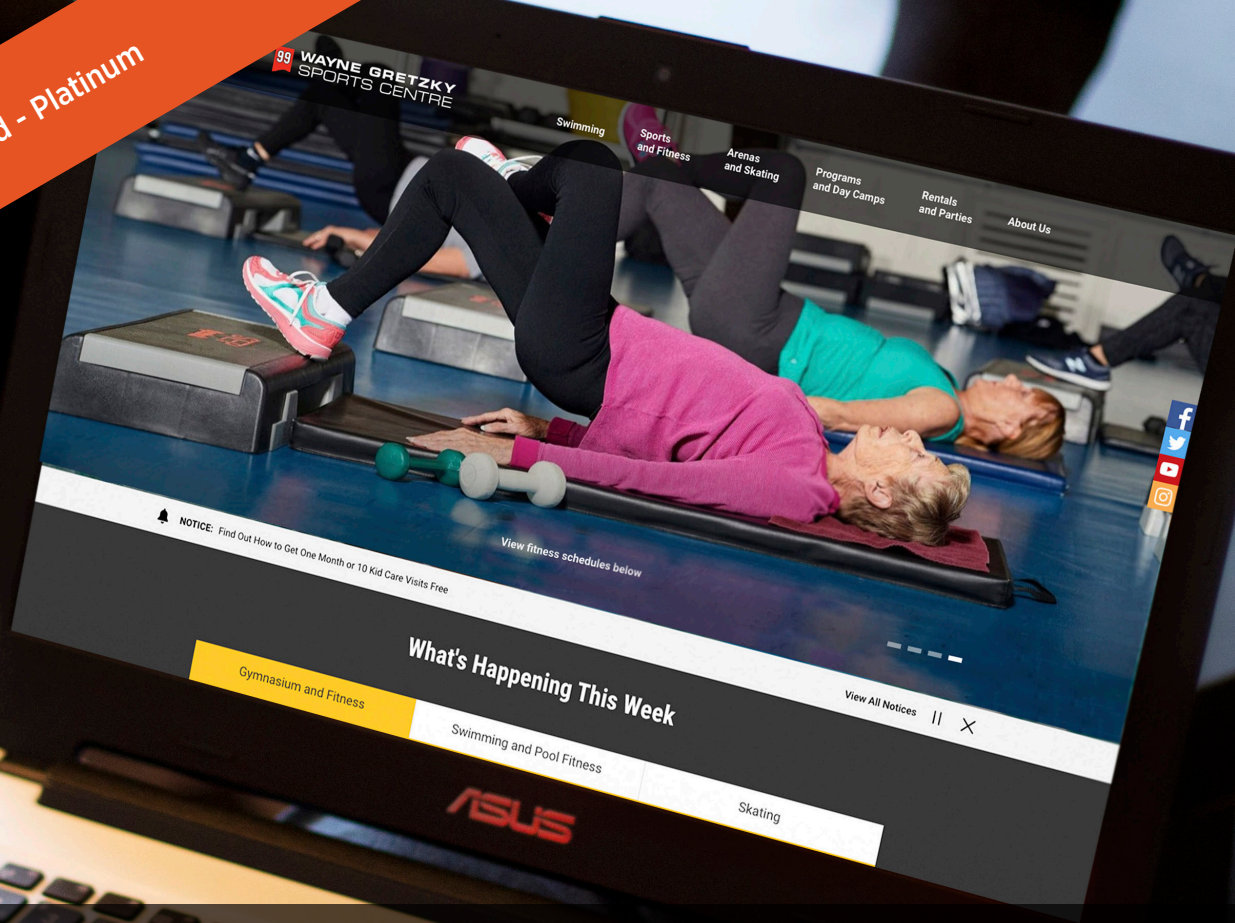




2019 Hermes Award - Platinum



WAYNE GRETZKY SPORTS CENTRE

Refreshed website helps visitors navigate Wayne Gretzky Sports Centre - on and off the ice

The Wayne Gretzky Sports Centre is the City of Brantford's primary public sports and leisure facility. The centre includes swimming pools, skating rinks and fitness rooms to meet the needs of the community.

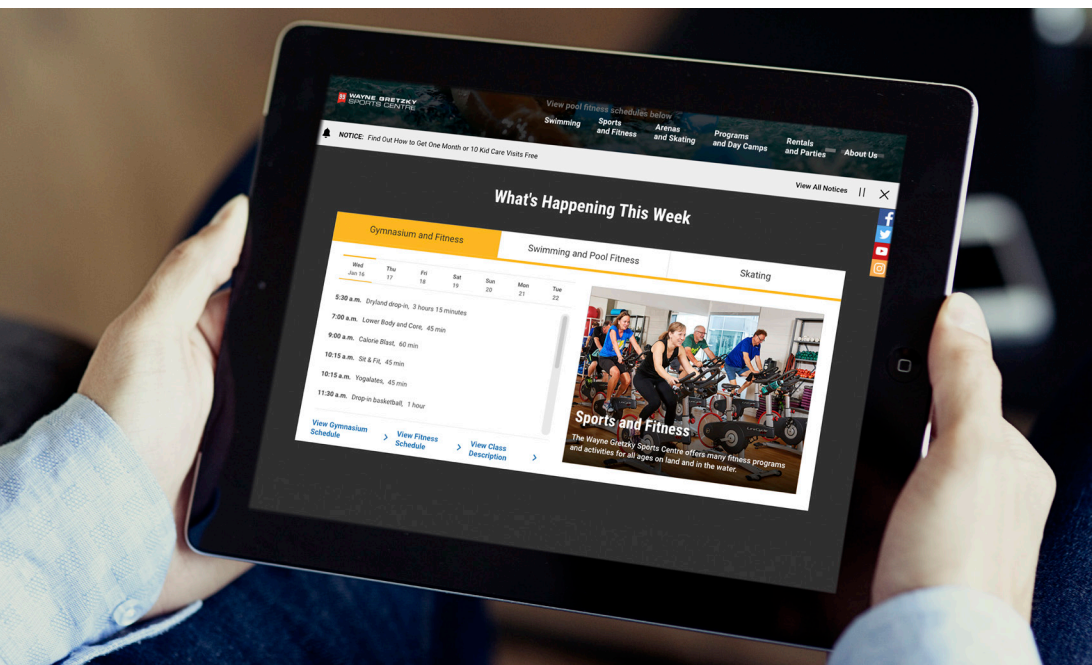
In order to stay connected, the City of Brantford sought eSolutionsGroup's (eSolutions) services to build a brand new Wayne Gretzky Sports Centre website that is dynamic and user-friendly. The final product is responsive on all devices, meets legislated accessibility standards and communicates important program and event information to users.

www.waynegretzkysportscentre.ca

GO LIVE DATE: December 13, 2018

"I'd like to thank the entire eSolutions team for all their support. It's been amazing working with you all!" "

— Sharon Sayles,
Marketing and Sports
Hall Coordinator



The Wayne Gretzky Sports Centre website includes a detailed "What's Happening This Week" class schedule to provide timely information for all class and facility schedules without leaving the homepage.

CHALLENGE

Having to sift through pages of cluttered and disorganized information, visitors struggled to navigate the website and find key information. The site's previous content management system (CMS) was hard to use and employees had trouble keeping the content up-to-date.

Without an accessible, easy to find and regularly maintained schedule, the site's visitors found it difficult to stay informed about events, classes and programs taking place at the Wayne Gretzky Sports Centre.

The old website had an outdated design that wasn't compatible with all devices and screen sizes. The City required an updated website with a bold online presence that encourages visitors to take part in community programming.

SOLUTION

Created with our i:Create content management system (CMS), the centre's new website offers users quick answers and simplifies content management when staff are looking to update information and keep the community informed.

Visitors now have access to up-to-date, interactive calendars that show all events, classes and programs taking place at the centre. Integrated within the CMS, the new calendars make it simple for staff to add new programs and events for visitors.

The new website design is dynamic, structured using a thorough sitemap consultation process, and meets legislated accessibility requirements. Our team also provided Writing-for-the-Web content training to staff. Now they are armed with the tools they need to make future content accessible and easy to digest.

Digital solutions to create an engaging user experience

- ▶ Page layout builder
- ▶ Seamless social media integration
- ▶ Secure, Canadian based hosting
- ▶ Accessible, responsive forms
- ▶ Interactive calendars
- ▶ i:Create content management system

