

# Praise for new website

NORTH Shropshire IT firm Express Solutions has achieved acclaim from the RSPCA for its development of a new website for the Northumberland branch of the national animal charity.

Express Solutions of Hodnet, near Market Drayton, developed a site for the charity to encompass all areas of activity including fundraising, volunteering, animal care to pet re-homing.

Notable for its need to comply with RSPCA corporate guidelines, the site also encompassed the Northumberland branch's own individual needs and reflected the area's emphasis on specific events and activities.

## Insight

Roy Bazeley, director of Express Solutions, visited the RSPCA premises to gather the information together and to gain an insight into the personalities behind the operation.

He has come up with a website that is user-friendly and easily navigable.

Roy said: "The site is simple in format but covers everything that visitors to the site need to know, such as how they can become more involved in fundraising initiatives and which animals are looking for new homes."

The service was provided to the RSPCA at a special charity rate and Roy provided a free days training to the branch secretary to enable the site to be updated at branch level.

Wendy Richardson, branch development adviser – north region, said: "We are very happy with the new site, it fulfils



● Roy Bazeley with RSPCA rescue dog Herbie

all the required criteria and the final production is a first class, professional and accessible website which I am sure, will play a vital part in continuing to support the RSPCA in our efforts to make an impact on animal welfare."