

**STANDARDS COMMITTEE - WEB STRATEGY  
(Report by the Head of Law, Property and Governance  
and Monitoring Officer)**

**1. INTRODUCTION**

- 1.1 Members may recall that the Chairman has, for some time, wished to review the content of the "Standards and Conduct" pages on the District Council's website.
- 1.2 To this end, a meeting involving the Chairman of the Committee, the Monitoring Officer and Officers from the District Council's Web Development Team took place in mid-September and several suggestions to improve the style and content of the current web pages and raise the profile of standards and code of conduct issues were discussed.

**2. SUGGESTED IMPROVEMENTS**

- 2.1 Having regard to examples of web pages published by other Authorities, the meeting concluded that, in general, the style and the text of the current pages required to be re-drafted and simplified to ensure they were clearer and easier to understand. This might be managed by dividing the information presented into several sub-sections.
- 2.2 Other initiatives discussed were -
- ◆ a photograph of the Committee (to be taken before the March 2010 meeting);
  - ◆ the introduction of an on-line complaint form;
  - ◆ a section featuring recent case examples;
  - ◆ a section comprising frequently asked questions;
  - ◆ the possibility of a short video featuring the Chairman of the Committee.
- 2.3 Under the District Council's web strategy 2009 - 2012, an extract of which is appended, the Monitoring Officer has indicated the timescale by which these actions should be achieved.

**3. CONCLUSION**

- 3.1 The Committee is requested to comment on the proposed web strategy and make suggestions for any additional initiatives that might be considered.

**BACKGROUND PAPERS**

Web Strategy Services Action Plan.

**Contact Officer: Christine Deller, Democratic Services Manager -  
Tel: (01480) 388007.**