

## **BFA Website Report – April 2025**

I have indicated in blue all new content that differs from last year's report. In summary, a reasonable amount of catch up work was undertaken this year, as many issues and tasks had been left unattended for a while. Among other things, the website is now being backed up properly, the BFA inbox has been sorted through, and AGM reports have been uploaded.

### **Atulya's tasks in managing the BFA website as a Webmaster from June 2024 to April 2025 included:**

1. Liaising with Ildiko, the web support team, and Patrick Woodcock (web designer) re website issues.
2. Evaluating partnership requests.
3. Evaluating suggestions for changes and additions to the website, and where possible implementing changes herself. Where this wasn't possible, Patrick the web designer was hired.
4. Writing website reports for the annual AGM – including a summary of annual website costs.
5. Organising a new paid Dropbox account (with Greg the treasurer) to allow the website backups to function. (This is now in place and the website backups have been increased in frequency by Patrick).
6. Uploading the newsletter and updating the index. (It has now been updated from 2021).
7. Monitoring the BFA website inbox, and dealing with a large backlog of emails spanning a few years with Ildiko (this is now up to date).
8. Creating a second free back up email for the BFA with Protonmail so that Ildiko can take back her Gmail address.

### **On going tasks and costs**

1. Supporting BFA members in technical difficulties with their profile pages or events listings.
2. Liasing with Sarah Paul re: DD membership payments.
3. Supporting partnership area difficulties, and responding to errors and glitches on the website.
4. Adding Newsletter issues to website (last issue was in Aug 2025).
5. Investigating the hosting company, and finding who is now responsible (not Roger Softfox).
6. Approving partner requests and liasing with said partners if their request form isn't filled out correctly.

### **Webmaster**

1. A job description was provided for the webmaster (this is to be updated with additional tasks, as and when required). The job description has been updated in 2025 with relevant information re: Dropbox and the new backup email address.
2. Hourly rate for the current webmaster, Atulya is £25/hour.
3. Ildiko collated a Questions and Answers document regarding using and problem solving for the BFA site, which is a useful reference when similar issues come up and as handover information in the future.

**Moderator/content manager** (This is copied from the previous AGM report, and may no longer be relevant in the light of the last meetings to discuss the future of the BFA).

4. **The webmaster and moderator/content manager can be the same person.**
  - a. The moderator could get creative with "commissioning" articles and blog posts - splitting the jobs might work better.
5. The moderator/content manager for the new blog section can be a volunteer unpaid position.
6. The tasks for the moderator/content manager:
  - a. This new moderator role has never been needed before so we will have to decide if it's something that a volunteer could do or a paid task. Peter's sense is it could be a volunteer task and maybe an enjoyable one for someone who likes this kind of thing - it's less technical and more creative. It is something to be worked out.
  - b. e.g. Checking that blog post are genuine and not spam.  
e.g. Checking content is appropriate for the site and sourcing articles and ideas to share on blog.
8. As long as we have no person moderating the website content, each member can upload content (blog, articles) freely (and self-moderate only). We can continue monitoring, if this works well enough without moderation or if feels preferable to find someone for the moderator role.
9. Ildiko requested extra support for the webmaster role with website text revisions. **A tiered approach was agreed to this, where:**
  - Tier 1.** - I have couple of BFA volunteers, as an advisory subgroup, who are happy to be consulted for suggested changes to text. We could agree on simple changes with this subgroup. Based on previous helpful support in this area, I have asked **Clare Myatt and Amona Buechler**, if they would be willing to support the BFA website in this advisory role, and they have agreed to this. Big thanks to them for this! We have agreed that typically website texts wouldn't need urgent tweaks, so they would be able to fit this role comfortably around their other commitments.
  - Tier 2.** - ask **Kay Hoffman** for more weighty changes.
  - Tier 3.** - Kay can decide to ask **Peter Afford**' view on weighty changes, where it seems helpful to have a really senior view.

### **Cost of website:**

- Because of our charitable status there has been **no hosting charge**. I believe this still to be the case?
- Our domain name is £8.39pa though this may be subject to changes.
- **2 TB Dropbox is £71.91 (this year) and will increase to £95.88 yearly thereafter.**

At present no hosting/domain maintenance costs from the domain host/designers are anticipated.

### **Web Designer**

We have been asking the designers to provide fixed costs for extra features so far and evaluated the implementation based on that. We have agreed with the web designer, (Patrick Woodcock) **35£/hourly rate for future repair/alteration work on**

website, with an annual review to the rate. **He has confirmed that he is happy to continue with this rate for 2025. He now has a full time job so may take longer to answer our requests.**

### **Annual Web Budget:**

An annual web budget was discussed with the Atulya, Greg Ceri, Ildiko and the SOFA. A budget is very useful so that the webmaster can carry out smaller improvements to the site independently, and therefore more quickly and efficiently. Ildiko, the web support team, and the SOFA will be consulted in more complex situations.

Ildiko advised the treasurer and the webmaster to agree a figure for the annual web budget between themselves. **The proposed annual budget for 2025/6 is £1500, agreed to by both parties.**

No defined budget was given the webmaster from 2024/5.

### **2024/25 costs (before 04 April 2025)**

- **Webmaster (Atulya):** 35 hours invoiced at **£875.**
- **Webdesigner** (Patrick Woodcock) additions carried out: 10.26 hrs invoiced at **£365.17**
- **Domain name: £8.39** (host. SOFTFOX, contact Roger Foxcroft)
- Google Map use: £0 (we are using way below the free allowance of \$ 200/month)
- **Dropbox** yearly subscription for 2 TB: **£71.91** (on special offer this year).

**Total annual cost last year: £1320.47**

### **Website changes / bug fixes in 2024/5:**

(Overseen by Atulya with help from Ildiko Davies, and also in specific cases Greg Ceri and Mary Morris).

- We now have a paid Dropbox yearly subscription for 2 TB of data. We purchased this with a special offer this year (£71.91), and it will increase to £95.88 yearly thereafter. This is a long term solution that will benefit the site and allow more frequent back ups. **Please note: It could also potentially be used by the BFA for sharing documents, photos and videos.** This paid package is ultimately a lot cheaper and sustainable than paying the webmaster/designer to play around with plugins and Google email addresses to get a 'freebie' which we would probably have needed to be upgraded before long anyway.
- Patrick has now re-introduced regular backups to the website in the light of the Dropbox upgrade.

- The “Meet the Teachers” page has been updated. All teacher profiles now show video links and thumbnails.  
<https://www.focusing.org.uk/school2025/school25-teachers>.
- The Summer 2024 Newsletter has been uploaded, and the index updated (catching up from 2020) and uploaded.
- Paula Newman has been added to the **Professional Training Area**.
- The link to sign up to the newsletter is now working.
- All 2023 and 2024 BFA AGM minutes and reports have now been added to the BFA Members Documents.

### **Feedback received in earlier years regarding the BFA Website and its functionality:**

- The majority of the feedback received regarding the look and the functionality has been very good. Members like the new look very much and described it as: clean, simple, spacious, friendly, fitting. They generally find the use of the features like adding events, updating profile details easy, as well. Members also appreciated the possibilities for growth and new input.

### **Web Issues**

The web support team were consulted as to whether there were any issues with the site in 2025. No issues were reported.

### **Possible longer term intentions for developing the BFA website further (carried over from previous AGM reports): It's not clear if these intentions are still relevant or not.**

The website platform is very adaptable so we can add areas and pages later. These depend very much on our needs, priorities and resources available.

*Current ways the website addresses these aims are indicated in italics.*

### ***Further possible ways the website could address these aims are indicated in bold italics.***

- The website needs to facilitate bonds for BFA members to work together and support each other i.e. buddy system.
  - *Currently, the online membership profiles can encourage new connections made and the directory listing can be searched for areas of common interest.*

- ***Information could be added to the website fairly simply about the buddy call crib notes that are usually sent to new members about ways of connecting, if needed.***
- How can the website be inclusive for people with hearing or sight impairments?
  - *Currently, the website provides these features for inclusivity: search function for content, contact to the BFA can be via emails, simplicity of design and navigation, use of simple English.*
  - ***A content moderator (when we will have a one), could possibly improve inclusivity features further: eg. use of simple English; more illustration could be added instead of text heavy content; written subtitle or caption for video or audio content. - No action has been taken, as other website updates used up the allocated annual budget. Ildiko has already checked with web designer and in principle we could tell what are the most used pages and create audio version for those pages, when it will fit within the annual budget.***
- Can the website to be a tool of resources and people to create the conditions [for themselves and others] around which we can then have a meaningful conversation and sort through our differences and our challenges, and arrive at better decisions because we've been able to hear everybody.
  - Currently BFA discussions take place via the gaggle group email system, but this is not easy to evaluate for decision making.
  - We could add guidelines and information to the website about processes and approaches that could facilitate creating consensus for the BFA members, when we have agreed on some guidelines.
  - We could add a discussion forum feature to the website when it will fit within the budget - would need to check with web designers re. cost. Alternatively, direct members to have discussions via the BFA Facebook Group at no extra cost.
  - We could evaluate the integration of a survey tool that would work with the current BFA green light –amber light - red light feedback system for decision making when it will fit within the budget. Would need to check with web designers re. possible ways and costs via website.
- ***How will the website present and communicate that active listening and focusing are two sides of the same coin through the words, design and content of the site.***
  - ***To be evaluated still.*** As this comment has been carried over from the 2019 website report, Ildiko asked some clarification regarding this intention, to be able to evaluate it's possibility. No clarification received about this so far.