

Mark Scott Leadership for Life Award enjoys reliable and secure web hosting



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iomart customer case study

Easyspace provides domain names and reliable web hosting for Mark Scott Leadership for Life Award

industry

Education, Charity, Not For Profit

Requirement

Domain name protection and reliable web hosting

Benefits

- Strong and successful online presence
- Cost effective hosting
- Simple domain registration and renewal
- Round the clock customer support



The Mark Scott Leadership for Life Award is a unique personal development programme for S6 students in Scotland, consisting of a residential course and a project in the local community that is identified, organised and delivered by the young people.

The programme develops leadership talent, breaks down divisions within society and delivers a project that has real impact. It is delivered by The Outward Bound Trust, an educational charity and leading provider of outdoor education. As part of the Award Programme alone, Outward Bound® is working annually with between 150 to 200 young people from around 50 schools in the Central Belt of Scotland.



Easyspace support

Easyspace has been supporting the Mark Scott Leadership for Life Award since the outset, providing the domain names as well as the reliable and secure web hosting needed to support the organisation's website.

Easyspace is one of the UK's largest ICANN accredited domain name registrars, offering a large range of domain name extensions so businesses and organisations can create and maintain a strong, successful online presence. In all 22 separate domain names relevant to the Leadership for Life Award were registered and the .org.uk address was chosen as the URL for the main website

www.markscottleadershipforlifeaward.org.uk

Martin Davidson, Scottish Director of The Outward Bound Trust, says, "It's important for us to have all the relevant domain names to protect the Leadership Award online. In terms of the URL, we have always used .org.uk in order to clearly identify us as a charitable organisation. Easyspace are incredibly easy to work with and offer excellent customer service so registering and renewing the domains is a very simple process."

The Leadership for Life Award website gives potential participants information about the courses run by the Trust but it is also the only way that young people can apply to take part. As such it needs to be available at all times of the day and night and be able to cope with spikes of interest around times when applications are due or when media coverage generates additional interest.

The website is hosted on an Easyspace Business Hosting package which offers unlimited web space & bandwidth; Backup; Firewall; Virus Protection and UK-based telephone support and 24/7 technical support. Easyspace is part of leading UK Cloud company iomart Group plc and as such provides its hosting services from iomart's network of PCI

Compliant and ISO 27001 & ISO 9001 accredited data centres.

The Mark Scott Leadership for Life Award also uses Easyspace Professional Mail Yearly which provides the organisation with a generous mailbox; anti-spam and anti-virus protection and is webmail & mobile friendly and Microsoft Outlook compatible.

Fundraising is a big part of the Leadership for Life Award so the website also needs to be highly visible online in order to attract potential donors.

Martin Davidson continues, "As a charity, we always strive to deliver our services to the public at the lowest cost possible and our budget for online marketing of the Award programme is very small. We were therefore delighted when Easyspace came on board. Using Easyspace has meant that the Mark Scott Leadership for Life Award has had a reliable and safe web presence for many years and we are really grateful for their support."

The Outward Bound Trust has set itself the target of helping a further 1,000 young people to participate in the Mark Scott Leadership for Life Award by 2017.

Sarah Haran, Managing Director of Easyspace, says, "We are delighted to be providing the domain names and web hosting that supports the Mark Scott Leadership for Life Award in delivering such incredible opportunities for the young people of Scotland. It is a fantastic organisation and we look forward to making sure that it has strong presence online as it looks to the future."

For more information about the Mark Scott Leadership for Life Award and its history visit: **www.markscottleadershipforlifeaward.org.uk** and please visit **www.outwardbound.org.uk** to find out more about the work of The Trust.

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