

<b>Committee</b>	<b>Dated:</b>
Public Relations and Economic Development Sub Committee	8 June 2017
<b>Subject:</b> Standalone Website Policy	<b>Public</b>
<b>Report of:</b> Director of Communications	<b>For Decision</b>

### **Summary**

After a short review of our websites and digital platforms it was found there was no policy setting out how and when City of London Corporation institutions can set up standalone websites.

This report seeks to remedy this situation by setting out clear policy and procedures that must be followed before any owned or wholly-funded City Corporation institution can set up its own website or other digital platform.

The procedures are designed to protect our reputation, our logo and identity, our editorial standards, the credibility of the City Corporation website and the security of our systems.

### **Recommendation(s)**

Members are asked to agree the new policy, detailed below, setting out when and how institutions owned or wholly-funded by the City of London Corporation can set up standalone websites or digital platforms.

### **Main Report**

#### **Background**

1. Responsibility for the management of the Publishing Team which includes staff running the City Corporation's website and intranet was given to the Director of Communications from the retiring Deputy Town Clerk on October 1st 2016.
2. A short review found there was no policy around what permissions were needed or what process were to be followed if City of London Corporation institutions wanted to set up their own website separate from the City Corporation website.
3. This has led to a confused situation illustrated by the below:
4. Tower Bridge, the Barbican, Billingsgate Market and our schools have their own standalone websites

5. Epping Forest, Heathrow Animal Reception Centre and Guildhall Art Gallery do not.
6. Keats House recently wanted its own website to drive increased visitor numbers and income arguing the City Corporation website was an odd home to find information about a museum in Hampstead. However attempts to set up this website have met resistance over fears it would dilute the City Corporation brand.
7. Leadenhall Market, which generates £2.8million of income per year for City, was given permission to set up its own independent and dedicated website in order to be seen as a credible retail centre.

## **Policy**

8. The Director of Communications would like to resolve this situation by setting out a new policy and procedures to be followed before new websites and other digital platforms can be set up.
9. The policy and procedure is set out below:
  - a. We recognise the City's Corporation's businesses and institutions greater and growing need to set up their own websites and other digital platforms to promote their individual businesses and serve their customers.
  - b. However there is also a need to protect our reputation, the logo and identity of the City of London Corporation, the editorial quality and content of individual websites, the security of our IT systems and to ensure there is enough proper content of the City of London Corporation's main website.
  - c. Therefore any owned or wholly-funded City of London Corporation institution wishing to set up a standalone website or digital platform must:
    - i. Submit a report to the Customer Service Group of officers setting out a clear business case for the website, showing it can conform to all requirements applicable to the main site and that the new site has sufficient and ongoing resources.
    - ii. Agree in writing a suitable prominence of the City of London Corporation logo and other branding with the Head of Publishing
    - iii. Agree in writing with the Chief Information Security Officer that the site or platform will meet proper security standards.
    - iv. Agree in writing with the Director of Communications that final editorial control lies with the Communications Team to ensure high-quality content and accessibility of any new websites.
  - d. Only once those permissions are met and Members are informed can a new website or digital platform can be set up.

10. These policy and procedures would also apply when City of London Corporation departments and institutions set up “partnership websites” with other organisations.

### **Proposal**

11. Members are asked to agree to the new policy and procedure setting out when and how institutions owned or wholly-funded by the City of London Corporation can set up standalone websites or digital platforms.