



- content-managed website, with;
 - ecommerce Pro Shop
 - streaming Flash video
 - animated Flash panoramics
 - animated Flash history timeline
 - animated Flash virtual course
 - password access members section
 - email management

www.royalblackheath.com

The Putting 'the oldest golf club in the world' on the Internet has its challenges.

The club is naturally proud of its unique heritage, so we have to reflect it in a design, which respects the past, yet employs cutting-edge web technology to communicate the club's progressive facilities and aspirations for the future. It has to stay in touch with members, old and new, to keep them up to date with the latest news and a full programme of activities. It needs to allow members to enter competitions and make payments online - especially to The Pro Shop which now has a proper ecommerce facility. For newcomers, the course is described in 'graphic' detail and, for all to see, the club's long history is displayed in a clear, distinct 'time-line' approach. Right now, everything is in place for 2008 when we will take the club into its 400th Anniversary year in style.

