



NATIONAL ACCESS & SCAFFOLDING CONFEDERATION

National Access & Scaffolding Confederation Press Release

For Immediate dissemination

NASC Launches New Website

The NASC has launched a new website – www.nasc.org.uk – offering a radical new look, modern desktop and mobile optimised functionality, user-friendly online shop, integrated social media and news feeds, and a plethora of scaffolding and access information.

This large scale website re-development project – which has been ongoing for six months and has been managed by NASC's Membership and Communications Manager, Jamie McGuire – has been steered by London-based website development and creative agency, Deep. Their team of website developers, designers and coders were charged by NASC with 'simplifying the user experience, engaging users with diverse, accessible content, maximising the impact of the NASC's busy social media platforms, driving traffic to a re-vamped online store and creating a new-look, engaging, high functionality and mobile optimised website, to suit modern user habits.'

The new website features simplified and enhanced access to the NASC online shop – with clearly labelled member and non-member pricing structures for the NASC's Safety and Technical guidance, and colour coded navigation. There is also separate, easy to find expanded sections for core technical and safety guidance (TG & SG), like TG20:13 ('Good Practice Guidance for Tube and Fitting Scaffolding') and SG4:15 ('Preventing Falls in Scaffolding Operations.')

In addition, there is a whole new membership section – to reflect the current NASC President, Alan Lilley's desire to boost SME's to join the organisation. And the site also includes a fully-loaded member's area – with access for Full, Non-Contracting and Information Only members.

Further information sections have been added to the new site, offering quick access to the NASC's Product Code of Practice, NASC Yearbook, Annual Safety Reports, video guidance, media libraries, FAQs, useful links and scaffolding training

sections. And the menu systems – on both desktop and mobile (phone and tablet) versions – are simple and easy to navigate, with a large, moving home page slider offering quick links to key areas.

The new website also now hosts a news and social media hub – accessed primarily from the home page, but also via the simple header and footer menus – allowing users to keep up to speed with the latest NASC updates, with a busy news section and constantly-updated social media platform.

NASC MD, Robin James said: “It’s important to make sure we move with the times as the national trade body for access and scaffolding in the UK – so that industry-leading safety and technical guidance is as accessible and visible as possible.

“Undertaking a full re-build of the website and online shop is no small task and we’d like to thank the agency, Deep for their hard work in creating something special and accurate to the brief. We are confident that members, non-members, the media, the construction industry and the public will benefit from the new website.”

NASC Marketing Manager, Phil Royle said: “The driving force of the project was to modernise the out-going website, make the online shop more visible and user-friendly, carry across a wealth of important safety and technical guidance and create more brand awareness – assisting in our mission to encourage membership sign-ups and the continued growth of the organisation.

“We are thrilled with the result. The new website better reflects our brand values and position within the construction industry, whilst offering users a richer, simpler and mobile-optimised user experience – perfect for the times we live in. It’s loaded with great content, industry news, up to date scaffolding guidance and vibrant social media. We’d encourage everyone to check it out.”

Discover the new website at: www.nasc.org.uk, where you will find details about becoming an NASC member, more about the latest SG4:15 ‘Preventing Falls in Scaffolding Operations’ Safety Guidance notes, details on the TG20:13 full suite the online shop, active news and social media and much more.