

# North Yorkshire Strategic Partnership - Executive

10 April 2008

## NYSP Website

### **1.0 Purpose of report**

- 1.1 Following a query raised at the NYSP Partnership meeting on 13<sup>th</sup> March 2008 in relation to the role of the NYSP website, this report outlines the purpose of the site and asks the NYSP Executive to consider whether its purpose needs to be broadened out to take on a more 'public-facing' focus.

### **2.0 Current purpose of the NYSP website**

- 2.1 The NYSP website ([www.nysp.org.uk](http://www.nysp.org.uk)) was launched in 2006 as a key component of the NYSP communication strategy. It is targeted primarily at NYSP partners and stakeholders as a source of information about the vision and activities of the Partnership and a place where partners can promote their activities.
- 2.2 It provides a central point for sharing information and key documents about, for example, the consultation on the Sustainable Community Strategy, updating partners on the development of the Local Area Agreement and on the work of the six Thematic Partnerships. As such it is therefore currently designed to be a more Partnership-focussed communications mechanism, which to a degree assumes some knowledge of the NYSP and/or some involvement in an element of the Partnership.
- 2.3 The website will shortly be developed to bring it into line with and make it relevant to the recent restructuring of the NYSP (see Appendix 1 for planned changes). It is proposed that the NYSP Executive consider whether the opportunity presented by making such changes should be broadened to make it more meaningful to a wider public audience, for example in terms of its structure and language.

### **3.0 Recommendations**

- 3.1 That the Executive consider whether the NYSP website should encourage a wider usage from individuals and agencies outside of the Partnership.

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