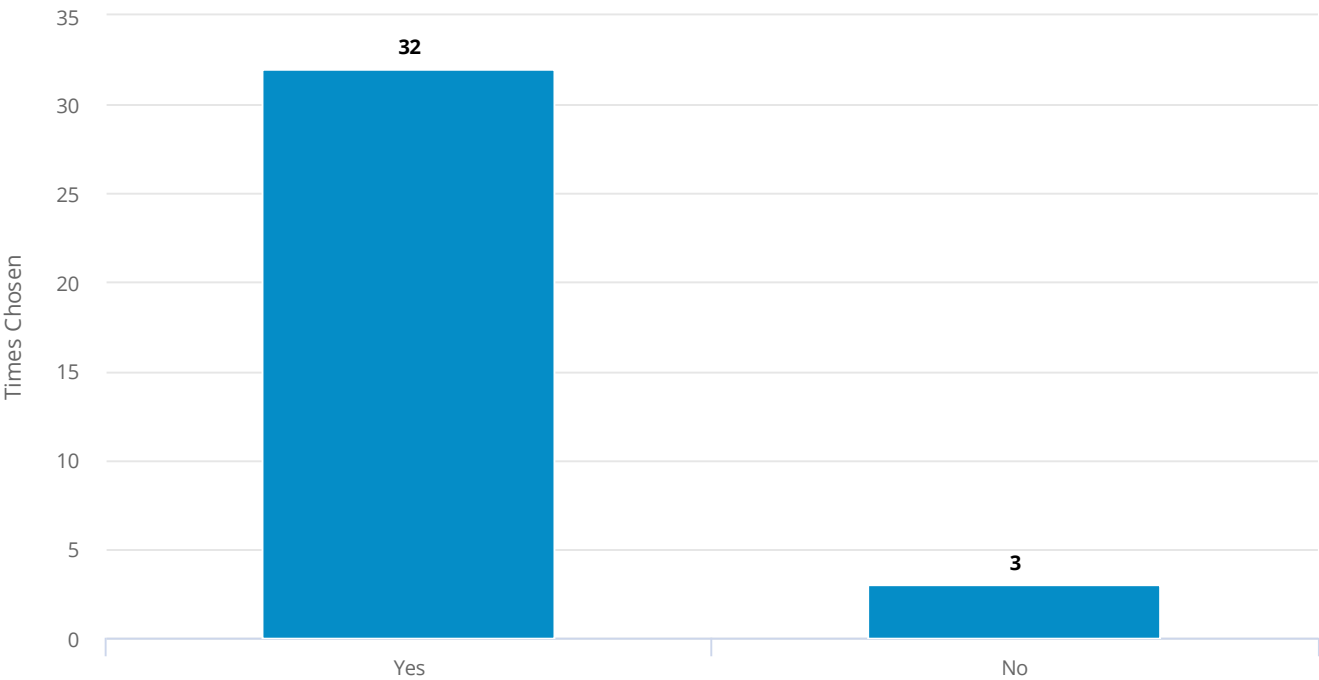
Information about paid-for courses and events

Number of responses: 36



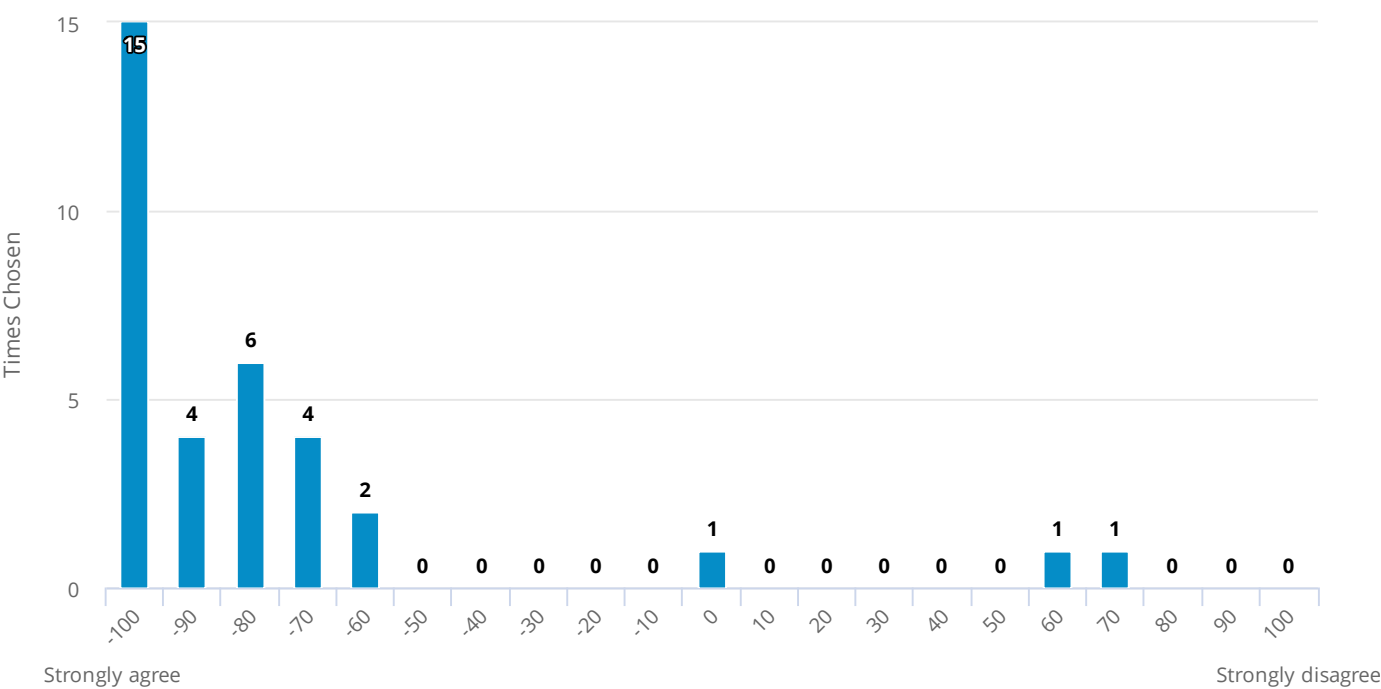
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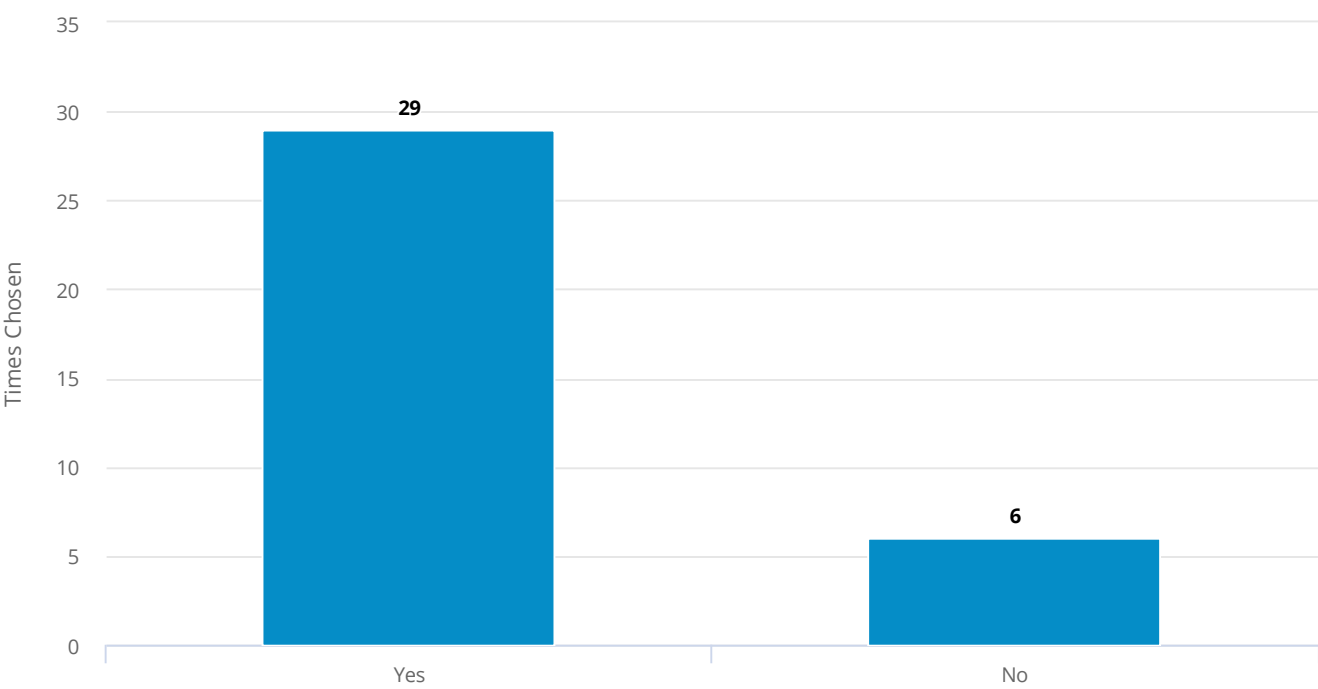
A booking and payment system for paid-for courses and events

Number of responses: 34



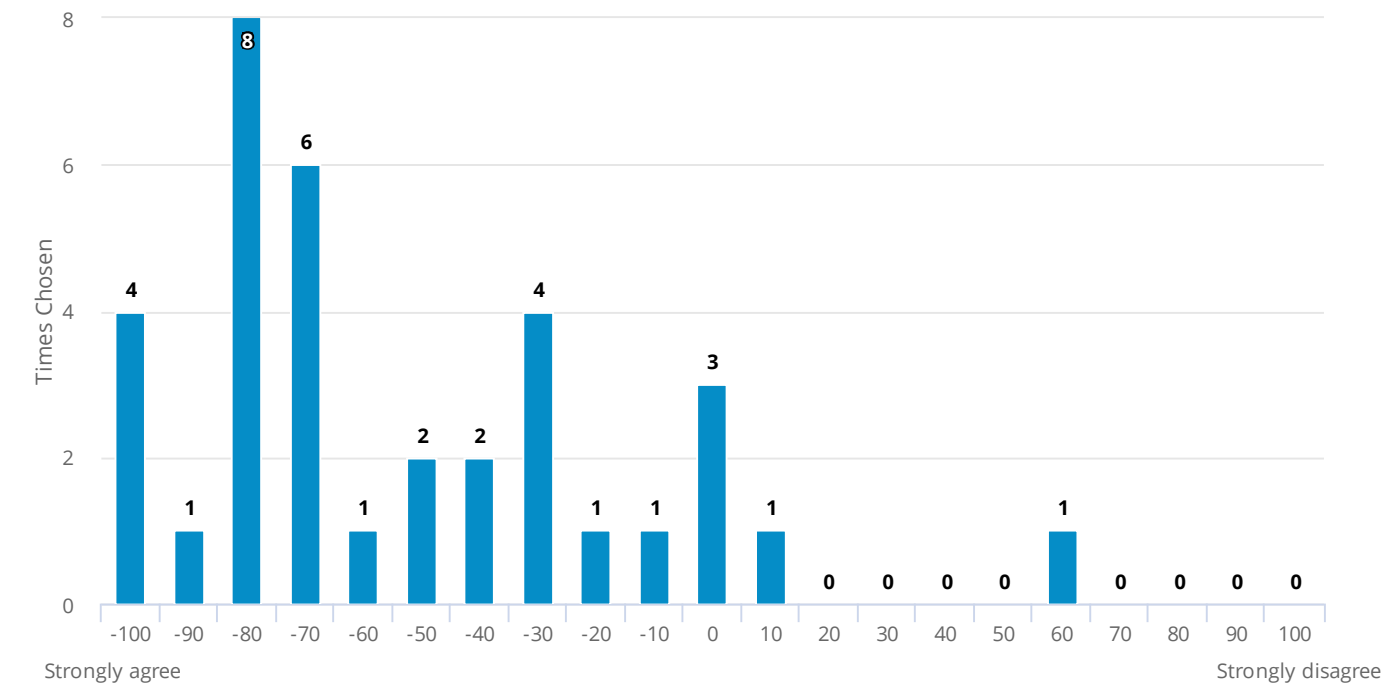
If it is included on the site, should non-members be able to book on the site too?

Number of responses: 35



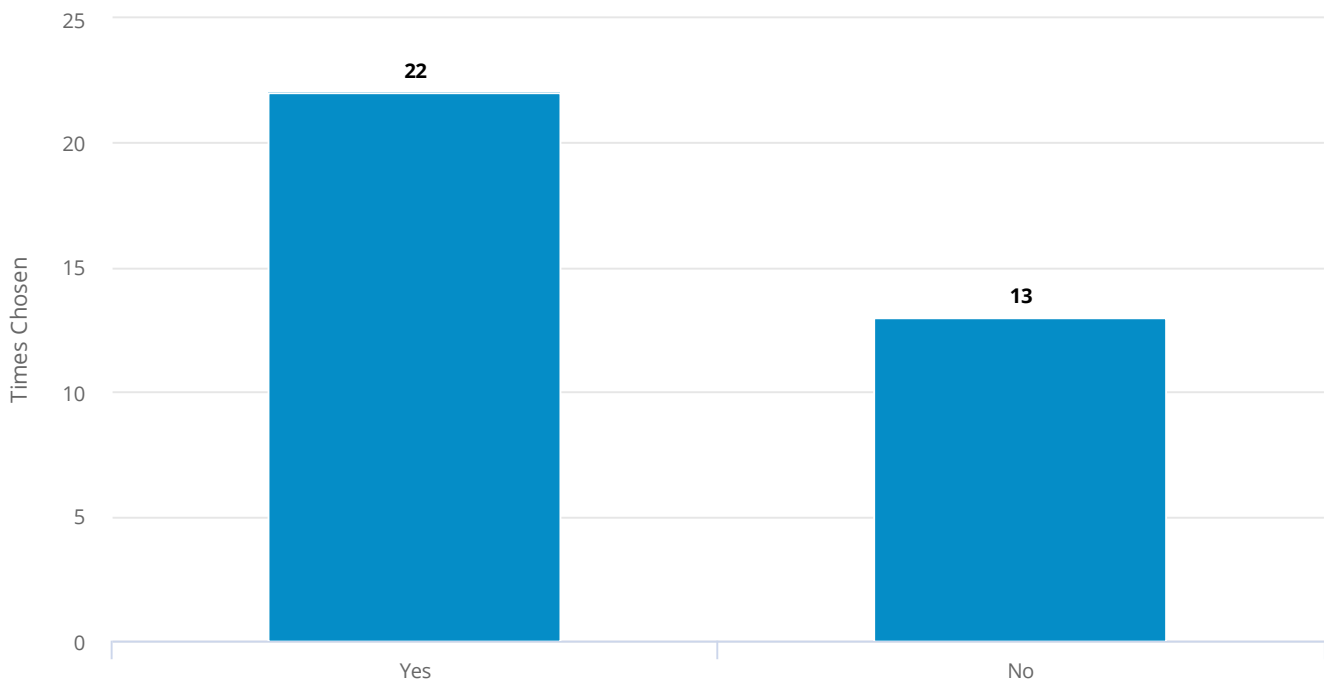
Information about and links to other groups and organisations of relevance to the SFTG

Number of responses: 35



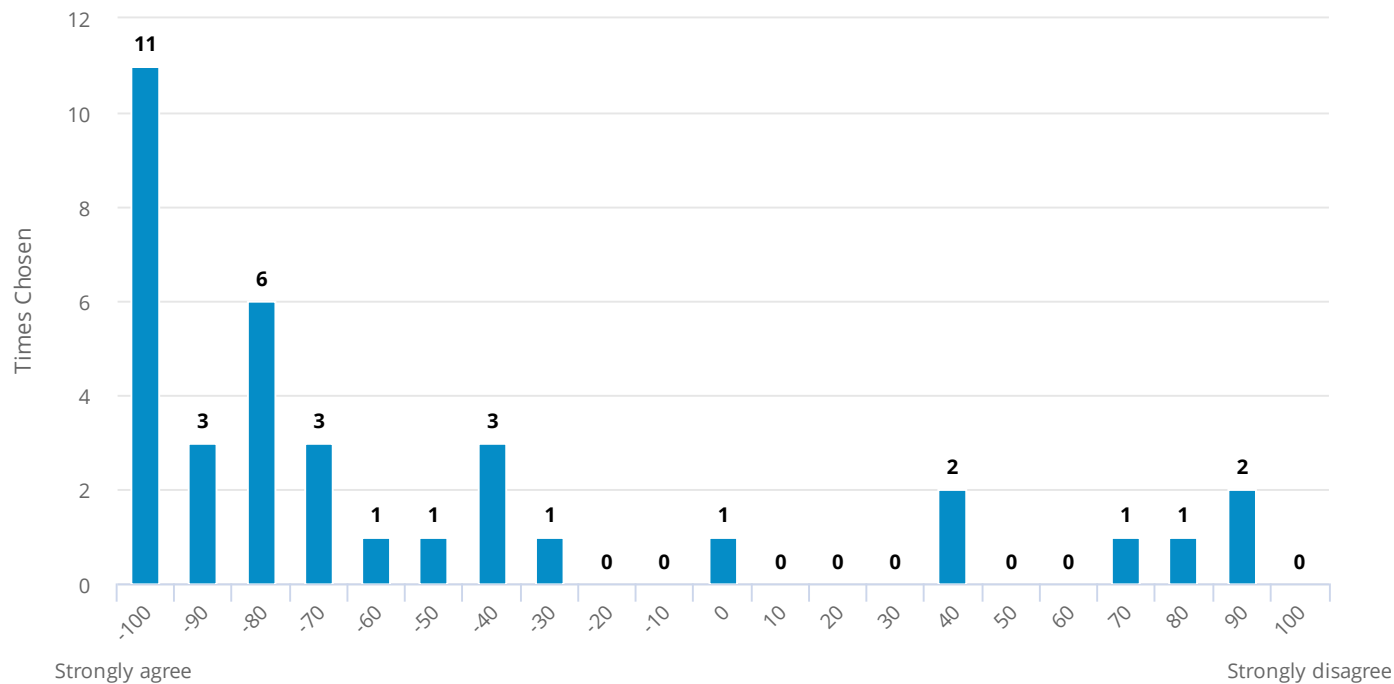
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Number of responses: 35



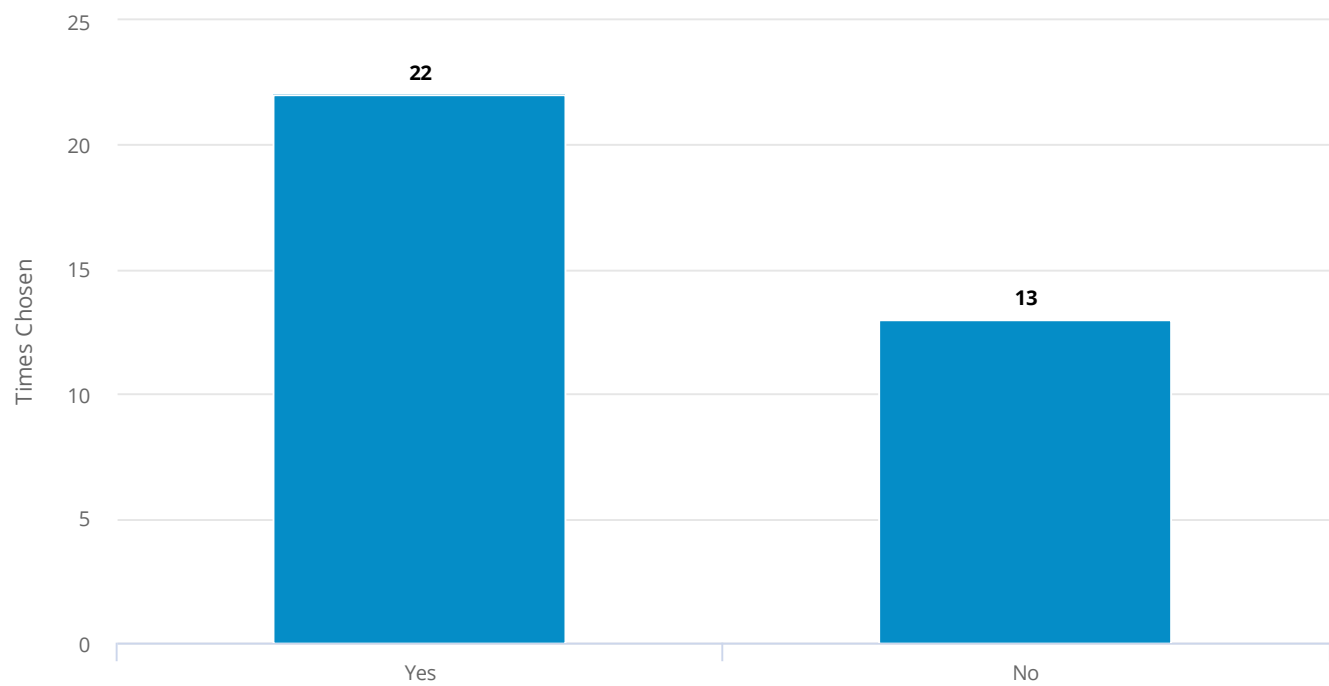
A marketplace to allow members to advertise items that they generally have available to sell (such as honey, eggs, meat, wood-craft products, knitwear etc)

Number of responses: 36



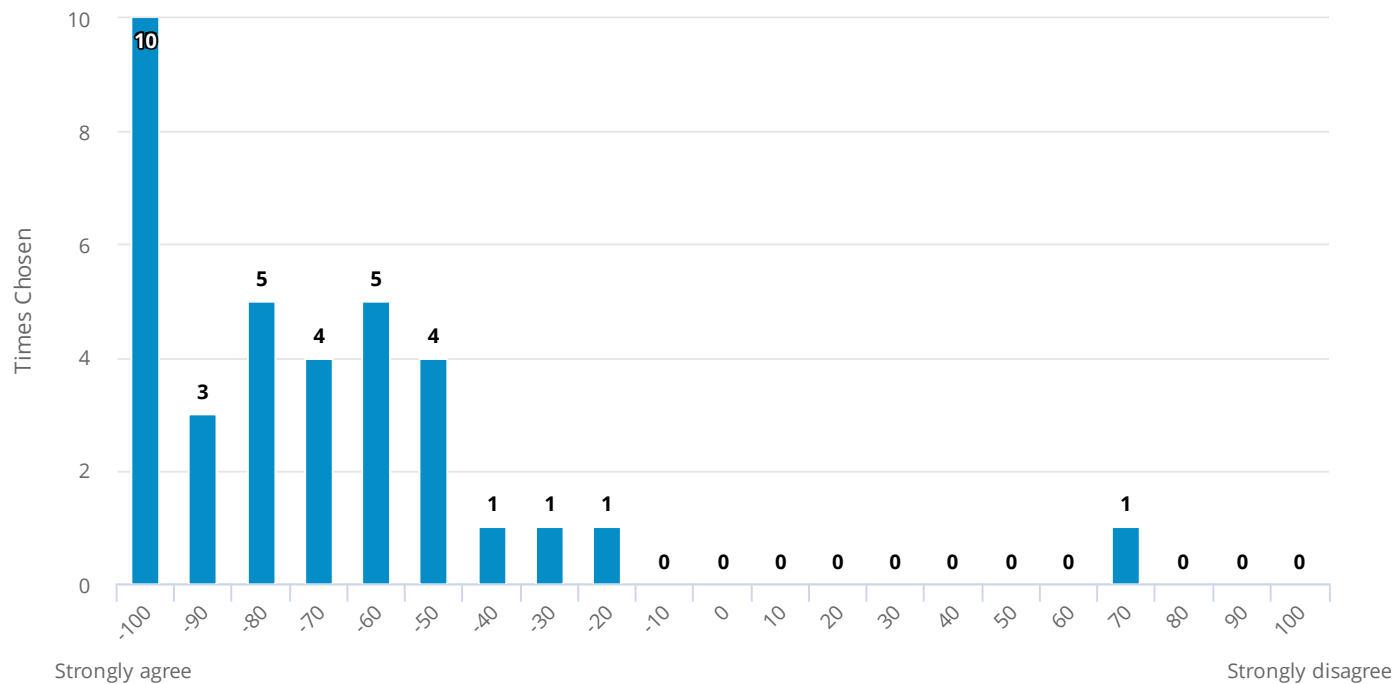
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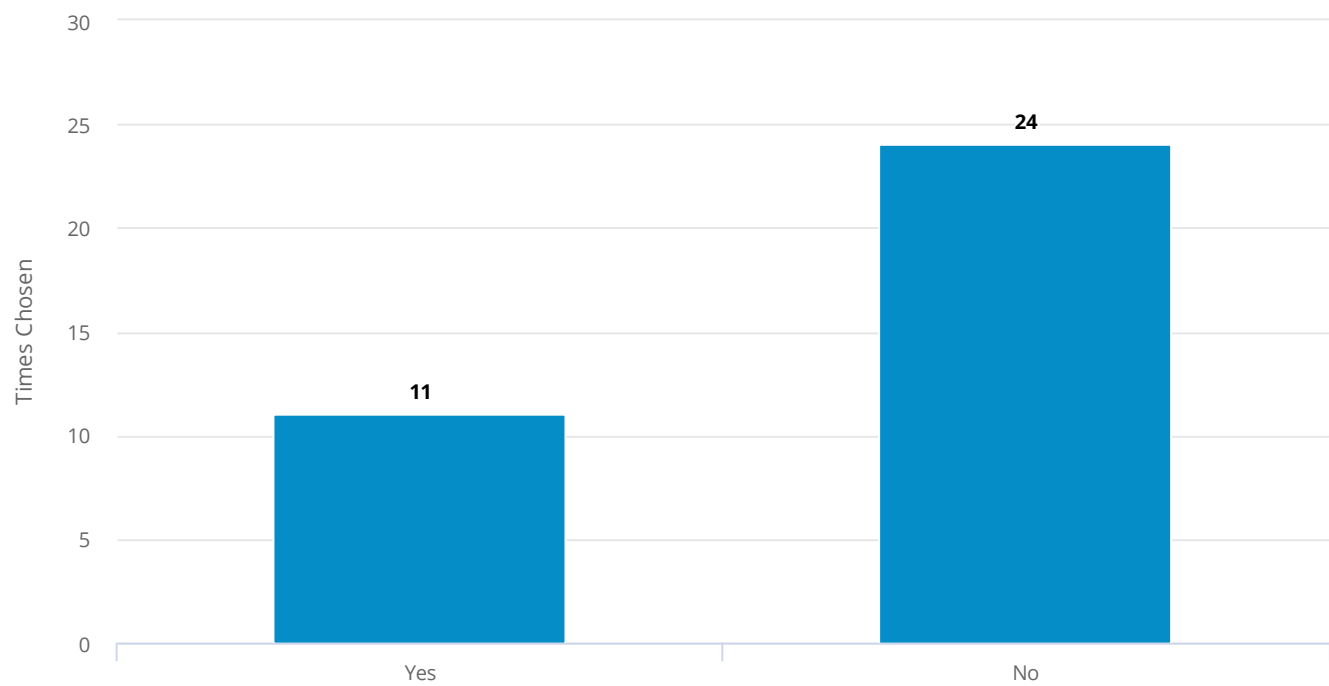
A "directory of expertise" showing who would be a good source of information on various topics such as specific animals, farming methods etc

Number of responses: 35



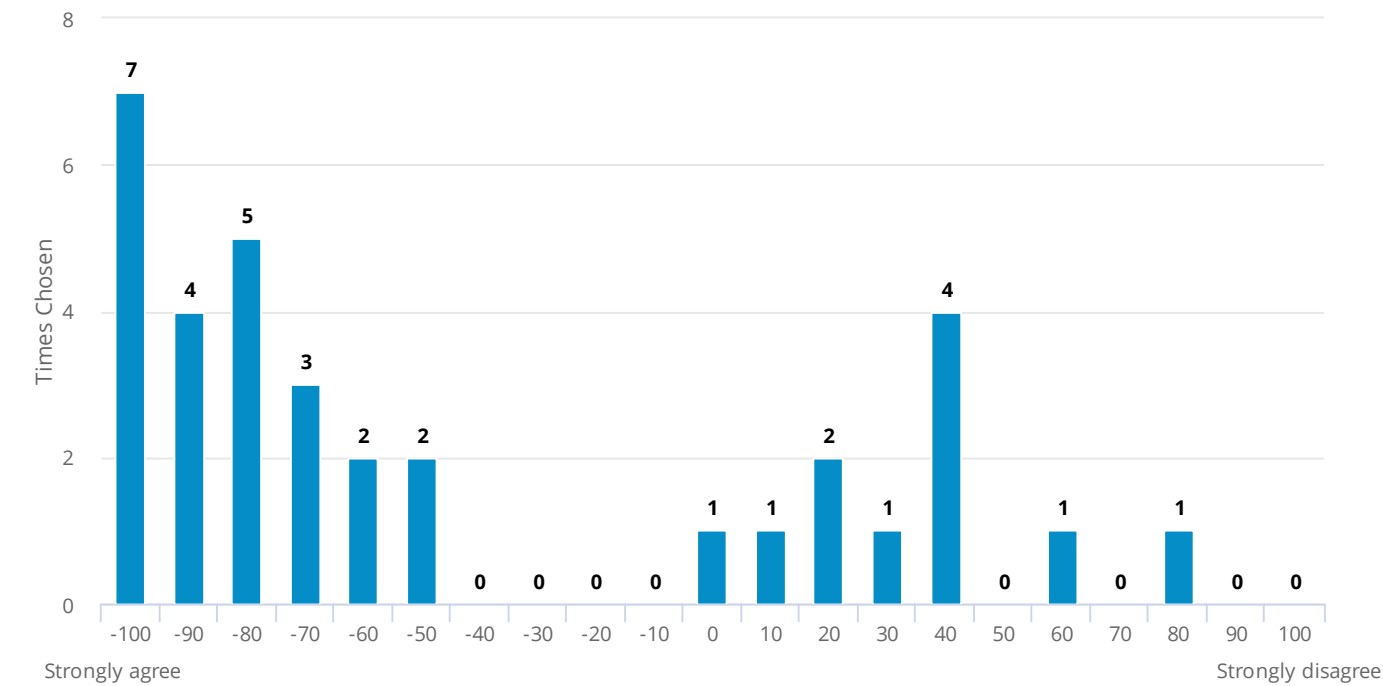
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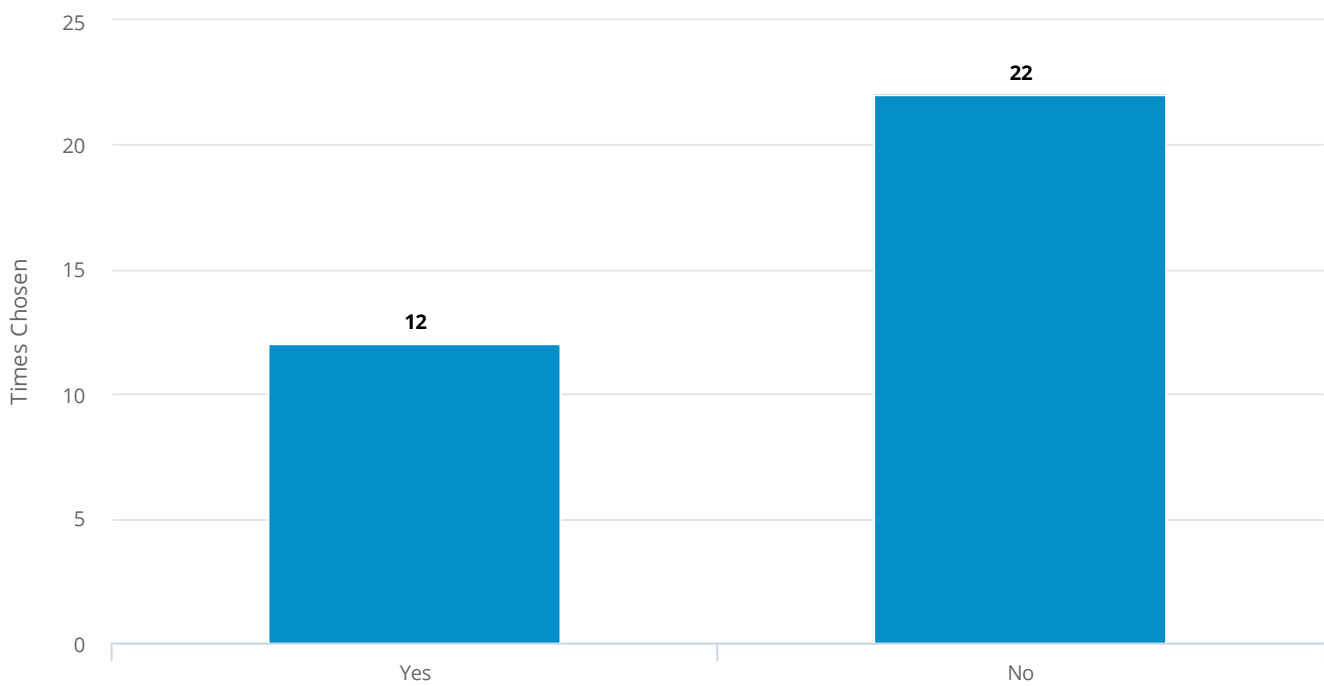
A set of guides on common topics, such as the basics of keeping chickens, keeping pigs, required paperwork for various animals, pruning trees, putting up fencing etc.

Number of responses: 34



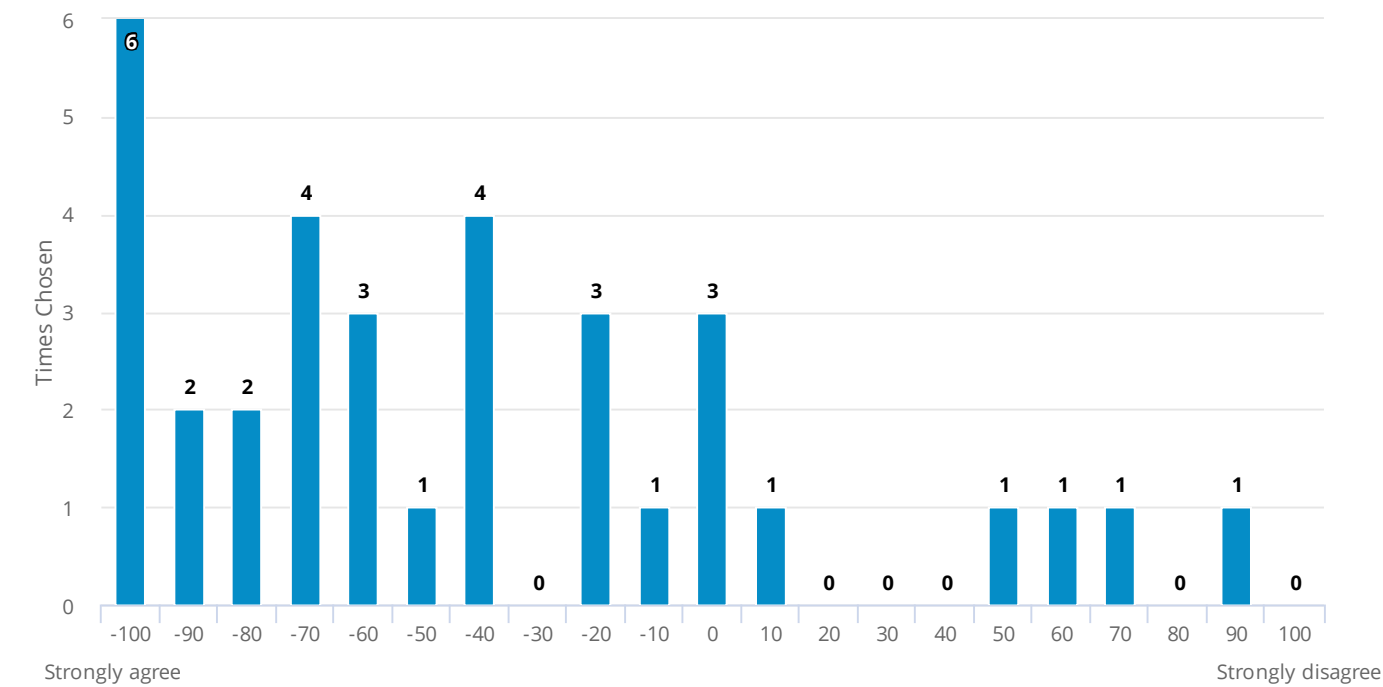
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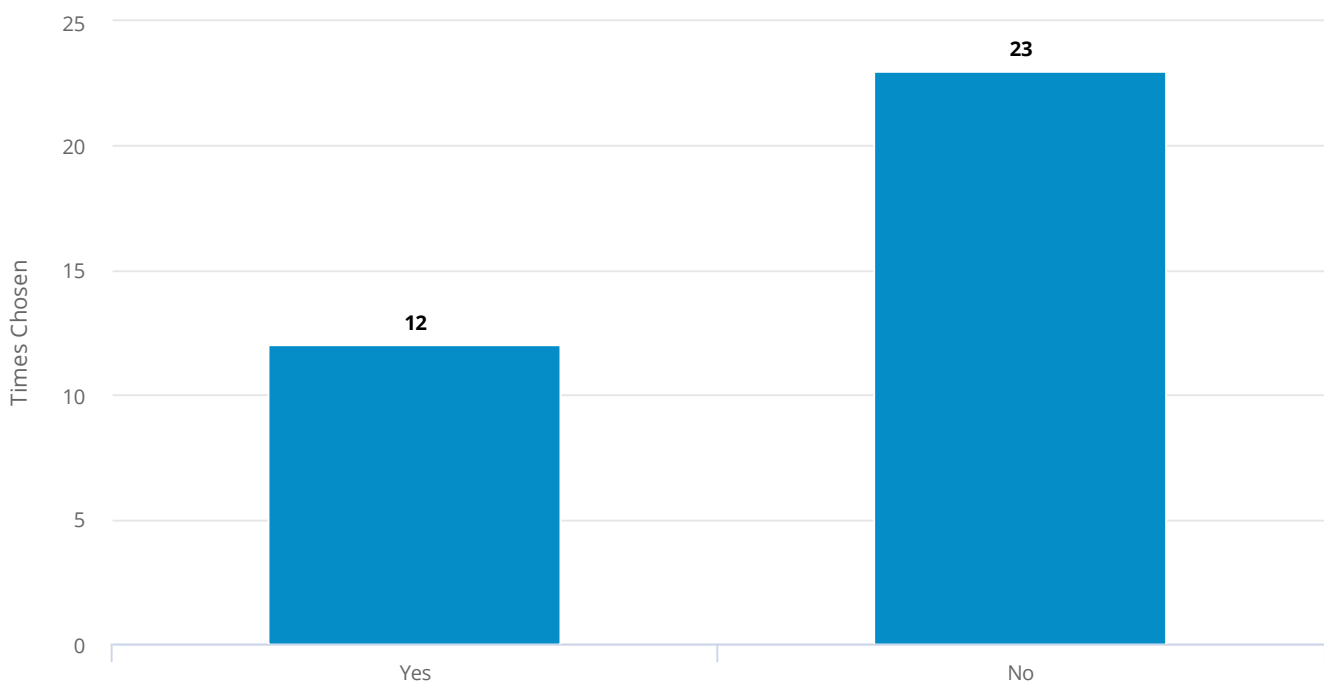
A "featured member" or "member of the month", featuring information and pictures about what members are doing, their interests, animals, land or other such information, as a way of helping members to get to know each other

Number of responses: 34



If it is included on the site, should this information be available to non-members?

Number of responses: 35



Are there other things that you'd like to see on the site that are not listed above?

Number of responses: 17

Text answers:

Info and news could be better kept up to date. I get that this is what the forum is for, but the forum seems to offer limited scope for pictures which often end up being huge and unreadable, so perhaps a "latest news" feature would be good, with pics of talks and shows etc that we have done. I'm sure that people on facebook can see these things there, but dont forget those of us who dont use Facebook!

I am not sure if you already asked this, but may be links that members are involved in which are connected to farming.

A gallery of RECENT photos, open to all. Meetings, successes, training, interests etc to tempt or intrigue.

Up to date info on what smallholders should be doing, e.g. when there is an outbreak of Avian flu should we bring our birds indoors, and now in this wet winter should we be drenching our sheep for liver fluke or how the Asian hornets doing, or even the proposed badger vaccination programme.

No: this is a comprehensive list.

However it's important to recognise that there's little to stop a fully commercial entity joining the group, and the easy access to members is of great value when selling products or services. For instance, I'd count Mantel Farm as fully commercial, and they certainly don't abuse their membership, but I guess a firm might, in theory?????

I think you've covered everything :)

no

Basically I'm a sleeping member who is still interested in what is happening.

Hints and tips can be really useful. Hint of the week, maybe?

no

Committee meeting decisions and updates (doesn't have to be minutes but some form of dialogue) - not for general public

Consider some sort of filter so pig keepers see stuff relevant to them, bee keepers for them etc

At the moment there is no list of local suppliers that offer discounts to members - would be good to have an up to date list of friendly suppliers.

More important that the website layout & font use/size is accessible than it is 'attractive' - clarity!

A place to note offers (e.g. help-at-shows) and a place to note things I might-sort-of-like to attend if it could be arranged, i.e. not as strong as making a Course or Friday Request.

Documents such as past newsletters, constitution, etc available as downloads

I am confused as to things like private sales on the website - I thought this was what the forum was used for.

I would like to see live animal sales listed as an option too, as I prefer to buy livestock locally, from people I potentially know. I would also like to see that the Friday night talks are via a "register for a free ticket" - but this is just so we can harvest their details (email) in case of emergency, and to remind them the talk is going ahead etc.

LOVE THIS SURVEY VERY MUCH - Fantastic effort.

Do you have any further comments or thoughts about the website, not covered by the preceding questions?

Number of responses: 11

Text answers:

Website needs to be easy to navigate.

Non members pay 50% more to attend a course, should we consider charging non member if they attend a Friday Evening meeting? Prospective members attending a meeting might be an introduction to the group and encourage them to join.

What we have to guard against is "Free Loaders".

The website is excellent and better than nearly all the others I come across (non-commercial ones).

This survey is really good to look at, and although rather long, is tons better than most I come across.

However there is no inducement to complete it (entry into a draw?), and no indication of the time it will take, so you will I fear get few responses. I myself kept nearly deleting the email (there were no reminders on the Forum either), and I cannot claim to lead a busy life!

no

Make sure that an archive of newsletters is available, not necessarily available to people who aren't members.

I stopped subscribing to the forum but may wish to do this again.

I always read the daily digest but don't often visit the website as we always had problems logging in. This will encourage me to try again and see if the problem has resolved. Admittedly, I'm not the most computer savvy person

Whilst not specifically about website we do think it is important to note that our view training is much more than attending courses. It is also about the knowledge you gain through experience, via networking with others

in your field etc so please don't assume that because people don't go to structured courses, this makes the SFTG a failure. It does not. Also the membership is very diverse from people keeping bees in their back gardens to people farming in excess of 500 acres. Its diversity is one of its strengths. We feel it would be enhanced as a training/networking group if the social events on Friday evenings were seen as networking for people wanting to natter about keeping pigs or growing runner beans rather than having external speakers "entertaining" us. By all means do that occasionally but not every month. We feel it would be better to go to a good country pub that serves decent food and encourage pig people one month, runner bean growers the next etc. and just let people socialise and get to know other people in their field. That would be the mark of success in our view - building a network of people that can support you when you need advice and can be there to give practical help if necessary - no course can do that but the SFTG members can and you should be able to facilitate it.

It doesn't have to be too dynamic or up to date but it would be good to have a Home page that is likely to be different each most times I go there - a refresh say every fortnight.

I have never found the website to be particularly attractive, nor easy to navigate. Booking courses has usually been a little trial and error.

As far as the subscriptions for the forum digest goes, I **thought** that I was subscribed to a digest of everything that was posted. Didn't realise there was a separate ability to subscribe to 'for sale' or 'wanted'...

Regarding the question below, I think probably more important to get on and do it. We had a survey last year so the members may get a bit surveyed-out.

Yes we should share with members but I think make clear difference between website and forum, as currently website is basically non changing except for the courses and events and the forum is for sales/questions/asking for help etc it is not clear to me if you are planning to change this