


SHARED SERVICES TEAM

Document Name: The Expansion of Directgov and businesslink.gov.uk Guidance for Departments

Usage Guidance

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CATEGORY DESCRIPTION

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The Expansion of Directgov and businesslink.gov.uk Guidance for Departments

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1 Change Control

Version History

Version	Date	Changed By	Summary of Change
V3	20 Jun 07		Clarification of wording in para 4.2, bullet 4.

Distribution

This document has been distributed to the following individuals.

Version	Date Of Issue	Name	Title
V3	20 June 2007	Departmental Finance Directors	
		Departmental Communications Directors	
		Directgov Operating Committee	
		Businesslink.gov.uk Programme Director	

Approvals

The signatories have formally approved this document and are content that comments have been dealt with accordingly. The signed approval copy is held by the Directgov Programme Management Office.

Version	Date of Issue	Name	Title
V3	20 June 07		Directgov CEO
			Businesslink.gov.uk Director

2 The Purpose of this Document

Sir David Varney's Service Transformation Review set out a vision for Directgov and businesslink.gov.uk, showing how growth of these initiatives will provide service improvements for citizens and businesses and efficiencies for Government. This document outlines this vision, the benefits Directgov and businesslink.gov.uk will provide and then provides guidance for Departments on what will be funded by Directgov and businesslink.gov.uk during CSR07 and what they will be expected to fund. It is intended to help Departments with the planning and allocation of their CSR07 settlement to achieve this service transformation.

If there are any questions regarding the advice in this document, or any general questions, please contact x.

3 Transformational Government and Website Rationalisation

In 2005 the e-Government Unit (eGU) of the Cabinet Office published its Transformational Government Strategy which examined how the delivery of public services could be improved through the use of technology.

More recently Sir David Varney's Service Transformation Review found that despite the innovations in the use of e-services in the public sector, it lags behind the private sector in the way it delivers e-services.

These two pieces of work have led to the placement of Directgov and businesslink.gov.uk right at the heart of the 'Transformational Government' agenda and are a fundamental part of the drive to make information and services available in one place for citizens and businesses.

Sir David Varney's vision states that, by 2011, almost all citizen and business e-services migrate to Directgov and businesslink.gov.uk and all e-transactions are provided through these two primary websites. This means that all Departments will have one corporate website, utilising shared infrastructure and all other sites will be closed.

This will be taken forward in the Service Transformation Delivery Plan and Agreement and will be achieved by:

- Converging content and transactions on Directgov, businesslink.gov.uk and departmental corporate sites as appropriate, and reducing the number of websites & domains for which Departments are responsible in line with agreed targets

Directgov and businesslink.gov.uk understand that web convergence is complex and that government organisations face challenges in achieving this. The aim is to work with Departments to understand their particular issues, ensure these are reflected in future plans,

The **vision for Directgov** is to be the **citizen focussed** digital channel for government, offering a **high quality experience** for customers by delivering information and services that meet most of their needs within the site in a **consistent and accessible style**.

businesslink.gov.uk has a similar business focused vision that is currently being reviewed in the light of Transformational Government.

3.1 How does this strategy help the Departments to address their customer needs?

Departments can satisfy their customers by using Directgov and businesslink.gov.uk to provide the following benefits for customers:

- Single point of access to Government information and services, using concise language and in a tone which the customer can easily understand
- Reduced time and cost in understanding and dealing with Government requirements, and greater confidence that they are complying

- Better understanding of where to get advice and support from Government and elsewhere
- A single User ID and password that can be used to access all transactional services (specifically for businesslink.gov.uk)

3.2 How does this strategy help Departments improve internal efficiencies and service effectiveness?

There are many benefits of using Directgov and businesslink.gov.uk to deliver services to the citizen and businesses. Efficiencies are generated through shared infrastructure and economies of scale, and effectiveness is achieved through greater customer reach and cross-promotion of “easy to use” services.

Specifically benefits for Departments and agencies include:

- A highly resilient, secure and scalable e-channel infrastructure provided as part of core service
- Many Departmental websites will need to be upgraded for AA accessibility by 2007. By joining Directgov or businesslink.gov.uk offerings, that already comply with these standards, there is saving to Government. Also, the two sites will comply with website guidelines for government as these are developed e.g. common website address (url) policy and tracking of usage figures.
- Improved compliance and greater awareness of Government support services (specifically for businesslink.gov.uk)
- Increased take-up of electronic services, supporting Departmental channel shift and efficiency objectives. Departments will benefit from access to the existing audiences, currently over five million visits per month to the Directgov website and 700,000 visits per month to businesslink.gov.uk
- A better perception of Government’s regulatory burden on business
- The enthusiastic cooperation of regional business support agencies as promoters and intermediaries for web content covering the essential messages and transactional services (specifically for businesslink.gov.uk)
- Proven economic impact, further driving the enterprise economy (specifically for businesslink.gov.uk)
- A real example of customer-focused, ‘joined-up’ Government

Implementing audience-centric online channels will help Departments reduce the cost of developing and providing their online services by consolidating their content and services onto a few audience channels. This will help them to:

- Reduce the number of new websites they create reducing set-up costs
- Close or consolidate smaller sites whose content and services can be provided through Directgov and businesslink.gov.uk

- Slim-down and re-focus major Departmental websites onto professional and specialist audiences

3.3 Directgov and businesslink.gov.uk – current service offerings

Directgov already involves 18 government Departments and has links to 240 services in 388 English local authorities where relevant. Directgov brand tracking research in March 2007 indicated that Directgov is seen to be better than Tesco, Amazon and eBay on being up-to-date, helpful, comprehensive and a trusted source of information. When joining Directgov, a Department will gain from a multi-channel capability, available 24 x 7, highly secure, built to AA accessibility with Welsh translation. All of this core service is funded centrally. Directgov will be publishing its three year product and development roadmap in Autumn 2007. This will show how we intend to develop Directgov to make use of technologies such as Web 2.0. For further information on the Directgov service offering, see Annex A.

businesslink.gov.uk works with 450 subject matter experts across 40 central government Departments, agencies and business units. It delivers nationally consistent content, tools and transactions through a national website, and rebranded versions in the nine regions of England and their equivalent business support organisations in Northern Ireland and Scotland. Content, tools and transactions are currently centrally funded and managed in partnership with professional publishing organisations. Over the first three years of service it gained 220,000 registered users and served 700,000 visits per month. For further information on businesslink.gov.uk, see Annex B.

4 Future Funding

The following section seeks to provide the Departments with a view as to the funding they need to consider in the context of Web Convergence. Some of this will involve re-allocation of existing funds, and some are additional costs that will need to be borne.

4.1 Central Funding for Directgov and business.gov.uk

Sir David Varney recognised that the current funding models were not sustainable going forward and that the funding base for Directgov and businesslink.gov.uk needs to support their growth and improvement so they become fully interactive, citizen and business centric services. He recommended that funding be put on a more secure basis within the 2007 CSR to develop them as fully transformed services. This recommendation was accepted by the Treasury and Directgov and businesslink.gov.uk will be funded centrally from April 2008.

From April 2008, therefore, Departments **will not be required** to include provision for paying contributions to central Directgov as required under the current funding model.

4.2 Continuation of Existing Departmental Funding

Examples of existing Departmental costs that should continue to be funded from the Departments are as follows:

- Directgov Franchise costs - It is essential that adequate provision is made by Departments as part of their CSR planning process to fund and resource the Directgov franchises led by each department as content will be converged through the franchise structure. This is not a new requirement. Cross-Departmental franchises are currently funded by Departments and guidance on the costs associated with the franchises was sent out by Directgov last year. (From April 2008, businesslink.gov.uk's central funding arrangements will continue under the auspices of the Paymaster General. Given the scale of growth required by Transformational Government, aspects of the current businesslink.gov.uk model for maintaining content and services will change. Departments should anticipate similar costs for maintaining businesslink.gov.uk content and services, subsequent to integration, as they do for Directgov franchises).
- Maintenance support roles – a team of people who will support long-term maintenance of any new content, transactions or services converged onto Directgov and businesslink.gov.uk. This resource may be found within the existing website teams and therefore would not be 'additional' resource.
- Technology costs – any costs relating to corporate sites, sites granted an exception or the back-end systems needed to run transactions (even where the front end is hosted on either businesslink.gov.uk or Directgov). This is an existing cost for Departments.
- New content or services - costs involved with creating any "brand new" tools or transactions on the businesslink.gov.uk and Directgov sites. Departments would have funded this development without web convergence. During convergence, Directgov and businesslink.gov.uk will only fund convergence of content and services already present on Departmental sites at the point when departmental returns are submitted in June 2007. The most complex multi-stage transactions may require joint departmental funding. However new services will be considered in the Directgov and businesslink.gov.uk development and there may be savings to be made across Government Departments through shared infrastructure.
- Marketing and campaigns – Departments will bear the cost for any campaigns relating to the migration of sites and services, as well as for future campaigns once convergence is complete, as now.
- Customer and market research costs – the costs of any specific customer research related to areas to be converged will be borne by Departments. businesslink.gov.uk and Directgov will also conduct their own customer and market research and there will be savings for Departments to make through sensible use of this research.

4.3 Additional/ New Funding for Website Rationalisation

As well as franchises, it is essential that Departments make adequate provision for the Transformational Government strategy, including website rationalisation and convergence of content, tools and transactions to Directgov and businesslink.gov.uk.

Guidance on the web rationalisation costs has not been sent out before and in this document we attempt to provide a qualitative view of the activities that need to be covered by Departments. This guidance should be used by Departments when allocating or planning their CSR07 funding.

It should be noted that, once the convergence to Directgov and businesslink.gov.uk has happened, any Departmental costs related to updating and maintaining content and transactions on Directgov and businesslink.gov.uk should be more than covered by efficiencies gained elsewhere. This is because certain activities and assets that currently exist in a number of places within Departments are no longer needed once convergence has occurred.

Web convergence is not simply about retiring sites and migrating content. It involves considerable business change to align thinking around a new web channel management model and work across organisational boundaries, both internal and external, to deliver services centred around the needs of customers. It will also require investment in auditing content on current sites to ensure that content is streamlined and re-written as necessary to give the best possible customer experience.

There may be a need to develop new publishing processes and procedures to enable this change and remodel the existing central websites and eCommunications teams so that useful content can be more effectively delivered in the future.

There will be a need for additional Departmental funding to resource their own internal Transformational Government project teams which will be responsible for the convergence activities. The following bullet points show what activities these are and what resourcing needs to be considered by Departments when applying for funding.

- Resources
 - Transformational Government Website Rationalisation project team – project and business consulting resources who plan, co-ordinate, engage and drive the process of rationalisation should be included. businesslink.gov.uk and Directgov will provide toolkits and consultancy to support your team through the rationalisation process.
 - Convergence support roles – in addition to any ‘business as usual’ franchise and other staff currently supporting businesslink.gov.uk or Directgov, Departments should make provision for the additional cost a support team/network to support convergence work. This team/network should include individuals from the following areas - technical, editorial, transactional, marketing and communications, as well as policy and regulatory areas. This resource may be found within the existing website teams and therefore would not be ‘additional’ resource.
 - If a department wishes to avoid building up skills to support rationalisation, and then winding them down again, they can approach Directgov and businesslink.gov.uk to discuss provision of a central

capability to do department-specific work. It is expected that each Department will pay for this from their own funds.

- Processes
 - Departments will establish their own internal business processes and governance structure to deliver their department's website convergence and to support maintenance thereafter. businesslink.gov.uk and Directgov will provide support and guidance in these areas. These may/ may not require additional funding depending on the process design.
- Departmental benefits tracking
 - processes and resources to track departmental savings generated through the rationalisation process.
- All costs associated with closing and decommissioning sites once convergence is complete. Departments will also need to archive closed websites as there is a requirement to maintain access to documents and information.

5 Detailed Breakdown of funding required

The following tables break down the contributions Directgov, businesslink.gov.uk and departments will be expected to make towards all the activities and cost described in Section 4 above.

5.1.1 Core Services

Description	businesslink.gov.uk	Directgov	Departments
Infrastructure	<p>Hosting and CMS for content on the businesslink.gov.uk website</p> <p>Single registration facility, providing a Government Gateway ID. This registration facility links into a transaction framework that uses forms engines and logic capabilities to deliver a consistent and reliable user experience of departmental transactions, even if those transactions are processed on departmental back-end systems.</p> <p>Decision tree and basic logic tool development</p>	<p>Hosting¹ and CMS for content on the Directgov website, mobile and DTV channels</p> <p>From August 2007, Directgov will offer a sign on facility using Government Gateway for citizens that will develop from a basic registration and enrolment capability into a highly marketable citizen facing service that will in time become synonymous with the Directgov brand</p> <p>Decision Tree hosting and minor development</p>	<p>Hosting for any white-labelled service or campaigns</p> <p>Gateway costs associated with sign-on for individual transactions</p> <p>Major decision tree development for decision trees not currently on a government website.</p> <p>Technology costs – any costs relating to corporate sites, sites granted an exception or the back-end systems needed to run transactions (even where the front end is hosted on either businesslink.gov.uk or Directgov)</p>

¹ Full details of hosting capacity and resilience available from Directgov on request

Description	businesslink.gov.uk	Directgov	Departments
	Though not currently available, audio-visual and audio services are being researched with users.	Deep linking to local authority services using LocalDirectgov Full streaming services for audio and video (broadcast and on-demand) are available initially through WMS streaming technology and later, if appropriate, through Helix streaming servers utilising the Verio SCD Technology	
Content and directory development and maintenance	Central editorial team is funded, to coordinate all departmental inputs alongside customer requirements and to provide quality assurance. All processes provided. CMS system is provided, with training of department teams as required.	Central editorial team is funded, to coordinate all departmental inputs alongside customer requirements and to provide quality assurance. All processes provided. It is envisaged that content will be entered by Directgov franchise teams. A CMS system is provided, with training of franchise teams as required. The Directgov Franchise structure provides Departments with an organisational and governance structure to meet their editorial needs Welsh translation costs.	Maintenance support roles – a team of people who will support long-term maintenance of any new content, transactions or services converged onto Directgov and businesslink.gov.uk. For Directgov this includes franchise team resources Customer and market research costs – the costs of any specific customer research related to areas to be converged will be borne by Departments. businesslink.gov.uk and Directgov may also conduct their own customer and market research.
Tool development and maintenance teams	Central tool development team is funded, to coordinate all departmental inputs alongside customer requirements and to provide quality assurance. Infrastructure provided.	An integrated decision support function (decision trees) is provided using a fully integrated tool using Vanguard DecisionScript to coordinate all departmental inputs alongside customer requirements and to provide quality assurance.	Departmental editorial and policy support team required. New content or services - costs involved with creating any “brand new” tools or transactions on the businesslink.gov.uk.uk and Directgov sites. During convergence, Directgov and businesslink.gov.uk.uk funding will only fund convergence of content and services already present on Departmental sites.

Description	businesslink.gov.uk	Directgov	Departments
Transaction development and maintenance	Central team and infrastructure to converge front end of transaction, to the point of submitting information (and if appropriate, receiving subsequent confirmation messages). Support for technical, interface related user issues.	Assistance with converging transactions, including a toolkit for white-labelled transactions so that they meet the Directgov brand and style guide At present, transactions are surfaced on Directgov using a white labelled user interface which does not sit on Directgov infrastructure. During 2008/09 Directgov will begin to host the 'front-end' user interface for all transactions and white-labelled sites should then only be used for campaigns. The cost of front-end integration will be borne by Directgov for transactions already available online.	Departmental editorial and policy support team required, as well as infrastructure and support for transaction back-end, to ensure messaging matches interfaces. Support for non-technical, non-interface related, business specific user issues. Directgov white labelled transaction development and hosting costs. New content or services - costs involved with creating any "brand new" tools or transactions on the businesslink.gov.uk and Directgov sites. During convergence, Directgov and businesslink.gov.uk funding will only fund convergence of content and services already present on Departmental sites.
Marketing campaigns – launch and ongoing	Central team, processes and site facilities to coordinate campaign and brand.	Central team, processes and site facilities to coordinate campaign and brand. Hosting costs for campaigns hosted on Directgov	Marketing team to support key messages and audience insight. Funding for campaign costs. Campaigns which do not fit Directgov templates are surfaced using a white-labelled solution outside of Directgov's infrastructure. These costs are borne by Departments
Metrics	Rich web analytic reporting.	Traditional web analytic reporting enhanced with significant customer behavioural data tracking using Speed-trap	For Directgov, integrating speedtrap with any transactions not hosted on Directgov

5.1.2 Website Convergence Support

Description	businesslink.gov.uk	Directgov	Departments
TG convergence	Managing and enabling	Managing and enabling	Transformational

Description	businesslink.gov.uk	Directgov	Departments
support and guidance	<p>the convergence of content from Government Department web sites to the businesslink.gov.uk site. This includes the conversion of content into more suitable interactive formats according to user requirements. Departments will be expected to provide input and support to that convergence process.</p> <p>Resources, process manuals and toolkits – to help the department engage with businesslink.gov.uk and Directgov, scope the convergence work required, set up the resources and processes required, implement the convergence and then proceed with ongoing maintenance</p>	<p>the convergence of content from Government Department web sites to Directgov. Departments will be expected to provide input and support to that convergence process.</p> <p>Resources, process manuals and toolkits – to help the department engage with businesslink.gov.uk and Directgov, scope the convergence work required, set up the processes required, and manage the convergence activities</p>	<p>Government Website Rationalisation project team – project and business consulting resources who plan, coordinate, engage and drive the process of rationalisation should be included.</p> <p>Convergence support roles – in addition to any ‘business as usual’ staff currently supporting businesslink.gov.uk or Directgov, departments should make provision for the additional cost a support team/network to support convergence work. This team/network should include individuals from the following areas - technical, editorial, transactional, marketing and communications, as well as policy and regulatory areas</p> <p>Departments will establish their own internal business processes and governance structure to deliver their department’s website convergence and to support maintenance thereafter. businesslink.gov.uk and Directgov will provide support and guidance in these areas.</p> <p>Processes and resources to track departmental savings generated through the rationalisation process</p>
Website Closure	None	None	All costs associated with closing and decommissioning sites once convergence is complete

Annex A: A View of the Directgov Offering

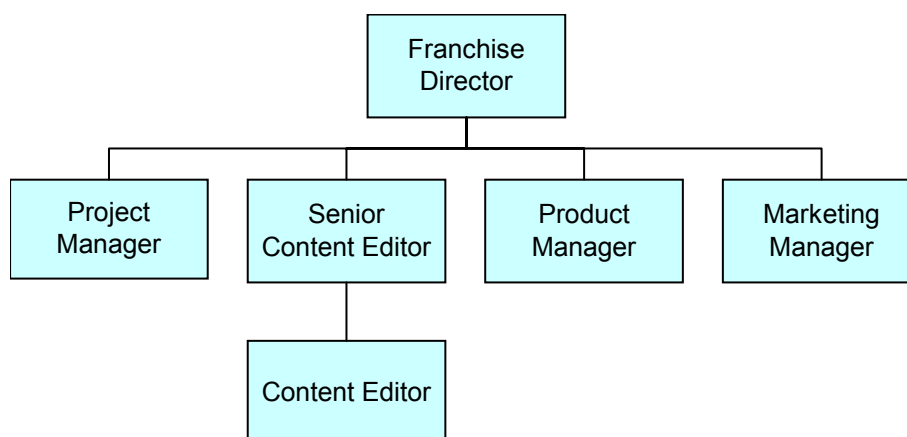
- Directgov is a multi-channel offering, providing Departments with access to web and non-web channels via DiTV and mobile media hosting all content and transactions in a single place available 100% of the time, 24 x 7, using specialised caching technologies. For the web, this includes a hosting and infrastructure solution providing access to the necessary tools from user's desktops to produce, manage and publish electronic content and services.
- The Directgov website is also available in Welsh, meeting the requirements of the Welsh Language Act.
- A front end website which meets AA standard accreditation and a back end user system which is due to meet AA standard during 2007. Additional accessibility provided for from Browsealoud screen reader.
- Directgov will enable Departments and local government to realise efficiency benefits from web site rationalisation and improved marketing, along with a range of other more intangible benefits
- Directgov will create value in three main ways: **Improved Effectiveness of Service Provision.** By promoting rapid e-transaction take-up through a single front-end mechanism meeting the majority of citizens' immediate needs. This will drive immediate benefits for government Departments by accelerating the take-up of their e-services through 'cross-sell' of online customers from one service to another. **Improved Efficiency of Service Provision.** Operational savings from reducing e-delivery costs through consolidation and use of a common architecture, and better use of government publicity expenditure. **Value to Citizens.** Savings to citizens by making transacting with government faster and easier and by making the services more accessible and obvious.
- By linking and promoting services it will enable individual Departments to reach a far broader range of citizens than is possible today with disjointed sites
- By increasing the use of online services Departments and local government, through exploiting Directgov, could realise efficiency savings by: Reducing the cost of transacting with citizens as Directgov increases online transaction volumes; Reducing the cost of operating offline channels as good information from Directgov directs citizens to correct point, avoiding misrouted calls, etc; Reducing the cost of providing information as online information cheaper to provide than other channels (e.g. face to face, call-centre, post and leaflets)
- From the citizen's perspective, Directgov will be highly visible, accessible, convenient, easy to use and useful to citizens. Its strong proposition will attract customers to use it and the associated government e-services. This will drive them to go to Directgov as the first point of call when they have need to interact with government, and return for any further services or information required.
- Content written in a customer friendly style rather than government speak. The central editorial team will provide help and advice how to tailor content to meet the Directgov styleguide

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- The Franchise structure provides Departments with an organisational and governance structure to meet their editorial needs. This will result in efficiency savings from not needing to maintain separate editorial teams as the franchise and central team will work directly with Comms or Policy teams
- Economies of scale in hosting and development costs.
- Full disaster recovery and emergency and contingency plans.

Typical Directgov Franchise Organisation

A 'typical' franchise comprises the following staff (please note that this will vary from franchise to franchise and not all staff will be working on Directgov full-time):



As the franchises grow, it is expected that any part-time posts, such as the Franchise Director, will become full-time. However, the greatest impact of the Transformational Government Strategy is likely to affect Content Editors as they will be responsible for drafting and maintaining content from Departmental websites.

Centrally, it has been assumed that staff costs will rise to a maximum of double the current cost. Translating this assumption to Franchises could result in the 8 additional staff being required (excludes Franchise Director and Marketing Manager posts) broken down as follows:

- 1 additional project manager
- 6 additional content editors – this may be higher than is actually required.
- 1 additional product manager

However, this will be very dependent upon individual departmental approach to the Transformational Government Strategy. Activities currently provided centrally will continue to be provided, e.g. Welsh translation and customer helpdesk which may be expanded.

Annex B: A View of the businesslink.gov.uk Offering

- businesslink.gov.uk website provides information, guidance and action support, enabling businesses to handle their business challenges and manage their dealings with central and local government more successfully. The site also offers transactional facilities, supported by the advanced *My Business* registration and personalisation service
- The site provides 24/7 access, interactivity and tailoring, powerful searching, downloading/printing forms you would otherwise have to order by post, online filing and calculations.
- We thoroughly test everything with business users. Our tone is clear, practical and authoritative not cold or patronising. Our content and services are developed and presented from the business user's perspective, not from the way the government is organised.
- Site is delivered via a robust, proven web delivery and CMS platform. This proves access to the necessary tools from user's desktops to produce, manage and publish electronic content and services.
- businesslink.gov.uk will create value in four ways:
 1. save business people, from companies of all sizes, **time and effort** in dealing with the regulatory and administrative requirements of government
 2. open their eyes to the availability of support to help them **establish and grow** their business
 3. help Partners **unlock efficiencies**, for example, by moving businesses to interact with them at a lower cost online
 4. act as an exemplar of **customer-centric service delivery** and so help wider government raise its game.
- businesslink.gov.uk operates frameworks for the development and maintenance of both content and services that ensure each department retains appropriate influence.
- businesslink.gov.uk operates a flexible information architecture, which is currently being extended to serve an expert international trade audience.
- Typical content types offered by businesslink.gov.uk are:
 - 500 guides – each a bundle of 8-10 screens of content on a coherent customer-facing topic. The 500 topics cover all key business regulation, compliance and business growth and business opportunity issues that apply generically to the majority of businesses.
 - 950 sector regulations - single-page explanations of the 950 most important sector-specific regulations as researched for relevance to 416 business types. Regularly enhanced by the regulation updates service.

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- 330 licence summaries - the only national register of licences and permits applicable at both central and local government levels
- Grants and support directory - National database of 2600 grants and support schemes
- Contacts directory - 5,000 most significant public, private and trade association bodies for the SME sector.
- Events directory - Around 2,700 concurrent events happening in all regions of the UK.
- Typical services offered by businesslink.gov.uk are:
 - Transaction framework - a rapid development forms engine configuration and management interface. The service couples complex back-end transactional systems with simple, user-centred interface
 - Strategic Ruleburst logic management system capable of extremely rapid development. Create personalised interactive conclusions around a coherent topic, based on user input. Examples include: *Do I need to register for VAT, Am I eligible for Research and Development Tax Credits.*
 - Advanced registration and profiling system - *My Business* - provides Government Gateway User ID and password to new users that register. Current registered user base 200,000+. Data model supplies reusable user profile that can pre-populate commonly used data fields across transactions and tools.
 - Print Portfolio (PDF generation) – popular function allows user to add items of content to a “shopping basket” and then create a personalised PDF file complete with cover page, table of contents, page numbers and print-quality styling.
 - Enterprise-strength Site Catalyst management information tool. User-configurable reports, especially fallout reports, provide invaluable insight into site usage. ABCe-audited traffic figures.
 - Verity Intelligent Classifier - automatic classification of content items according to human-edited classification algorithms (current is bank of 500 rules).
 - Business start-up organiser - Overarching personalised tool delivering a checklist of what a business needs to do when starting up, across regulator and non-regulatory areas. User can save output, create notes on tasks, and set target dates for each task.
- Content and services are maintained by a Proxy Approver network - 450+ individuals across 80 Departments, directorates, NDPBs, and expert bodies. They participate in the review of all content and services on the website over a six-month cycle.

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Annex C: Key Website Convergence Tasks and Responsibilities

The following table outlines the main stages of convergence activity and the resources required from both sides. Duration or activity and volume of resource are dependant on scale of convergence activity. This will be defined in the Engagement Stage.

	Directgov and Business Link (BL)	Department
Stage 1 - Engagement		
Activities	<ul style="list-style-type: none"> • Produce toolkit, • Collateral and factsheet (BL) • Draft Implementation plan • Resource requirement guide for Departments • MOU (BL) • Communications Plan 	<ul style="list-style-type: none"> • Draft PID • Content Audit • Stakeholder Map • Resource plan for engagement • Draft implementation plan • Draft Strategic Outline Business Case • Signed off PID
Resources	Account manager Project Manager Communications	Web Convergence lead Project team Content editor Communications
Stage 2 - Scope & set up		
Activities	<ul style="list-style-type: none"> • Content management process guidance • Marketing plan • Training material 	<ul style="list-style-type: none"> • Content audit report • Content migration plan • Proposed information architecture • Functional Specification • Stakeholder engagement plan
Resources	Editor Customer insight Communications Trainer Technical The Club CMS	Editor Project manager Technical Communications Third party supplier
Stage 3 - Delivery & Implementation		
Activities	<ul style="list-style-type: none"> • Proposed Information Architecture for future development and enhancements • Testing plans • Instructions for fault reporting • Help desk support process documentation and service • Launch communications • Handover to ongoing maintenance 	<ul style="list-style-type: none"> • Final Information Architecture • Implementation plan • Communications material including campaigns where appropriate • Exit strategy to include launch paper if appropriate • Handover to ongoing maintenance
Resources	Editor Technical Project manager Managed service The Club CMS	Editor Technical Project manager Third party supplier