

## **PAM AGM 2016 - Webmaster's Report**

The Charity's website was completely redeveloped earlier this year to take advantage of the latest website management tools. The main changes are a fresher look to the website, much better display on devices such as smartphones and tablets, and the ability to delegate editing of specific areas of content to nominated individuals.

Visitors to the website should be able to find whatever they want to know about the Charity on the website – its aims, its history, past and future events, how to join in, AGM details, and lots more – and if there is anything they can not find, then the committee members' contact details are there so people can submit their queries or suggestions that way.

The area where the information could be much more up to date and interesting is in the area of clubs' own events but this of course relies on those clubs sending us their reports and photos. We have though had good input this year from Oake Manor and Helsby Golf Clubs both of whom have raised many thousands of pounds for the Charity.

In addition to the website, we also have a Facebook page and Twitter account – and the links to both of these are on the website Welcome page.

Facebook is where members can directly share their comments and photos and we use Twitter to keep followers up to date with the latest news. We currently have 499 followers on Twitter.

To complement online communications, we also have printed material and since the last AGM we have redeveloped our A5 leaflet that provides an overview of the Charity. We have also revamped the Itinerary for this year's Tournament. Again, these are also available to view or download from the website.

One other slightly unrelated issue I would like to quickly mention is that I have captained a society this year of around just 30 active members and we will have managed to raise around £5,000 for the Charity with two of our members earning places at this year's Peter Alliss Masters Tournament. The reason I mention this is that I believe it is a model that can be replicated across many other societies, let alone the bigger and more wealthy golf clubs around the country. I will therefore be discussing with the Committee how best we might do this.

*Phil Davies*  
*19<sup>th</sup> September 2016*