

	Initiative & Action Progress	Overall Outputs & Measures	Lead and Partners	Targets	Key Milestones
12	Develop an online Web Portal for Culture, which can be linked to the Council's Coventry Active data base	Increased participation Partner resources, CCC development resources Impact measure: Increase in those with information on cultural opportunities Increase in participation	City Marketing Forum Cultural Partnership CVOne	Increased web visitors from 2,300 per month to 6,000 per month Increased % of visitors in 3 yearly survey using web for visitor information from 4% in 2006 to 8% in 2009 Increased [participation in cultural activity by 2% in Taking Part Survey by 2010	
	Review existing good practice Establish those areas achieving highest web visitors to cultural portal from similar areas	Input to GHS survey for awareness Establish research resource Increase profile of web portal concept	CVOne Nicki Leake	Verify target web visitors set	Dec 2008
	Agree design format Set up pilot pages and test for usability independently through BIT 10	Baseline usability score set	Carl Bainbridge & Anne Fessi	70% positive usability on testing	June 2009
	Set up the project plan Agree key milestones and embed with other required action	Project plan sign off	Image Working Group – Nicki Leake	PID sign off by Image Working Group	June 2008
	Deliver project plan & pilot live portal	Identified action for all partners monitored at image working group	Image Working Group	Progress at 80%	Sept 2008 to Sept 2010

