Website Best Practice

 **Date:** Apr 19

**Objective**

This document aims to address the accessibility of information to residents within London Boroughs and provide information, ideas and examples of best practice that could be adopted on Borough Council websites.

There should be a focus to provide an easily accessible platform for people with armed forces specific problems to find support. The benefit to the council in providing this information in an easy to find format is not only an improved level of customer service to this community, but also a reduced burden on the contact centre, reception and other frontline staff by enhanced early signposting to relevant departments or external service providers.

**Best Practice**

The ideal outcome would be for a separate page on the main council website, dedicated to the Armed Forces. Within this page, it would be recommended to have the following information:

* Details of the signing of the Armed Forces Covenant (date, signatories, what commitment was made, action plan in place to support the Armed Forces community)
* Military presence in the area (local units, veteran numbers, military parades/events)
* Details on any relevant policy adaptations with contact details or links to relevant officers and departments (Housing, Education, Employment, Health)
* Armed Forces Champion contact details
* Further local support (local military charities, Veterans Associations, Community Groups)
* Further national support (information, military charities, Veteran’s Gateway)

**Examples**

A hub of both general and specific information, split between different target audiences:
[**www.warwickshire.gov.uk/support-armed-forces**](http://www.warwickshire.gov.uk/support-armed-forces)

Easy to navigate, comprehensive support page covering all areas in well marked sections:[**www.hants.gov.uk/community/armedforces**](http://www.hants.gov.uk/community/armedforces)

Borough specific background information as well as links to support services and other departments:
[**www.lbbd.gov.uk/support-for-armed-forces-personnel**](http://www.lbbd.gov.uk/support-for-armed-forces-personnel)

Good general information on military background and AF covenant commitments / aims:
[**www.islington.gov.uk/advice/supporting-our-armed-forces**](http://www.islington.gov.uk/advice/supporting-our-armed-forces)