

Home nations football scores in Europe

By Wildenews

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A new website created by Warwickshire firm Zarr is helping the leading provider of small sided football leagues move into Europe.

The Home Nations are still scoring in Europe despite missing out on this summer's Euro championships – thanks to a Warwickshire internet company.

Rugby-based Zarr Limited has helped kick off a new era for Leisure Leagues, Europe's largest provider of small-sided football leagues, which runs hundreds of leagues across the UK and Ireland.

And with an increasing number of teams signing up from Europe, in particular Holland, the new site is set to establish Leisure Leagues at the top of the table as the premier football league provider across the Continent.

“Since the new website went live, we have been getting around 130 new entry forms per week which is a massive increase on what we have previously,” said Stephanie Bullock, executive director of Leisure Leagues, based in Warwick.

“Across England, Scotland, Wales and Ireland, we have around 2,500 teams playing in 350 leagues, making us the largest provider of small-sided leagues in Europe. Now we are expanding further afield with more interest from European countries, which the new site is helping to generate.

“The site is all based around interaction and making it easier for people to sign up. You can sign up for free and get going very quickly and easily.

“We had a list of the types of things we wanted when we approached Zarr, but they were able to advise us on the best way to go about this, sort out a lot of the behind-the-scenes functionality - for instance all the formulas for calculating fixtures and league places – and made suggestions about how best to navigate around the site, which has really enhanced it.

“Users can now upload pictures and match reports more easily. It also gives us very detailed information about users of the site and where the site traffic is coming from, and allows us to update the information daily.

“We were the first company in the UK to provide small-sided leagues. Re-launching our website means we will remain at the top of the table in terms of professionalism and offering the best possible service to our teams.”

Mark Reynolds, managing director of Zarr Limited, said: “Leisure Leagues presented some unique challenges. This was all about making it easier for users – either new ones or existing teams – to interact with the organisation.

“We have created a site that looks good, is easy to use, generates a great deal of information for Leisure Leagues to monitor use of the site, and that is easy to manage. This allows all the information to be updated quickly and easily.

“We’re looking forward to seeing the results this helps to score in Europe.”

Zarr Limited is a well-known website and software solutions firm, based on Central Park in Rugby, building innovative sites to help business owners get the most out of the internet.

For more information, visit www.zarr.com or www.leisureleagues.net

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