

Annual Report MACP

Report: Digital

Committee Member: Gethin Lynch

Date of report: 15/09/2026

Overview

The MACP website continues to perform strongly following its launch in August 2023. Throughout 2026, the website has maintained the stability achieved since the initial transition, with limited major complications overall.

More recently, we have noticed that digital response times from the team have become slightly slower. This is possibly linked to a recent management change following the departure of Tony, the Chief Executive. This is not currently posing significant difficulties, but it is something we are closely monitoring going forward.

The integration of the executive meeting module has remained a significant success, simplifying document management and making key resources accessible for executive members. The ability to store, amend, and share meeting files in one place has streamlined operations and improved transparency across the executive committee.

Functionality of the website will continue to be reviewed in 2027, with a particular focus on opportunities for integration with other platforms and technologies.

Website Usage

Website visitor numbers continue to stabilise, with no significant increase or decrease observed over the reporting period. The resources for Cauda equina cue cards continue to have the highest hit rate on the website, alongside course information pages.

Progress Against Organisation's Strategic Aims

The website continues to support the MACP's strategic objectives by:

- Supporting efficient operations: Reduced administrative workload due to the stable website and improved CRM system has enabled the team to focus on broader initiatives, including course promotion, knowledge translation, and stakeholder engagement.
- Facilitating executive meetings: The online executive portal remains an invaluable resource for documentation, communication, and collaboration.
- Building engagement: The platform continues to grow as a central hub for members to access courses, CPD opportunities, and organisational updates.

Key Development Plans for 2026/2027

- Integration with CPDme: We are continuing to work towards integration with CPDme, including implementation of single sign-on (SSO). This is an ongoing process, carried out in collaboration with

Lewis from the CPDme executive team, to support automatic course mapping, certification, and logging of CPD activity.

- Digital storage migration: Plans are underway to move the majority of our digital storage from physical drives to cloud-based storage. We are exploring Google Drive, as the organisation is currently paying for the Google Workspace Business Plan. Office 365 is also being considered as an alternative option, and we are currently testing different areas to evaluate suitability.
- Exploration of AI: AI integration remains an iterative process. We are exploring the use of AI chatbots, as well as further multimedia and video content, to enhance the website, support executive meetings, improve webinars, and streamline course delivery.
- Continued website development: Ongoing assessment of features to ensure the site continues to meet MACP's aim of being a collaborative space across the MSK community.
- Support for MACP objectives: Enable improved promotion of new courses and support dissemination of Knowledge Translation resources, podcasts, and CSP conference outputs.