

# Case Study - Headway Oxfordshire

*"We couldn't be more happy with our website – it is user-friendly, easy to navigate, and provides a fantastic first-impression for visitors"*

Jamie Miller, CEO

## Background

Headway Oxfordshire is a charity which supports people affected by acquired brain injury across Oxfordshire.

Headway's dedicated team of full-time staff and volunteers provide support services and guidance to both patients and carers, as well as campaigning to raise general awareness and funding for brain injuries.



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## Challenges:

- Build a new website - easy to operate & update by Headway Oxfordshire 'HWO'
- Create a professional 'corporate-look'
- Design attractive social media feeds to draw traffic to the website

## Surge Online say:

Our mantra is '**We build it right for you**', whether it be a CRM system for a multinational, or a website for a local charity, such as **Headway Oxfordshire 'HWO'**.

We treat every customer, and every project exactly the same, be they a large company listed on a stock exchange, or a smaller, charitable organisation with altruistic goals. We invested 4 months of resources to deliver a market leading website to HWO.

It was important to offer HWO a **single point of contact** for the website build and to work in the same collaborative manner as we do for all our clients - we are human beings and we always treat our customers likewise.

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## Headway Oxfordshire say:

*"It's like driving a luxury car - everything works so smoothly!"*

Our old website was dated...very dated indeed! In fact it was more of an information **landing page from the 1990's** which didn't allow us to fully engage with a modern audience.

We can do so much more with the new website - videos, social media postings, promotions - **everything is so simple and intuitive**. This is so important, as the website is a core part of our strategy to improve and sustain our services going forwards.

The general look is better than we'd anticipated - it is fresh, easy to navigate, and is already having a marked effect on the traffic we are able to generate.

*"Our website has already served as an inspiration to other Headways around the country"*

There are around 100 Headway charities in the UK, either county or city-based, all with their own marketing approach and websites.

A professional image is paramount in these days of council funding cuts when charities such as ours have to reach out and interact with donors via videos, blogs, and social media.

We feel that we're hitting above our weight - this is a very slick website for an organization with 20-ish employees!

*"We had a great relationship with Robbie - it never felt like a corporate relationship"*

Robbie - the web designer - was great; very approachable, enthusiastic, and professional throughout. We never got fobbed off or passed around, despite the fact this website was put together from a charitable perspective and hence was incredible value for money.

All in all, we are so pleased that Surge Online supported this project as a company - it will make a huge difference to the support we will be able to offer others.

*"This is a fresh, vibrant website which represents the future of our organisation"*

Charlie, Marketing & Events Officer