

**CABINET**

**18<sup>TH</sup> DEC 2008**

**COMT**

**28TH OCTOBER 2008**

## **Web Strategy 2009-11**

**(Report by the Head of Information Management)**

### **1. BACKGROUND**

The Council has had a website since April 1999. Initially a promotional site giving basic details about the Council and its services, it has been developed into a comprehensive set of pages and services.

There are now over 2000 pages of content on the website managed by over 140 Officers from across the Council. Everyday nearly 2000 people use the website and in the last Annual Residents' survey the website achieved the highest level of satisfaction of all customer service channels (89% rated it as "fair or above" for access to services).

From humble beginnings, only 9 years ago, the website has become a highly effective and popular way for customers to access Council information and services.

### **2. PURPOSE**

Following this success, and also having regard to both increasing customer expectations and rapid development of web technologies, it is timely to update the Council's Web Strategy.

The strategy will have a life of approximately three years and includes the action plan required to achieve its objectives. It reinforces existing good practice and performance already in evidence across the Council.

### **3. RECOMMENDATIONS**

Cabinet is asked to approve the Web Strategy 2009-11

#### **BACKGROUND PAPERS**

**Web Strategy 2009-11**

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