

## **MANAGEMENT BOARD**

### **Online Services Governance**

*Paper from the Director General Information Services*

#### **Purpose**

- 1 This paper sets out a structure for governance of online services.

#### **Action for the Board**

- 2 The Board is invited to take note of the new structure for governance of online services.

#### **Background**

- 3 Over the last four years we have created a capability in online services building up in house teams in the Department of Information Services and PICT to deliver the requirements of the two Houses for the web and intranet, drawing in external skills where appropriate. This capability phase has been overseen by a programme board chaired initially by me but more recently by Liz Hallam Smith.
- 4 Now that Parliament's use of online service has matured we have moved beyond the programme stage and online services are now considered as business as usual in the same way as other functions provided by departments.
- 5 However it is clear, not least from tensions that have been present since the general election, that online services now have a major impact on the business of all departments. I am planning to introduce a new governance structure designed to give all those affected a voice in decisions about online services whilst at the same time enabling clear policy decisions to be made. The changes proposed do not impact on existing processes for financial planning and management.

#### **The new governance structure for online services**

- 6 The new governance structure is set out in the Annex to this paper. There are two key elements: a Web Advisory Board and a Web Policy Board. The Advisory Board is designed to give senior "digital content owners" a voice in strategic and policy decisions about online services that affect their own service delivery. The Web Policy Board comprises a smaller group giving oversight to the Webcentre and ensuring that the interests of the wider parliamentary business are served.
- 7 First meetings of the new groups will take place in September.

John Pullinger  
July 2010

## **Annex: Online Services Governance**

### ***Web Advisory Board Terms of Reference***

The Web Advisory Board brings together the senior digital content owners from across both Houses to:

- Act as a forum in which senior content owners from across both Houses and PICT can assist the Head of Online Services in developing a bi-cameral strategy for digital communications and engagement
- Keep Online Services strategy under review
- Consider new digital initiatives and ensure business needs are captured and delivered as part of those initiatives ensuring efficiency and standards are maintained.
- Look for opportunities to exploit online services to achieve cost savings and improved service for members, staff and the public
- Discuss priorities for content and service development, making recommendations to the Web Policy Board on what should and should not be taken forward
- Act as a forum for consultation on strategy, policies, guidelines and business change in the development and management of all online services
- Receive updates on progress of new developments
- Consider feedback from user testing and research in line with agreed KPIs for online services performance
- Monitor MOU with HoL

WebAB meets on monthly basis

WebAB reports to and advises the Web Policy Board on the interests and concerns of digital content owners

Core Membership is senior colleagues in main business areas of both Houses including DCCS, DIS, PICT, Department of Resources and Facilities, with wider membership envisaged to be fluid with attendance varying with specific topics

### ***Web Policy Board Terms of reference***

Decision making board that owns web policy, strategic direction of all online channels and holds the web team to account.

Chaired by John Pullinger and focussed on the use of the web as a strategic tool for internal and external communications and engagement.

- Align Online Services strategy with the business objectives of both Houses, linking with the Group on Information for the Public and Group on Information Management as necessary
- Set and agree online policies and guidelines, provide strategic direction and resolve issues.
- Ensure feedback and consultation from WebAB is factored into the decision making process
- Ensure digital communications and engagement are incorporated as part of strategic communications plans for both Houses
- Discuss and agree MOU with HoL
- Monitor performance of the Web Centre against agreed policy and strategy

Meets quarterly (monthly in the shorter term or ad-hoc if required)

Membership: Director General, Information Services (Commons), Director of Information Services (Lords), Director of PICT plus others with broader interest in web policy and strategy e.g. David Natzler, Mary Ollard, Catherine Fogarty, Aileen Walker, Benet Hiscock, Philippa Helme