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## The Emley CC Website by Chris Knowles

In the current age of 'new technology' and on-demand media, the internet continues to offer unlimited possibilities for suppliers of content and audiences from many walks of life. Take, for instance, the Emley Clarence website.



The website, apart from providing me with a huge opportunity during this university project, has allowed club information to be viewed by an unlimited amount of people and although it is now common practice for almost every organisation to have an online stage, there are other, more veiled factors to consider.

For example, it is obvious that the website acts as a fantastic form of advertising for the club and awareness about their set-up is increased with each person who visits the facility. Consequently, it provides advertising for Emley's sponsors, who are displayed throughout the website, and this helps when attempting to renew these sponsorship deals due to the level of exposure the club can offer these businesses.

Another element to consider, and perhaps the most important, is the level of information a website can carry. It is imperative that relevant people are relayed with knowledge of meetings, events and general information concerning the club and the internet provides yet another platform for communication.

News items can be displayed alongside upcoming events and fundraisers, in addition to player stats and club results. Organisation plays a vital part in recreational clubs such as Emley and the website will, in the future, perform a

key role. This means that the club, the players and the village is being promoted across a fantastically wide spectrum and encourages the general public to show an interest and support the team.

On a more practical note, the layout is straightforward yet effective, displaying the necessary information on the home page and with clear links to other pages on the site – all presented in the club's famous colours. There is a mix of essential information and relevant material.

The website is kept up to date and this is very important for the overall success of the online outlet, which is one of the best in the league along with Meltham CC and Barkisland CC in my opinion. Credit has to be given to Ros Moors, the webmaster, who works very hard to maintain the site.

So, what of the future? Well, the online platform which Emley currently have in place will certainly promote the club, allow for information to be shared easily and communication to be even more effective, providing the site is maintained to the same standard it has grown accustomed to.