

The Kensington and Chelsea Local Strategic Partnership

Meeting of the Shadow LSP Steering Group 25th September 2001

Developing a Website for the LSP and Community Strategy

1. Background

Given the potential complexity of the proposed “inclusive” approach for RBKC’s LSP, there will need to be a number of mechanisms to ensure that activities are co-ordinated and communicated. One such mechanism is a website where Partners and other interested parties can access information about the LSP and Community Strategy. This note outlines 3 possible options for developing a website for the Kensington and Chelsea Partnership.

2. The imperatives

A website would need to serve the following purposes:

- To act as a brochure for the LSP and Community Strategy (i.e. tell people what they are, sell the message and show how they can find out more)
- To be a resource bank for information (e.g. a place where partners or the general public can access documentation such as key strategies)
- To provide a forum through which people can make contact with one and other on issues relating to the LSP and Community Strategy

This could be achieved through:

- (Whilst the LSP and Community Strategy is developed) a page that provides information on how this is happening (e.g. the consultation process) and where to find out more
- A page that outlines the membership of the LSP, the aims of the Community Strategy, the action plans that follow and meeting information
- A document library of related strategies
- Links to partners’ websites
- An e-mail facility
- A forum for LSP members to make contact with one another

3. The options

Option 1 - A very basic website within the RBKC website

Consisting of just a few pages within the current RBKC website with...

- Some basic facts about the LSP and Community Strategy and...
- Links to partner organisations websites
- Design would be restricted to the current RBKC template
- Cost would be minimal
- Development would be approximately 2 weeks

Option 2 - A moderate website within the RBKC website

Would have its own domain name but would be branded with the RBKC logo (like operalondon.com, the Holland Park Opera Website). As option one plus...

- A document library
- An e-mail facility
- There would be slightly more scope for design input
- Cost would be approximately £1,000 to £2,000
- Development would be approximately 8 weeks
- The RBKC logo could be supplemented with the logos of key partner organisations

Option 3 - A fully independent stand alone website

As option two but...

- Would not be branded with the RBKC logo (a fully independent site) or hosted on the RBKC servers
- There would be total flexibility in design and structure
- Cost would start in the region of £10,000 and could escalate far beyond this
- Development would be approximately 6 months to a year (depending on the complexity)

Option two fulfils the imperatives described at the start of this report and benefits from being relatively low in both cost and development time. There would also be scope to 'grow' the site in the future into the type described in option three as part of a modular approach if desired. Option two is therefore the **recommended** option.

Other considerations

- We may need to build in some growth options based on potential expansion of the LSP or the demands upon it (e.g. If it were to become a private company)
- On top of the development times above we would need to build in test time (e.g. With the residents' panel)
- We are working with the Social Councils to conduct a needs analysis to test whether partners would have access to, and use such a facility (e.g. Do they have PCs? Do we need to build capacity?)
- We are currently working with ISD to provide some interim information about the Community Strategy and LSP on the current RBKC website

Conclusion

The shadow Steering Group is recommended to agree a way forward for the development of a website for the LSP as described in section three of this report.

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