

1. Introduction

These standards exist to help all NCC staff who publish or who wish to publish information on the public internet. They have been developed by the e-Content Strategy Group and endorsed by CMB and the Access to Services Board. The rationale behind them stems from:

- the findings from the Best Value Review of Access to Services (May 2002)
- the Corporate Performance Assessment (CPA) (Dec 2002)
- the IDeA review (April 2002)
- e-Government targets and BVPI 157
- Government website design guidelines (which discuss many of the issues raised in more detail).

The term 'e-Content' means content, or information, that is published electronically. The context here is **website** content, but 'e-Content' can equally be applied to all other forms of electronic media eg intranet, extranet, digital TV, mobile devices.

2. Related documents

These standards complement the following documents where more in-depth or related information can be found:

Corporate Web Publishing Guide

Contains all documents relating to web publishing in the authority, including standards, training materials and guides

Website Style Guide

Explains the writing for the web principles and lists correct usage, spellings and naming conventions

URLs policy

Sets out the Authority's policy on the use of URLs (web addresses)

Mapping standards

Describes the mapping source on which all site maps are based

Corporate Communications Strategy

The overarching strategy for many web design and content principles

Corporate Information Strategy

Highlights the principles of information management referred to here