Web Strategy - Services' Action Plan 2009-2012

Service:						
Objective Type	**Specific Objective**	**Actions**	**Measure(s) of Success**	**Target by end of 09/10**	**Future years' targets**	**By Whom**
Enhancement of **existing** web services	•	•				
	• Improve information on Standards	• Photograph of Committee • Simplify text • Introduce on line complaint form • Consider section on recent decisions • Introduce section on FAQs • Consider short video of Chairman	Photograph on site Review by software Form on line Reports on line FAQ on web site Video on web	March 2010 End 2010 End sept 2010 End 2010 End June 2009 End 2010		C Deller C Deller C Deller C Meadowcroft C Meadowcroft C Meadowcroft
Migration of further **existing** services to the web site	•	•				
	•	•				
Introduction of **new** service(s) – not currently offered via any other channel - onto the web site (and,	•	•				
	•	•				

Service:						
Objective Type	Specific Objective	Actions	Measure(s) of Success	Target by end of 09/10	Future years' targets	By Whom
possibly, other channels)						

Notes:
1. Actions – what specifically will be done by the end of 09/10 & what will take longer to achieve?
2. How will we measure a successful outcome?

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