



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



- 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
- Listings 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

Venue Guide

[Suggest a Venue](#)
[User Guide](#)

YOUR LOCATION: [HOME](#) > [GLUTEN-FREE DIET AND LIFESTYLE](#) > [VENUE GUIDE](#)

Welcome to the Venue Guide. To find a venue please use either the search options below or navigate using the map and click on a venue pin.

Find a Venue

Keyword

Location

Refine Results

Refine results

Venue Type +

Venue Cuisine Type +

Additional features +

Show Me: +

Refine Results

Venue Tags

advance available bread cakes call chips diet dishes Examples fish free

gluten-free

Gluten-free include labelled menu options request suitable venue.

Contact Us

Submit a Venue Listing

6977 Venues found

[Map View](#)

Dominos pizza gluten free

Find the best fish and chips restaurants...

Eating out...

143 The Canopy Restaurant

City/Town: [Epsom](#)

This is an independent retailer

Venue type: [Bar](#), [Cafe](#), [Pub](#), [Restaurant](#), [Take Away](#)

Rate it - 3.5

★

GF

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**

Gluten free Kitchen

YOUR LOCATION: HOME > GLUTEN-FREE DIET AND LIFESTYLE > GLUTEN FREE KITCHEN

Gluten free Kitchen

Be inspired by over 700 delicious gluten free recipes for all occasions plus lots of useful hints, tips and information about cooking and baking gluten free



Search 768 delicious gluten-free recipes



Beetroot and Goats Cheese Stack with Salad

Beetroot and Goats Cheese Stack with an Apple, Walnut and Baby Herb Salad and Split Balsamic Dressing by Up and Coming Gluten-free Chef of the Year winner, Shanice Parris.

Kcal: 460.0

 Serves 2  20 mins prep

Ingredients

- 2 x large cooked beetroot
- 3tbsp olive oil
- 3tbsp balsamic vinegar
- 1tsp honey
- 50g soft goats cheese

Method

1. Slice each beetroot into 0.75cm thick rounds and transfer to a shallow dish.
2. Pour over the oil, vinegar, honey and some salt and pepper and leave to marinate for 20 minutes.
3. For the goats cheese mousse, soften the goats cheese in a bowl with a spoon and stir in the cream, chives and salt and pepper until smooth. Transfer to a small piping bag.

Kcal	Fat	Carbs	Protein	Fibre
460.0	35.0	28.5	8.7	3.7

Hints and tips:

Some intro text needs to go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent feugiat sodales posuere. Aenean quis arcu vulputate, accumsan neque quis, rhoncus metus.

 0 likes  Like

[Share your suggestions images and videos](#)

More inspiration



[Back to recipes](#)

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

