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Since mid 2002 a small group of us at the bbfc had been looking at the possibility of creating a website exclusively aimed at children.

Our main website SLIDE 1A

was set up in mid 1998 and has proved extremely popular, it receives about a million hits a year, which, very conservatively, means about 10 million page impressions on an annual basis. It offers visitors a comprehensive archive of all our work.

However, we were well aware that a sizeable and extremely important part of the population were denied access. In the UK, school computers have what we call "net-nannies" installed, which means that you cannot access sites which use particular language. The object of this initiative is, of course, to prevent minors accessing pornography sites, but, because of the nature of some of the work we classify, it also meant that they could not find the bbfc. A whole tranche of the audience for film and video in the UK were being denied access to information on how we worked.

Another issue, of course, is that the design of our main website is not at all attractive to young children, dry facts, no visuals, and, most obvious omission, no movies!

So, cbbfc was created.

What is it?

Slide 2 AIMED AT 8-11 YEAR OLDS

slide 3 DESIGNED FOR SCHOOL AND HOME USE

slide 4 ALLOWS CUSTOMISED ACCESS

slide 5 INCREASES KNOWLEDGE AND SKILLS

slide 6 ENABLES MORE INFORMED CHOICES

SLIDE 7 WHY DO WE NEED IT?

Well, the reasons I have already cited above, also

slide 8 ACCOUNTABILITY AND TRANSPARENCY

as an organisation, we are accountable, not just to our clients, the film and video industry, but also to *their* clients, the viewing public, a sizeable percentage of which are children, who not only have current needs in terms of media education, but also are the adult audiences of the future and need to learn how to make informed choices about the increasingly wide number of visual images

available to them.

We went to a number of web design companies with the following brief:

SLIDE 9 THE SITE MUST HAVE INSTANT APPEAL

SLIDE 10 IT MUST BE UNIQUE

SLIDE 11 TO SUSTAIN INTEREST IT MUST BE A MAZE (I'LL TAKE YOU THROUGH SOME OF THE MAZE LATER

SLIDE 12 IT MUST BE EASY TO NAVIGATE, GIVEN THE YOUTH OF THE TARGET AUDEINCE, BUT IT MUST CHALLENGE THEM

and from the point of view of us, the people who need to administer the site

SLIDE 13 IT MUST BE EASY TO UPDATE AND EXPAND

A company based in Cambridge, finkcreative, came up with exactly what we wanted, and, after months of headbanging, we came up with a prototype, and set off to a local London school with it

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at the school we had workshops taking into account their ideas on how we could improve, change, or modify the prototype.

And finally, in June of this year, we launched.

(Penny Averill, bbfc)