

ABOUT CCTA INTERNET SERVICE PROVISION

An Internet web site is an ideal avenue through which governments, other public institutions and commercial organisations can provide useful information to and interact with the public globally, as well as promote themselves and their services. It is also a rapidly growing communications medium, demonstrated by CCTA's open.gov.uk, which has seen the number of visitors to its' site increase from around 10,000 a week in 1994 to over 15 million a week in 2000 and still rising! We are not alone in experiencing this level of growth, demonstrated by the exponential expansion of Internet based services across the private sector in recent years.

The CCTA Internet Services Team has a wealth of experience in the design, development, implementation and hosting of web sites, particularly where government departments are concerned. We currently directly host over 160 public sector web sites, and have directly designed and built, or been involved in the process for, more than 200 sites.

We also have extensive experience of developing, providing and managing Internet based dynamic applications using the latest technologies. Currently we provide over 140 customer-focused applications that meet a wide variety of needs for a broad government client base.

As the use of the Internet as a delivery mechanism for electronic delivery continues to grow, so the emphasis on being able to clearly identify who owns a site has increased. Additionally, the ease with which a site can be navigated and information obtained is becoming of paramount importance: the Internet is no longer being viewed as a novelty for the curious. More recently it has been turning into a rapid means of obtaining up to date, accurate and relevant information and providing (increasingly interactive) services to users.

Success in exploiting these developments comes down to the effective structuring, presentation and continued management of a web site. The Internet Services team provides consultancy services in this area, helping to establish effective, efficient and auditable management processes for web-based information provision.

The approach of the Internet Services team is that of providing a "whole" service. Web sites developed by our team can continue to be developed and maintained by the owner, with the reassurance of having our team's service support and IT infrastructure underpinning it and the opportunity to continue to evolve its services in partnership with CCTA (at the forefront of using new technologies).

WHO WE ARE AND HOW WE MANAGE OUR SERVICES

CCTA is a part of the Civil Service and an Executive Agency of the Office of Government Commerce, located in Norwich and London, and has been providing advice and guidance to its public sector customers for over 25 years. We are at the heart of UK government and our aim is to help customers to improve the delivery of their services through the best use of IT.

The Internet Services Team manages all its projects through their lives using the principles set out under PRINCE 2 (PRoject IN a Controlled Environment) methodology. Annual maintenance agreements are managed using clearly established procedures designed to handle customer demands and are agreed with the customer via Service Level Agreements (SLAs). We also offer a technical Helpdesk service for all our customers (from 9.00am to 5.00pm) and an out-of-hours service by arrangement.

If you would like to know more about our services, please contact:

Service Delivery Manager:

David Wilde
CCTA
Rosebery Court
St Andrews Business Park
Norwich
NR7 0HS

Customer Service Point

Dale Wilder
CCTA
Rosebery Court
St Andrews Business Park
Norwich
NR7 0HS

email addresses

General queries	webadmin@ccta.gov.uk
Services	david.wilde@ccta.gov.uk
Access:24	neil.pawley@ccta.gov.uk
Web authoring	jenny.mills@ccta.gov.uk

Telephone

General queries	01603 704847 (Customer Service Point)
Services	01603 704636 (David Wilde)
Access:24	01603 704852 (Neil Pawley)
Web Authoring	01603 704702 (Jenny Mills)

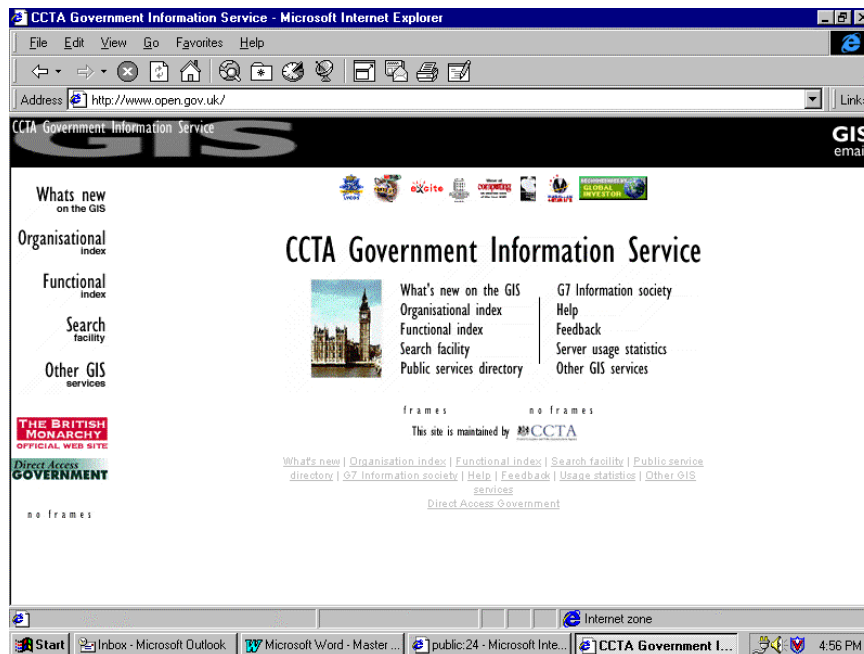
To add to its existing role as the centre of excellence in Information Technology for Government, CCTA and has achieved ISO 9001 accreditation, and is recognised as an Investor in People.

Specifically on the provision of Internet services, the team has won a number of awards for its CGIS site, as well as for a number of the other sites it has designed. Further details can be found via the "About" menu option on www.open.gov.uk.

CCTA INTERNET SERVICES - A BRIEF HISTORY

CCTA began work on investigating the possibilities for the development of information superhighways in March 1994 with a feasibility study. In mid 1994 CCTA published a consultative report, "Information Superhighways, Opportunities for public sector applications in the UK". This report outlined potential applications that would be made possible by the advent of digital information superhighways. This stimulated useful debate within the UK and CCTA received much positive feedback on the report.

As a result of this response CCTA held a meeting in November 1994 in order to develop the consultative process and lay the foundations for the UK exploitation of the "Information Superhighway". At this meeting the CCTA Government Information Service (CGIS) - **www.open.gov.uk** - was launched as a pilot Internet service to investigate the technological and information issues associated with the electronic delivery of information and services to the public.



Objectives

The service was launched with the following objectives to:

- support the objectives of the Citizen's Charter and Open Government
- publish government information
- provide a single point of entry for people who want access to government information
- provide a service which is simple to use
- provide low cost access
- provide a means by which government departments could gain experience of publishing information on the Internet.

The service still has these objectives but is now available to any public sector organisation.

The advent of Modernising Government has added greater importance to, and expanded on, these objectives.

Service Development - CCTA Government Information Service

Since 1994 we have developed considerable expertise in all aspects of running a web site and publishing on the World Wide Web.

Our site is now one of the largest and busiest public sector sites in Europe and is highly regarded throughout the world. In the UK its position as a leader in the field of World Wide Web publishing and developments has been recognised by many in the public and private sectors. The service has been awarded many prizes and commendations in acknowledgement of this achievement. One Award committee commented that **'this project has set the guidelines for the use of the Internet within Government for the next few years'**.

The Internet arena has continued to move forward at quite a speed. More recently we have seen more sophisticated and efficient video and audio technologies, the use of dynamic applications to serve web-based information, Internet shopping and more secure methods of carrying out transactions across the web, to name but a few of the new developments. We have been keeping pace with many of these advances, reflected by our ever increasing range of products.

CCTA INTERNET SERVICES - WHERE WE ARE TODAY

CCTA's open.gov.uk

As part of our ongoing work to remain at the forefront of web provision, open.gov.uk is evolving into a new and more flexible service.

In 1999 we greatly increased our dedicated bandwidth and built in the ability to rapidly increase it further when demand increases. This, coupled with our policy of regularly monitoring demand now and over future months, will help to ensure that we can deliver the bandwidth capacity required to serve those who visit open.gov.uk and the web sites hosted by us.

During 1999, the IT platform used to store Static web sites was comprehensively upgraded and expanded using the latest infrastructure technologies, again dramatically increasing our capacity now and for the future.

www.open.gov.uk has for some years offered sector specific searching for UK public service information, currently using the MUSCAT FX search engine, which was upgraded to MUSCAT Empower. This has since been replaced by a new search engine, Ultraseek, a far more flexible tool for today's Internet environment. The same is also true for all site specific search engines hosted by us. It doesn't end there: we are carrying out a study on alternative Search Engine provision with a view to providing customers with greater choice.

A New Front End Service

At the beginning of September 1999 we carried out a comprehensive upgrade of the CGIS web site. This is the "Front End" to the public sector sites that we host and to many others out there in line with our objective **"to provide a single point of entry for people who want access to government information"**.



We have developed the site to:

- Establish a house style

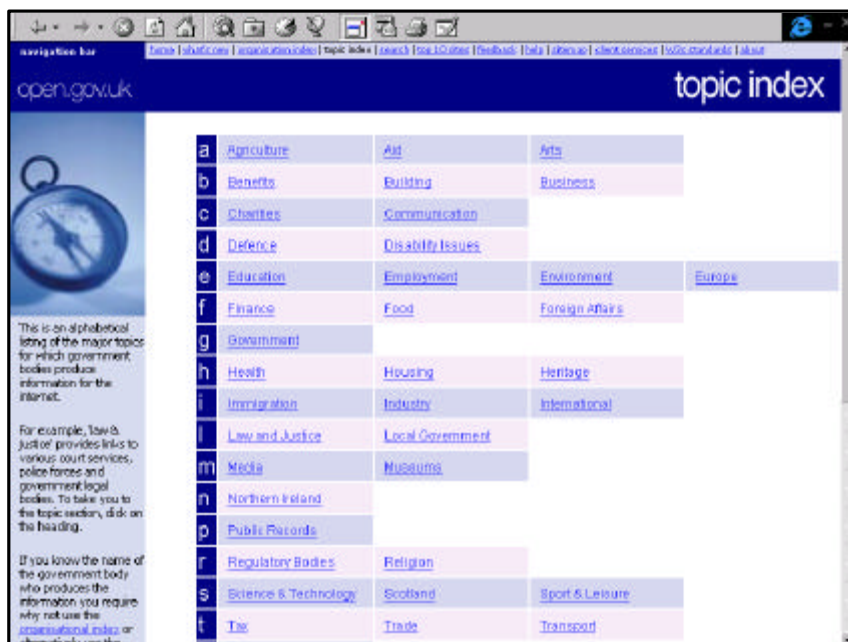
CCTA Internet Services - Where We Are Today

- Conform fully to W3C, WAI and other standards, implement current best practice reflecting technology developments and to be aligned to UK government standards and guidelines in this area
- Deliver a new, clean look and feel to the services provided and navigability
- Build in flexibility to easily expand the site to meet future demands with minimal impact on the overall construction (by the advent of Portals, for instance)

The Organisational Index has been expanded to include all organisations in the .gov.uk domain as well as many in the .org.uk and .ac.uk domains.



Following consultations with our customers a new Topic Index replaced the old Functional Index. It groups links to organisations under a number of broad topics and aims to provide an easier look-up facility based around subjects of general interest to the public at large.



Details of our services have been added to the site for easier reference by existing and prospective customers, along with contact details for the team itself and a number of other key areas of CCTA.



Static Web Site Services

Our secure static web site hosting services continue to be popular, with over 160 sites being hosted by us. Our security integrity has remained intact after more than 4 years.

Demand for web site design, development and implementation has increased and to keep pace with that demand we have expanded our design team and built on our expertise by keeping pace with innovations in the Internet arena. Our "whole service" approach is proving increasingly popular with customers by offering greater flexibility on the range of services (going beyond just the provision of the web site) taken on at the client end. For instance by looking at the management implications of running a web site we can help you implement an effective regime for controlling your web service and the information it provides.

We continue to offer static web page (HTML) and PDF production services on request together with site validation and evaluation against W3C and WAI standards.

Dynamic Web Publishing

In line with its objective of providing the best possible service and making full use of appropriate new technologies the CCTA Internet Services Team invested in new Web publishing technology. This has been generally available to all our customers since early 1997 and we now manage over 140 different applications designed to meet a wide range of needs by public sector organisations.

Dynamic applications can be accessed via a static HTML front end and built into a web site. These applications offer customers the ability to remotely and securely update their web sites 24 hours a day, 7 days a week, 365 days a year, providing total flexibility for direct web publishing.

In addition, each package comes with a range of automated information management tools designed to make the conversion of data into an Internet format, along with the control of that data easier prior to, during and after publishing, easier.

Other Services

After expansion over the last 2 years, we now offer the following additional services:

- Site-specific search engines through Ultraseek
- Mail list servers (both open and closed)
- "Virtual" Post Offices
- Hosting for Video and Audio streams and clips (currently still as a pilot study)
- Domain name registration (where we are the host) mainly for .gov.uk and .org.uk sites, although we do handle other suffixes

This brochure expands on all of the services we offer today, and we are happy to discuss any new ideas and/or proposals you may have. Our aim is to keep pace with the technologies now and in the future whilst delivering a quality service to our customers.

THE CCTA INTERNET SERVICES WEB ENVIRONMENT

The IT Platform.

Our IT platform is located in Norwich (UK) at the headquarters of CCTA. Our servers hold information from many central government departments, executive agencies, police forces, local authorities and other public sector organisations. In addition, we provide an index to other central and local government servers through our central search service.

As well as this Web server, we run an anonymous FTP service at <ftp.open.gov.uk>. The FTP server contains many Departmental and other publications and archives of discussions from our email based COGS.

All material held on our FTP server may be retrieved by email. Just send mail to **ftpmail@ccta.gov.uk** No subject line is necessary. The message "help" will result in a help file being sent back to you.

Site Security

The security of our Internet site is of paramount importance to many of our public sector customers. The team recognises this requirement and has put considerable resource into ensuring the security of the site. Our customers can feel confident that their information will be published in a safe and secure environment.

The team has considerable experience, developed over the last four years, in the design, implementation, maintenance and audit of secure Internet firewalls. Our systems management team have implemented the www.open.gov.uk firewall to enable CCTA to run its Internet business whilst maintaining the integrity of our internal networks.

We employ the Defence Evaluation and Research Agency (DERA) to conduct annual internal and external network audits and penetration tests. We have audit reports for the last four years attesting to the integrity of the service. Throughout the time we have been providing Internet services we have never knowingly been compromised, despite being the target of frequent attempts.

CCTA Internet Services has provided network design consultancy to a number of high profile public sector projects. We have also provided design validation and implementation audit to a number of public sector bodies.

We are key players in the development and implementation of the Government Secure Intranet (GSI). The team provides technical consultancy on a wide range of security issues both centrally and for organisations seeking accreditation to join the GSI as well as being responsible for the provision of the central GSI web service.

Remote Web Updating

We provide a direct publishing service for over 160 organisations. In order to safeguard the interest of all our customers there are three overriding principles that dictate what individual organisations may do when publishing information on the service:

- It must be technically feasible
- It must not compromise the security of the service or other publishers
- It must not compromise the security of those accessing the service

The CCTA Internet Services Web Environment

Remote live updating of information published on CGIS is technically feasible but until recently we were not satisfied that it was possible on static web sites without compromising the security of the service and the information of other users.

To meet the demand for remote live updating the Internet Services team has developed technologies that will enable customers to take advantage of such a service in a secure environment. Our aim continues to be to protect the data integrity of our customers' information so CGIS can be regarded as an authoritative source for members of the public seeking government information.

We have two solutions for direct updating:

- Dynamic database applications, using our Lotus Notes/Domino based architecture and software; and
- Our Web:24 static site hosting service.

Site Availability

The CCTA Government Information Service (CGIS) has an extremely good record of availability. Over the last year the service has had a downtime of less than 0.2% which compares very favourably to other service providers.

Information Availability and Security

We maintain standby servers in case of the failure of the main servers, with full off site information backup. In addition all information is maintained in a development image on a completely separate internal network. CCTA also has its own independent power source where the servers are located as a back up in the event of a mains power failure

STATIC WEB SITE SERVICES (including Web:24)

Site design, Build and Implementation

As acknowledged leaders in the field of the use of web technologies in the public sector, our team has developed a wealth of experience in building web sites in this arena and especially for government departments. Our developers have either built directly, or been involved in the build of, over 200 public sector web sites. These have ranged from organisation-specific to pan-government sites both in the United Kingdom and abroad.

Our approach is very flexible, yet geared towards "whole service" provision by:

- Agreeing the terms of reference and specification from the outset, with both parties signing up to SLAs
- Registering your Domain name
- Actively encouraging the use of "house styles" for web site presentation and management to ensure effective standardisation and seamless navigation (even across technically different areas)
- Ensuring that the standards set down by W3C (the World Wide Web Consortium) are applied at the design, build and implementation stages of development and beyond. This includes WAI (Web Accessibility Initiative) standards for people with disabilities
- Designing sites that can be accessed and used effectively across the broadest range of Internet browsing software practicable
- Providing technical support and guidance to customers during the development and implementation process (and beyond if the site is hosted by us)
- Looking at the processes required to manage the web site information content and service provision from the ISP (Internet Service Provider) and offering solutions to provide effective control - a "Web Management Strategy"
- Seeking to meet specialist needs where we have expertise (search engines, CGI and Perl support, dynamic applications and password protected sites to name but a few).
- Providing impartial advice and guidance on the best tools for the job - for example, when is static web publishing appropriate as opposed to the use of dynamic applications?
- Offering a secure environment, backed up with technical support, in which the site can be maintained, at a low and predictable cost - "Hosting"
- Managing all work using PRINCE 2 (Project IN a Controlled Environment) principles.

All these elements of our service are covered in this brochure and can be combined as necessary to meet your needs.

Web Hosting: Annual Maintenance Packages

We offer a wide range of chargeable account maintenance packages for site hosting. Detailed below are the three main levels of service available:

Service Provision	Service Level		
	Basic	Standard	Premium
Number of updates per annum	6	20	50
Processing time for updates ("worst case")	5 days	3 days	2 days
Web presence	✓	✓	✓
Unlimited file storage	✓	✓	✓
FTP site for publishing	✓	✓	✓
Access to FTP upload for information update	✓	✓	✓
Inclusion in the organisational and topic indexes	✓	✓	✓
Inclusion in the UK specific search engine	✓	✓	✓
Usage statistics	✓	✓	✓
Standard feedback form	✓	✓	✓
Entry in What's New for each update	✓	✓	✓
Technical validation of Web information (corrections to be made by the customer) before publication	✓		
Technical validation of Web information and correction of errors found before publication		✓	✓
Customised forms		✓	✓
Inclusion in CGIS information mailist		✓	✓
Support for server side maps			✓
Corrections of technical errors in Web information			✓
Domain name hosting (virtual web) for the first name			✓
CGI and Perl support			✓

Our experience has taught us that the needs of our customers for service provision can vary greatly, especially where the numbers of updates required and the speed at which they have to be processed are concerned. To meet these needs, we are happy to customise the service provided to meet the demands of the customer. The enhancements and variations on offer include:

- Additional updates against one of the packages
- Same day updating service
- Out of hours updating (by arrangement)
- "Call-off" web authoring agreements for both planned and urgent work
- "Buying in" elements of one package into another where the whole package is not required

It is important to us that you receive a service that best meets the demands of your target audience.

Please note, none of our annual maintenance (hosting) packages automatically include authoring work to make documents and pages Web ready (ie converting a Word file to HTML). This is the responsibility of the customer unless separately agreed within the maintenance package, or as additional service.

Web Hosting - Web:24

Since December 1999, CCTA Internet Services has promoted the provision of a new static site hosting service - "Web:24"

The new service gives the customer the ability to directly update their web site in a secure environment, please email David Wilde for more details.

Web:24 gives customers the freedom to manage the content on their own web sites securely and directly at all times on all days of the year for an agreed fixed annual price regardless of the number of updates or size of the site.

DYNAMIC WEB SERVICES - ACCESS:24

Since we developed our first dynamic platform and applications 2 years ago, demand for a relatively low cost delivery of such services has risen dramatically. We now have a suite of standard applications geared towards those demands, primarily derived from needs of particular importance to government and the wider public sector. The standard applications currently provided by us are:

- Press Release applications (Annex A)
- Document Libraries (Annex B)
- Calendar applications (Annex C)
- Directories (Annex D)
- Searchable databases (Annex E)
- Questionnaires and other input forms (including feedback) (Annex F)
- Discussion Groups (both open and closed) (Annex G)

The main features of the dynamic applications are:

- The ability to “remote author” to an application 24 hours a day, 7 days a week, 365 days a year
- The “copy and paste” application tools, allowing the automatic generation of HTML pages
- The ability to devolve authoring to non-technical staff across the organisation
- The document management facilities, allowing content to be embargoed, archived, left “live” for pre-determined periods and set up to publish automatically at set times and dates, greatly reducing the need to manually monitor and maintain web site content
- Customisation of each application for a particular purpose
- Real interactivity through Discussion Groups, allowing visitors to contribute to topics either openly or via passwords
- The ability to import data from other database extracts

On the issue of editorial control and ownership of the information, both always remain under the responsibility of the customer, through the remote authoring access for any document based applications and control of the content for the discussion group (as a moderator).

With this technology web site content is maintained remotely by the customer in a controlled manner. Full control can be exercised over designers, authors and the document approval process. The technical architecture for updating these applications ensures that only those with the necessary authority can complete the authoring tasks. Remote web authoring requires a GTNET account and Lotus Notes Desktop Client.

Not only do we have this expertise and reputation, we also understand the requirements and needs of public sector organisations because we are in the public sector ourselves. We know that you want to publish your information where it will be seen, where it is safe and where those reading it can be sure where it has come from. These applications are designed to make this process simple, safe and cost-effective.

OTHER INTERNET SERVICES

The Use of Audio/Video Technologies

CCTA is currently undertaking a development study with a private sector partner on the scope and feasibility of providing Video and Audio streaming, video clips and audio clips for customers through a partnership arrangement. The main areas of study for such services are those of bandwidth capability and demand. Should the study develop into an operational service, the intention is (initially) to use the partner's infrastructure and bandwidth (currently 45Mb) to deliver.

The benefit to our customers will be through our ability to provide low cost services in this area by making the most of economies of scale to share the expense across the client base.

Search Engines

CCTA offers the provision of a "virtual" search engine, considerably reducing costs for the customer through economies of scale whilst still providing the same functionality as a dedicated search engine from the visitors' viewpoint.

The search engine is currently provided via the application Ultraseek, providing the user with an intuitive, natural language environment to interrogate and extract information from continually evolving sources available across the web. The generic CCTA Internet Services search engine has been set up to limit search indexes and results to information on UK public sector web sites. The search engine carries out full free-text indexing on a regular basis, allowing the broadest possible spread of potential answers to search criteria entered by the user.

The site-specific search engines allow customers to have a low-cost indexing and data extraction tool dedicated to their own site. These can include both traditional web pages and dynamic applications serving information to the web provided they are part of the site itself.

This offers a visitor to your site the ability to search across its content for particular areas of interest without necessarily having to navigate via menus and links - an ideal tool for topic research and key word referencing.

Mail List Servers

This service allows you to easily distribute information, using email, to groups of interested parties either openly or in a closed group moderated by yourself. You can add or remove any members of the list at your discretion.

Mail lists are provided via the tool "MajorDomo"

Virtual Post Office

For either the individual or corporate services, a Virtual Post Office allows email addresses of the form jsmith@dept.gov.uk instead of the usual jsmith.dept.location@gt.net.gov.uk format. Apart from the enhanced image this projects, it makes the transition to corporate services such as the Government Secure Intranet (GSI) much less painful!

Domain Name Registration and Hosting

Domain name hosting is a service provided by the Internet Services Team, delegated by Ukerna. This is an annual renewable service, agreeing and providing specific domain names for customers in line with the guidelines given in Annex H (also available on the CCTA web site at: <http://www.ccta.gov.uk/services/list/domains.htm>).

WEB MANAGEMENT

Just as important as the look, feel and ease of use of your site is the management regime that controls it.

Over the past couple of years there have been a number of studies into government and other public sector web sites, examining the relevance and quality of information published on the Internet. Some of the most common criticisms have been:

- Duplication of data
- Outdated information being left on the site
- Conflicting information (perhaps by not removing one item when it is replaced by another more recent version)
- Use of government jargon
- Sites built assuming that members of the public understand how they are structured and why
- Irrelevant information
- Too much information - "overload"
- Confusing navigation

Effective information management can prevent much of this and knowing who your target audience is - remember that with the Internet you are dealing with a global audience!

A web site is essentially just another communications medium and should be treated in same way as more traditional methods. You will find in the outline strategy for the web set out in this brochure that many of the issues to consider are not new. What is new is the level of expectation people have for design, delivery and implementation of a web site.

We hope that our outline is useful food for thought, and the service we provide is in the development of such an outline into a workable strategy designed around your organisation's needs and carried through to implementation.

AN OUTLINE STRATEGY FOR THE WEB

PURPOSE

The provision and ongoing delivery of a web site, like all service delivery methods, is as dependent upon the quality of its management infrastructure and controls as it is on the quality of information being provided.

Additionally, the pace of technological development in the Internet arena demands that web site providers move with the times and seek opportunities to take advantage of any new services on offer.

With this in mind, the proposed management strategy for the organisation's web site will be designed to:

- Specify the purpose of the web site: aims and objectives
- Clearly identify the key roles in the delivery of this service
- Identify the responsibilities of those roles
- Establish a regime under which the structure and content of the web site will be maintained
- Establish the communications and resource management regime for the staffing and content control
- Identify options for evolving the web site in line with the new and emerging technologies available

WHAT IS THE WEB SITE FOR? AIMS AND OBJECTIVES

The Internet is a rapidly expanding, swift and very flexible means of communicating with other people all over the world. However, there is a responsibility for a web site provider to ensure the visitor is able to obtain the information sought as quickly and efficiently as is practicable. Additionally, the site represents the owning organisation, and it is an ideal opportunity to promote the owner.

CCTA actively encourages the adoption of a number of basic principles as guidelines for meeting the needs of site visitors, who should:

- Know who and what the site represents;
- be presented with a consistent approach to the presentation of information throughout the site;
- be able to obtain the information required through the most direct practicable route (ideally within three or four clicks of the mouse);
- receive correct, accurate and up to date information; and
- feel comfortable using the site (this includes visitors with disabilities, for example the visually impaired)

It is these principles that contribute to the aims for what the web site is designed to achieve, and are key objectives in the delivery of those aims.

Aims

The purpose of this web site is to:

- Inform the Internet visitor about the organisation: its history; services and facilities
- Encourage the use of the services and facilities available
- Support the organisation in disseminating information to its target audience

Objectives for The Organisation

In meeting the aims of the web site, the organisation must ensure:

- visitors are clear about who owns the web site
- Visitors are able to access the information they seek as directly as is practicable (ideally within three clicks of a mouse)
- The information published is up to date, accurate and relevant to the site
- Content is clear, concise and appropriate.

Objectives for the Internal Service Manager

The internal service manager requires a further set of site-specific objectives designed to enable the organisation's objectives to be met. These in turn determine the management, communications and security regimes that will drive the service.

These objectives are also the criteria against which service level agreements are set.

The internal service manager will be required to:

- Manage the Internet Services Provider's (ISP, in this case CCTA) agreement for the communications architecture required to reach the Internet, in line with agreed standards of service
- Ensure staffing levels are maintained for web site content provision, in line with agreed standards of service
- Accept and arrange publishing of Internet information in line with the timescales agreed with the Information Manager
- Ensure all information provided conforms to the House Style specified, and the Web Accessibility Initiative (WAI)
- In partnership with the ISP, maintain the integrity of the web site structure, content and availability to agreed standards
- Monitor web site activity, analyse usage statistics, review the regularity of updating information and report the findings to the relevant personnel.

Whilst CCTA provide support in these areas as part of the web site hosting agreement, primary responsibility for these objectives lie largely in the Information Technology arena and as such often come under the remit of the IT Department. This would also tie in with the wider issues of keeping abreast of developments in Internet technologies and continuing to help the site to evolve with

them.

The Information Providers

The ISP and Internal Service Manager are not responsible for the content on the web site. This belongs to those charged with generating the information. In the case of the organisation, these are the relevant parts of the organisation represented. However, to ensure consistency in style, intent and accuracy, there must be an overall point of responsibility

Mainly the Press Office handles the “public” face of the organisation, and it is here that content control must be established. Production of material can still be carried out by the relevant units in the organisation as a whole, but can only be published once authorised by the Information Manager. The objectives for information providers must therefore be to ensure all information:

- is accurate, relevant and up to date
- conforms to the House Style set down for the site
- is provided to the Information Manager by the agreed deadline

It is the responsibility of the Information Manager to check content and ensure the service provider receives only authorised information for publication and is informed of where it is to be located. The Information Manager is also responsible for deciding all content on the “What’s New” and “Press Releases” parts of the site.

WHAT THE WEB MANAGEMENT STRATEGY WILL ACHIEVE

This outline sets out the possible general aims and objectives (which of course will need to be explored further), and identifies generic key roles that have a major impact on the organisation's web presence.

The web management strategy will expand on the aims and objectives of the web site for the organisation, clarifying the direction in which the site can be taken as a national (and global) communications medium.

It will also seek to establish an effective management regime under which the site can operate efficiently and effectively, and will examine options for future development using the new technologies now available, such as:

- Dynamic applications for greater efficiency in web publishing, as well as more interactivity for both the organisation and the site visitor
- Scope for the use of video and audio technologies
- Potential for interactive forms
- Potential for the use of e-commerce opportunities

CCTA's wide range of expertise in government web site design, build and hosting can also be used to review the organisation's site and highlight any areas where standards may be better applied (for instance the application of the Web Accessibility Initiative for people with disabilities - WAI).

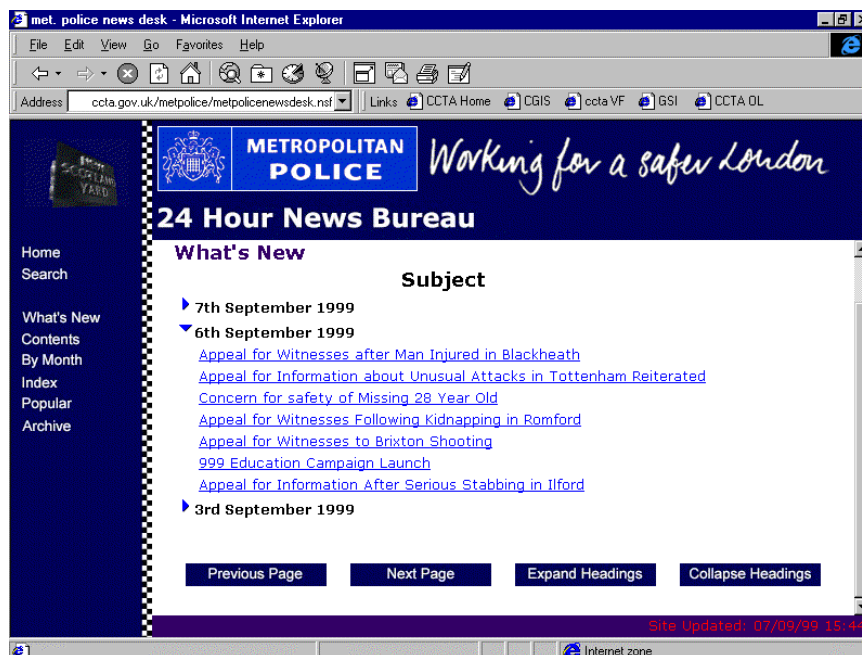
It is important to note that the web management strategy is about establishing and ensuring direction, standards and effective management (and to provoke thought on best use of the technologies available, if required).

NEWS APPLICATION

Perhaps one of the fastest moving areas of web publishing in content terms for government is that of making press releases available. The Media environment we live in today demands rapid publicity and publication 24 hours a day, 7 days a week, 365 days a year.

The dynamic Press Release application is designed to meet just those demands, enabling customers to:

- Securely publish information to the web at any time day or night
- "Copy and paste" press notices from wordprocessing software packages directly into the application, where the HTML pages are automatically generated
- Prepare embargoed press notices in advance, hold them in a secured area and set the release date and time so it will be acted upon automatically
- View press releases in a variety of ways (by topic and date, for instance)
- Enable web site visitors to search the application on key words (all the content is full free-text search indexed)
- Set up automatic archive dates, lightening the load on housekeeping for the web site



Example: Metropolitan Police 24 Hour News Bureau

The Press Release application gives the customer a rapid, dynamic and easy to use tool for directly publishing and managing large volumes of volatile information for the web.

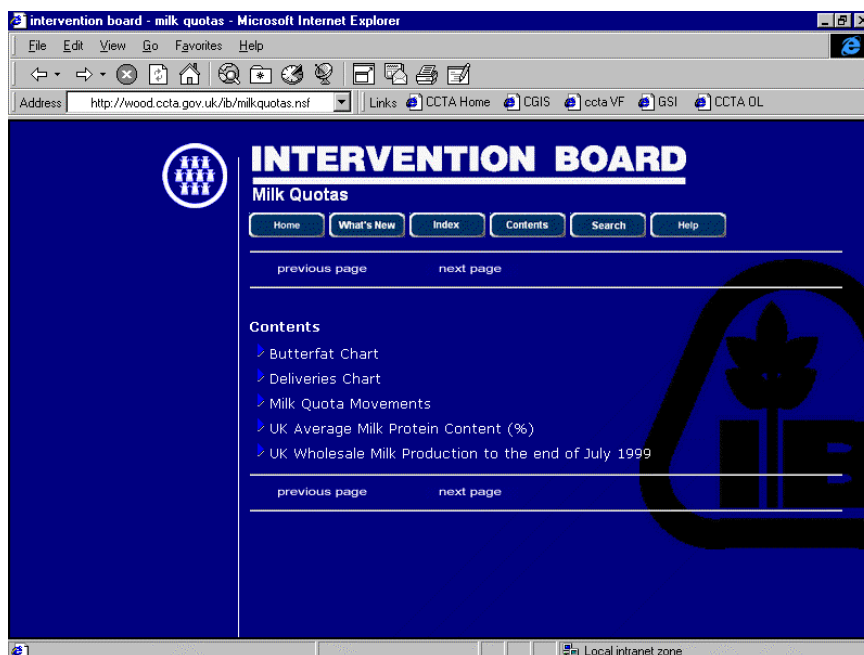
DOCUMENT LIBRARY

The advisory, consultative, regulatory and legislative responsibilities of government inevitably result in the production and publication of large volumes of information affecting the entire population of this country in one way or another. These volumes can be difficult to manage, are expensive to produce and circulate and, for a member of the public, can be difficult to trace or sift through.

The Internet is an excellent environment through which large amounts of information can be disseminated relatively quickly and at low cost. However, traditional HTML production can also be time consuming and brings with more responsibilities for data management.

The dynamic Document Library is an ideal tool for the handling of large volumes of data enabling the customer to:

- "Copy and paste" documents from wordprocessing software directly into the application, where the HTML pages are automatically generated
- Implement effective version control (previous versions can be stored in the application, with the one the customer chooses to publish being the only one available to the public)
- Store the data in a secure environment (preventing data being deleted or altered except by the customer), prepare documents in advance of publication and set automatic embargo times and dates.
- Automatically store large numbers of documents in a pre-defined and structured way
- Enable web site visitors to search the entire application using key words through the full free-text indexed search facility
- Set up automatic archiving



Example: Intervention Board Milk Quotas Document Library

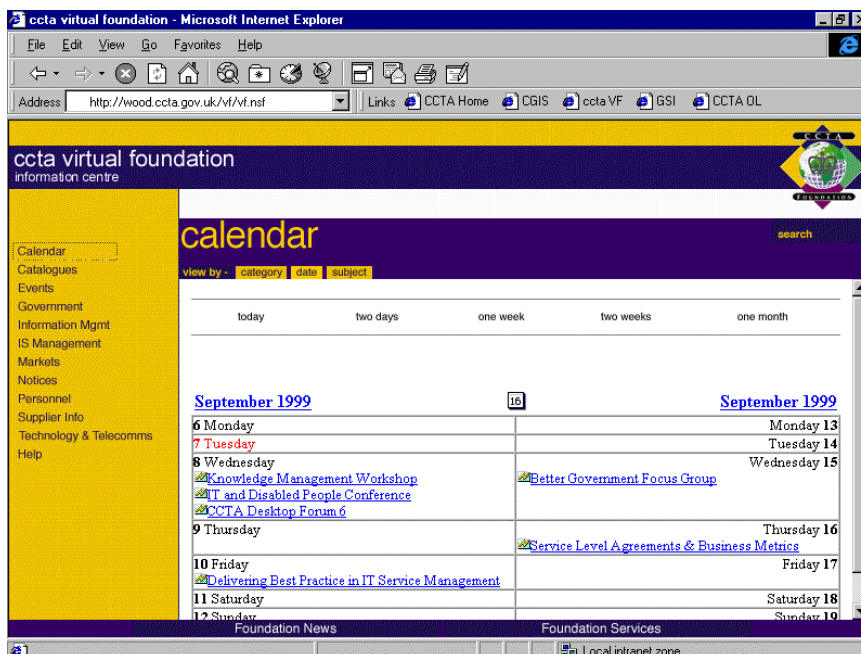
The Document Library application gives the customer a low cost, powerful and largely automated tool for publishing HTML pages on the web for high volumes of documents, large or small.

CALENDAR

Web publishing of information in a "calendar" format can be challenging: the content may be subject to frequent change; a pleasing visual look and feel to the web pages can be labour intensive; searching can be awkward; and often there is a need for related information to be easily accessible for an entry in the calendar.

The dynamic Calendar application provides a database solution to what can be difficult to produce traditional HTML pages. The application provides:

- A pre-defined calendar style framework for look and feel. There can be a number of options (monthly, weekly, daily, etc)
- A pre-defined structure for loading the headline information for publishing on the calendar pages themselves
- The ability to load additional information which can be accessed directly via the calendar entry
- Total content management by the customer at any time on any day
- An easy to use input tool for the customer to populate the application (the HTML pages are automatically generated on demand by web site visitors)
- A full free text indexed search tool (which includes the content behind the calendar entries)
- Automatic archiving based on customer requirements



Example: CCTA Virtual Foundation Calendar

The Calendar application enables the customer to concentrate on the content, safe in the knowledge that the presentation will remain constant.

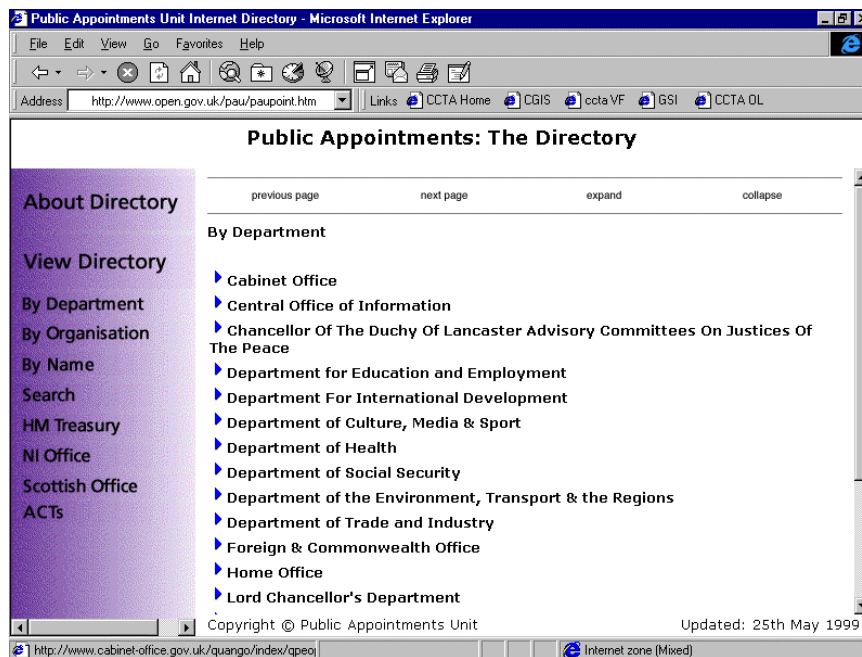
DIRECTORY

Many areas of government provide lists of information from which members of the public can look up details, ranging from contact lists and relevant location details to public appointments.

Often these enquiries are handled via telephone and consume staff time and effort to provide the information sought. A web-based directory can make such information much more widely available and allows the web site visitor to search and locate information at leisure.

Directory applications can be populated either by direct input by the customer or by uploading blocks of data as required. Key features are:

- Provision of a variety of views for displaying information lists
- Links to supporting information from items in lists
- Ease of data management through remote updating at any time
- Full free text indexed search provision
- Secure data storage
- Automatically generated HTML pages for web site visitors, drawn from the source data loaded by the customer.



Example: Cabinet Office Public Appointments Directory

The Directory application provides a cost effective web-based facility that is easily maintained for members of the public to locate key information in a user friendly way at their convenience.

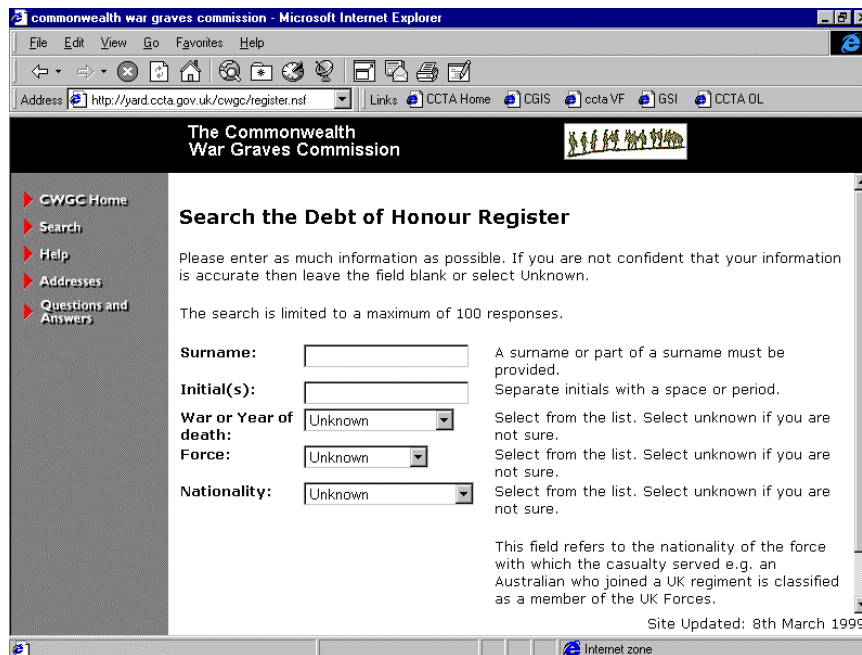
SEARCHABLE DATABASE

Increasingly we are seeing parts of government realising the potential of the Internet for making large volumes of information stored on internal databases available to the public at low cost. The Modernising Government Agenda has raised the awareness of this potential even more.

In these cases we can provide a web-based "front end" for database content, making the information readily available for the public whilst protecting the integrity of the database itself.

Each searchable database application is developed taking into account the:

- Needs of the customer
- Needs of the target audience
- Best method in which to treat the database content, taking into account security, compatibility with our web-based delivery methods and the database concerned
- Requirements for maintaining the content of the database at the web end



Example: Commonwealth War Grave Commission Debt of Honour Register (1.7 million records)

Due to the variety of databases in existence across government, each of these applications is designed on a case by case basis.

This application offers the opportunity to be able to make some or all of the information in an internal database available via the Internet without running the risk of exposing the database itself to the public domain.

FORMS

The Forms application allows users to dynamically generate a form, or group of forms, for members of the public to complete via a web browser. Web-based Input forms in themselves are not new. Static HTML forms have been in use for some time.

The key features of this application that set it apart from traditional methods are:

- The ability to store a variety of forms in one database
- Secure storage of data from completed forms within the database for download purposes
- Automatically structured data storage (perhaps by form type, for instance)
- Remote author (usually the customer) access to the data stored.

The screenshot shows a web browser window titled "Business Information in Government - Microsoft Internet Explorer". The address bar contains "http://www.business-info.gov.uk/index1.htm". The main content area is titled "SECTION 1" and "About your Business". Below this, there is a list of six questions with corresponding input fields:

1. Name of Business: Date: 07/09/99 created: 22:40
2. Business Postcode:
3. Name of person completing the questionnaire:
4. Position in Business: Reference No:
5. Please state the number of full time equivalent employees:
6. Please state the nature of your business:

A sidebar on the left contains several links: "BIG Home page", "Participating Partners", "BIG Brochure", "BIG Questionnaire", "BIG Feedback", "BIG Public Questionnaire", and "Adobe".

Example: Business Information in Government (BIG) questionnaire

This type of application provides greater interactivity for the member of the public and the customer by taking advantage of the Lotus Notes database being used to drive the product: generating forms on demand and storing the results of completed forms electronically in a structured downloadable database.

The ability to download the input data gives the customer the opportunity to manipulate that data in a secure environment (away from the Internet) using tools available through the office desktop and/or corporate IT platform.

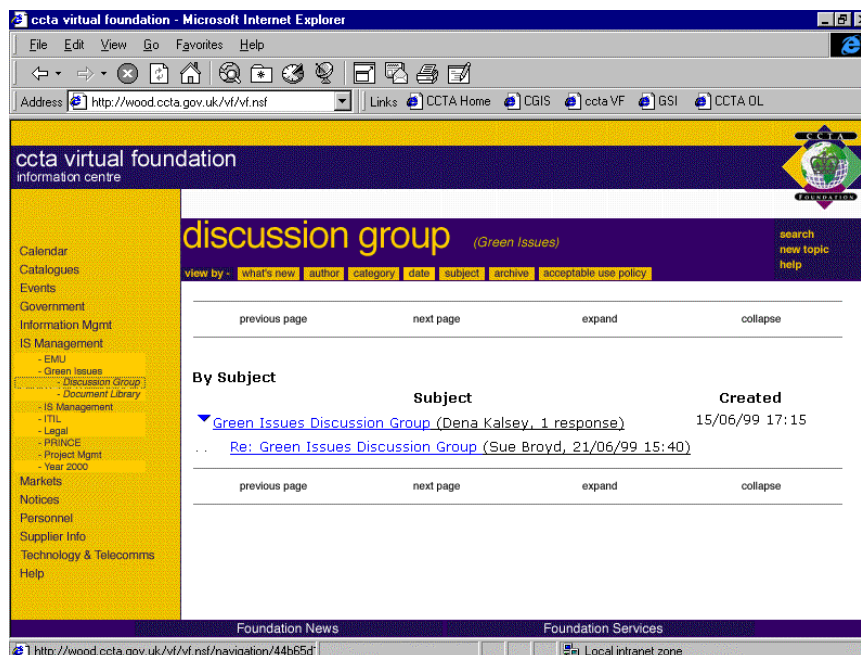
TALK

The dynamic Discussion Group application provides a genuinely interactive tool through which either open (the general public) or closed (named groups of people) discussion can take place.

The application allows real-time entries to be made to it, either to initiate topics for discussion or to reply to existing topics. All threads to given topic will be grouped by headings and can be followed by web site visitors.

The customer has responsibility for managing and moderating the discussions. The key features of this application are:

- The ability to run discussions either openly or in a password protected environment
- Full control of content by the customer
- The ability to make real-time contributions
- The ability to view all contributions to a discussion
- The use of a structured ordering of discussions carried out automatically by the application
- Full free-text indexing of content to allow searching across the application using key words



Example: CCTA Virtual Foundation Discussion Group on Green Issues

This application gives the customer the opportunity to conduct effective real-time discussion on a variety of topics whilst retaining overall control of the content.

ELIGIBILITY GUIDELINES FOR A NAME WITHIN gov.uk

These guidelines apply to all new requests for registration. Some domain names were registered before the guidelines were laid down. Such names should be regarded as exceptional, and not as setting a precedent.

Overall authority for defining naming rules in the .uk domain rests with Nominet. These rules can be found at <http://www.nic.uk/rules/rup2.html>.

Registration is limited to UK government departments, local government bodies and associated public sector organisations. It is not for use by individuals or by associations representing public sector staff.

Projects and local authority departments should generally be treated as sub-domains of the parent body eg. housing.authority.gov.uk or project.department.gov.uk.

The acceptance of a name is conditional on that name being used specifically and exclusively for the organisation on whose behalf it is registered. The committee expect that the use of an approved domain name on a web server will lead directly to the home page for that organisation and not to that of its ISP or any other agent. Abuse of this principle will result in the name being withdrawn.

Guidelines for Choice of Domain Name

The principles for determining what name an organisation may adopt shall be:

- No two character names.
- The name requested shall reflect the legal name or trading name of the organisation.
- The chosen name shall minimise the risk of confusion with other similarly named organisation and avoid the risk of inadvertent masquerading.
- Three and Four Letter Acronyms (TLAs/FLAs) will be considered ONLY if:
- the customer is a central Department of State (e.g. DSS); or
- there is no reasonable and meaningful alternative; or
- the customer is a central government body such that both
- has been established in its current form for at least 12 months and
- is generally know by that TLA/FLA within government and to the wider public
- CCTA will be the final arbiter of what is considered to be an acceptable TLA/FLA.
- Project names will be registered ONLY where they are pan-departmental and of national significance.

Naming Conventions

Requests for registration stand a greater chance of quick acceptance if they follow the following conventions:

- Civil Service departments in Northern Ireland, because they mirror departments in Whitehall, are required to use the suffix "-ni".
 - Local authorities may generally use the format "area.gov.uk", unless there is the possibility of confusion with another authority (eg city and county).
 - The following optional suffixes may be used (with or without the hyphen):
 - "-bc" Borough Council
 - "-cc" County Council
 - "-dc" District Council
 - "-mbc" Metropolitan Borough Council
 - "-tc" Town Council
-

Eligibility Guidelines for a Name within open.gov.uk

- Where towns or districts have the same name a county identifier should be used eg town-county.gov.uk
- Certain types of public sector organisation are REQUIRED to use a suffix (unless the full title is used).
These are:
 - Embassies "-emb"
 - Fire services "-fire"
 - Government Regional Offices "GO-" (prefix rather than suffix)
 - Housing Authority Trusts "-hat"
 - Joint Services Units "-jsu"
 - Library and Education Boards (Northern Ireland only) "-leb"
 - Local Education Authorities "-lea"
 - National Park Authorities "-npa"

Additional Information

A number of requests for registration have been initially rejected with advice because the applicant has supplied misleading or inadequate information.

Applications should make clear how the status of the organisation qualifies it to be in the UK government domain. In most cases this is straightforward (eg borough council, central government executive agency). In the case of marginal organisations it is helpful to know:

- the status of the organisation;
- the status of the staff (eg civil servants, local government officials);
- the source of funding;
- to whom the body is accountable.

Any questions about these guidelines, or specific candidate names, can be directed to naming@ccta.gov.uk.