

Norfolk Cricket Board – IPP Improvement Action Areas for 2008-9

Improvement Outcome:					
Communication: Website					
Objective	How / Action	When/Timescale	Responsibility	Measurement / Success	Cost
Define aims, objectives and functionality of new website	Produce definitive brief what is required from the website and how it will work and look.	Jan 31 st 2009	KT	Complete Brief	£0
Source designer of new site	Put brief out to tender with local agencies, plus suitably qualified people within Norfolk Cricket	Feb 2009	KT	Quotes / mock-ups, received by Feb 20 th . Approval by NCB on recommendation by 28 th Feb.	£0
Draw together initial content for relevant sections	Contact all relevant leads for web headings. Provide guidance on areas to cover and potential updates	By March 31 st 2009	KT	All received by deadline	£0
Source and Recruit a web administrator to maintain the site	Create Job Description. Advertise (volunteer) post via Newsletters, emails and Active Norfolk website. Approach known potential contacts & UEA for potential student placement.	By April 30 th 2009	KT / KH / NCB	Complete recruitment with suitable individual	Volunteer or retainer payment? £500

Launch website	Press feature. Letter or postcard / flyer to clubs / schools. Posters to clubs. Links to clubs and other websites on site. Emails to clubs, schools, contacts. Link on all NCB emails. Prize on site for first month (link to database / e-zine)	May 30th 2009	KT / DB / KH	Launched on time with maximum exposure	£500
Source private sponsorship / advertising	Contact known local businesses to secure advertising that assists with the cost of production. Use emails, newsletters, Clubs & EDP.	June 30 th 2009	KT / NCB	Secure main advertiser sponsor.	£0
<p>Long term measurement / success indicator? Successful and interactive site that becomes the hub / first stop for all associated with Norfolk Cricket to find information on all cricket development activities in the county.</p>					
<p>What are the Risk areas? Securing appropriate volunteers. Getting enough exposure to ensure people know the website is there and what it can do. Ongoing administration. CDM leaving. Costs.</p>					