



# UK Coaching

Reading Room

SPORTS

Session duration increased by

**26%**

## Background

UK Coaching is a charitable organisation inspiring the nation to be active through great coaching. In September 2017, after a rebrand and as part of a wider redevelopment of its entire digital estate, UK Coaching commissioned Reading Room to redevelop its core website and digital services for coaching.

## Goals

UK Coaching wanted to make its mission clearer across its digital presence. People skills needed to be at the heart of the website, with better-supported user journeys and accessibility of all online resources.

The overall website objective was to create a landing site for the numerous coaching solutions that make up the wider digital estate. UK Coaching planned for the website to be the 'go-to' place for all information, guidance, and resources for three core audiences:

- those who are coaching
- partner organisations
- general public

The website needed to provide information on coaching, how to get involved, how to develop as a coach, and provide easily accessible resources and guidance to help people on their coaching journey. It also needed to offer suitable information, on how to develop their own coaching systems along with the coaching workforce, to UK Coaching's wide network of partners. The new site needed to bring this information to the surface in a way that is accessible for all audiences, as well as presenting coaches with information on how to operate cross-discipline—a core mission of UK Coaching.

## Challenges

The existing website was difficult to navigate, had an out-of-date look and feel and did not effectively communicate the new, extended definition of coaching. It was difficult for the core audiences to identify relevant information and understand the full breadth of services and resources available as the breadth of content had outgrown the existing navigation and architecture.

Another key challenge for UK Coaching was to strip out the mass of outdated content on the existing website and filter what could be discarded and what could be repurposed. A large volume of content was buried in PDFs on the site, with no way to bring this material to the surface.

## Solution

With the intent to deliver elements across multiple phases to minimize risk, Reading Room built a sharp new website for UK Coaching on Kentico 11, switching technologies from Drupal 6.

Reading Room undertook a complete rework and redesign of the website, with the aim of ensuring that UK Coaching is recognised as the lead agency in its field. This included a comprehensive Discovery Phase, in which core audience groups were approached and analysed alongside the UK Coaching team. The agency did this through a range of forums including focus groups, user interviews, sector-specific research, and technological assessments.

Before commencing development, key exercises were completed to assess the existing navigating architecture, and realign this to meet the requirements of all core audiences. Reading Room, using insights from their Discovery phase, created a number of personas to test their strategy against; this informed a completely reformed navigation structure.

The new navigation function ensures that searching for information and delving into the breadth of resources available is possible for users.

A slick taxonomy facility was also set up that enables users to browse resources by topic, and thus provides users with information more quickly.

With many different target audiences, Reading Room implemented a Single Sign-On (SSO) mechanism between the main website and the LearnUpon system (a learning management system for online courses). They have also included an API integration with UK Coaching's workshop system IRIS, which allows workshop listings to be pulled into the site, and learners' previously completed workshops to be visible on their dashboard. As part of a potential future phase, they will look to enable online booking of workshops directly through IRIS.

Going forward, Reading Room will be building a subscription model into the website as part of a future phase. People who subscribe to the website as paying customers will be able to access enhanced content and wider groups, as well as many other useful benefits.

One of Reading Room's longer-term aims is to create a consolidated approach for UK Coaching, bringing the entire digital estate together under one CMS and eventually bringing LearnUpon and the UK Coaching website onto one singular platform; within this, an online workshop booking tool and workshop evaluation form will be created.



## Results

- bounce rate down 14%
- average session duration is up 26% (up by 30 seconds)
- return visitors have gone up from 7% of total visitors

## Key Criteria for Choosing Kentico

As this is an MVP launch of the website, only the standard features within Kentico 11 have been utilised. For the next release - 1.5, Reading Room will be looking to take advantage of and implement more customised Kentico 11 features. Taking their functional and non-functional requirements into consideration, a variety of CMSs were compared and the recommendation was that Kentico was the best fit-for-purpose solution. This was in line with their aim to deliver elements across multiple phases to minimise risk.

## Reading Room

Reading Room are the trusted digital partner to ambitious brands and influential organisations. As a long standing Kentico Gold Partner, we've have a proven track record of delivering enterprise level CMS systems. Our team of dynamic Kentico developers, creative thinkers, skilled strategists and super support team are the experts when it comes to Kentico. And thanks to its customisable nature, it plays to our strengths. We've built many highly successful websites on Kentico for Education, Public Sector, Housing, Membership, Sport and Commercial sectors.



40 Furnival St  
London  
EC4A 1JQ

Phone  
0870 333 7101