



The Hargreaves Narrowboat Trust

Website redesign, booking,
paperwork processing & creation.

Case Study

The Hargreaves Narrowboat Trust /
Charity / Tourism

The Hargreaves Narrowboat Trust is a registered UK charity run by volunteers who operate a fully-equipped narrowboat for recreational and educational purposes.

Their mission is to improve the quality of life for those who are disadvantaged or deprived. They do this by providing experiences outside of their customers normal environment, so giving them something to look forward to.

Copyright 2023 © All Rights Reserved [48k.co](https://www.48k.co)



Photo by Martin Splitt - unsplash.com

48k Digital LLP Registered in England and Wales: OC443035 Registered office 27 Old Gloucester Street, London, WC1N 3AX

AUTOMATED BOOKING PROCESSES

We delivered a marked increase in organic & paid traffic resulting in a proportionate increase in bookings.

ENHANCED OPERATIONAL EFFICIENCY

We added additional functionality whilst simplifying complex processes resulting in increased efficiency.

Case Study

The Hargreaves Narrowboat Trust / Charity / Tourism

CHALLENGE

The Hargreaves Narrowboat Trust approached us with a vision to revamp their website within a tight budget. We worked closely with them to understand their requirements and deliver within their limited means.

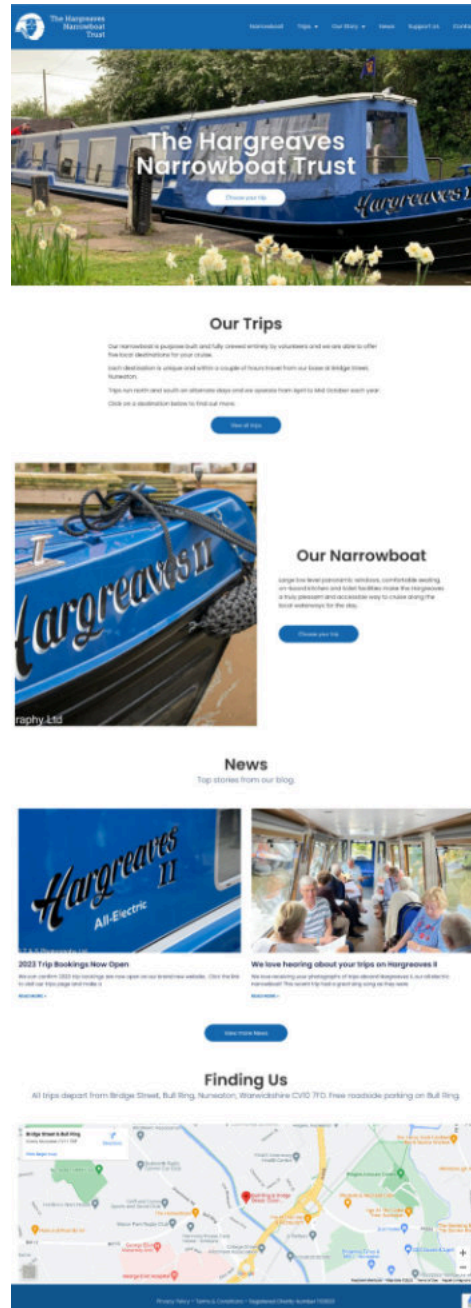
The project had two primary objectives, firstly to redesign the website with a fresh look and feel, incorporating a mobile-responsive layout to enhance the customer experience and secondly to streamline their booking process, replacing telephone bookings with an online booking feature that could be managed entirely via the website.

Another crucial aspect of the project was to ensure that the website could generate the paperwork required to facilitate scheduling and planning by non-technical volunteers.

SOLUTION

To meet the requirements of the Hargreaves Narrowboat Trust, we opted for Wordpress and the WP Booking Systems plugin as the primary platform for development. This flexible and extensible platform allowed us to create a custom, mobile-friendly theme using the Elementor page builder plugin, ensuring ease of editability and flexibility for the client while keeping costs low.

To enable online trip booking and reservations, we customised the WP Booking system plugin to the client's specific requirements and integrated it with the WordPress admin console.



We enabled the creation of custom paperwork specific to Hargreaves Narrowboat Trust's planning and scheduling process, making it easier for non-technical volunteers to manage bookings efficiently.

Overall, our solution provided the trust with a user-friendly website that streamlined their booking process and improved their customer experience.

RESULTS

After the successful implementation of the new website and booking system, Hargreaves Narrowboat Trust has reported significant improvements in their booking process and overall customer experience.

The new online booking and reservation system has almost entirely reduced the trust's dependence on telephone bookings, which was a primary project goal.

By providing paperwork specific to the trust's planning and scheduling process, the system has enabled the admin to be completed entirely by volunteers, resulting in more efficient management of bookings.

Hargreaves Narrowboat Trust is delighted with the results and continues to maintain an ongoing relationship with us.

In turn we are committed to providing continued support to the trust, enabling them to deliver effective services to their customers and to facilitate the work of their volunteers.