Venue Guide and Recipe Database
Support, delight, inspire

Venue Guide- the stats

- Relaunch in 2013 with our new look website

- Currently 7,000 listings- standard, accredited and GfG

- Receive between 50- 80 recommendations per month

- Lack of response from venues means only 30% of recommendations are listed

- 12% of our Members have logged into the Guide once

- Less than 1% use the Guide regularly (more than 10 times)

Review and feedback

✓

✓	X
•7000 venues •Map useful and works for areas where there are not too many listings •Accredited venues appear at the top of the search listing •Listing are clear and easy to read with good info stored against each one •We capture good additional info (although don't always show it against all listings)	•Map confusing when there are lots of pins •It's self promoting over user friendly •Search function uses filters but there are not enough options to refine results •Not enough variety on venue types-mostly chain that offer little appeal •Following up on recommendations is very process heavy •Recommendations are often duplicated •Not up to date

A new approach

1. **Venue Guide should be the go to place to give users an informed choice on places where they can eat safely**

2. **Focus should be on safe gluten-free food in line with a variety of needs i.e. take away, special occasions etc**

3. **Using the Guide should be easy and straightforward**

4. **Capabilities developed to complement how Members wish to access and use the Guide**

New look Venue Guide

New features

- Improved search and filter options

- Enabling more content to be accessible outside of the login to promote value

- Enhanced rating and reviews capabilities

- Automated listing with the appropriate follow up

Recipe Database- the stats

- Relaunch in 2013 with our new look website

- Over 700 recipes

- 32% of our Members have logged in to view the recipes once

- 6% use the recipes database regularly (more than 10 times)

Review and feedback

X

- How easy is it to find??
- Looks out of date
- Not mobile optimised 'enough' just shows navigation menu and then you need to keep scrolling
- Too much detail that could be replace with icons
- Member engagement is low- very few recipes submitted
- Images sourced from Fotalia and may just be of ingredients used
- Is the tag feature being used??

✓

- 700 recipes
- Functional and straightforward to use

A new approach

1. **Recipe service should be the go to place for information on all aspects of gluten-free cooking and baking**

2. **Be inspirational and kept up to date with fresh, new content**

3. **Capabilities developed to complement the range of information and advice our Members need**

New look (but we need a name)

New features

- Tailored content supporting a variety of needs

- Enabling more content to be accessible outside of the login to promote value

- Video capabilities for 'how to' guides

- Community sharing- blogs, gallery, comments and reviews

- Focus on and seasonal features

- Detailed recipe content with nutritional information

But there's something missing...

Current services do not provide a good enough platform to promote the valuable support and knowledge that the Local Groups provide

- Provide an enhanced platform for Local Group recipes and venue recommendations
- Listing added as Local Groups recommendations so they can be filtered or sorted by this category
- Carry their own icon/stamp of approval
- Email notifications for new listings in their area
- Provide an advert graphic that is placed on Local Group webpages sign posting to Group recipe listings within the database
- Venue Guide map to remain on Local Group web pages

Thank you for listening