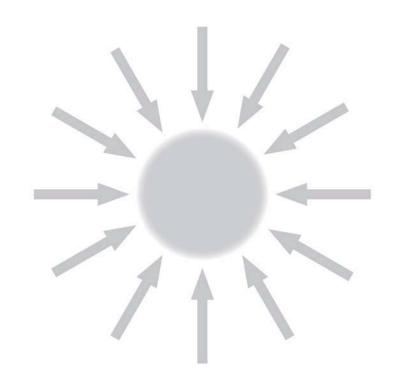
delivering the community planning message

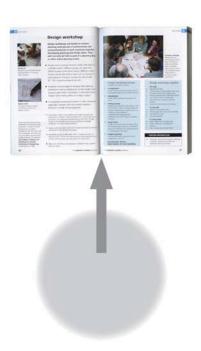
changing a wheel on a moving car

body of material

an accumulation of material gathered from a wide range of sources across the world and from practical experience

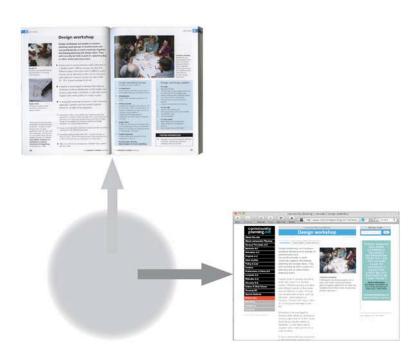


books



books

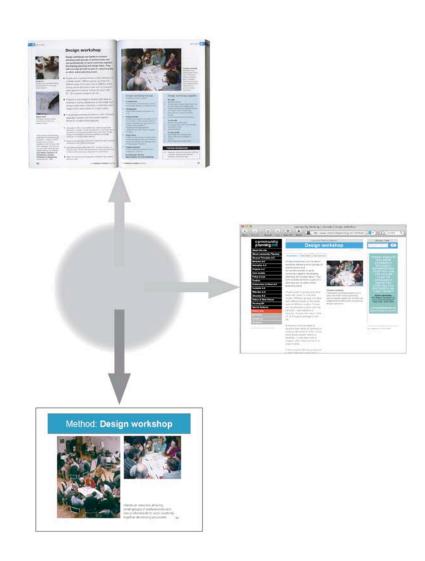
websites



books

websites

presentations

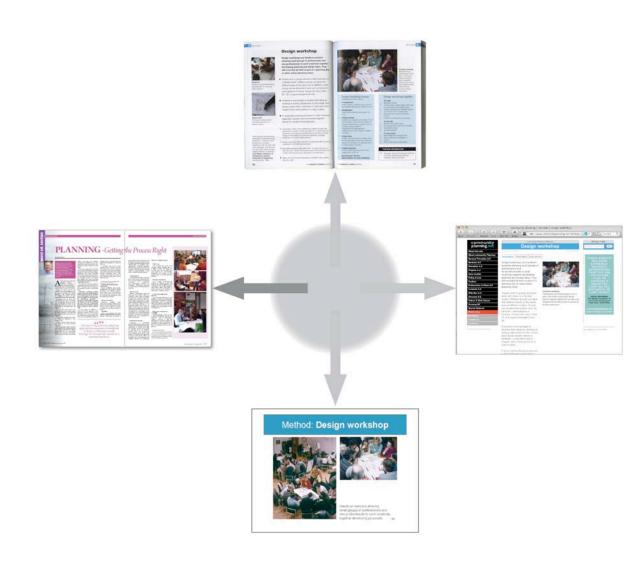


books

websites

presentations

articles



started with handbook







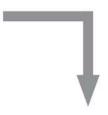




started with handbook

website











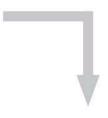


started with handbook

website

presentations



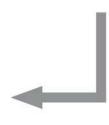












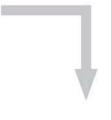
started with handbook

website

presentations

articles and blogs

















started with handbook

website

presentations

articles and blogs

revised handbook and translations













advantages of the internet

short lead time

easy amendments

much more detail

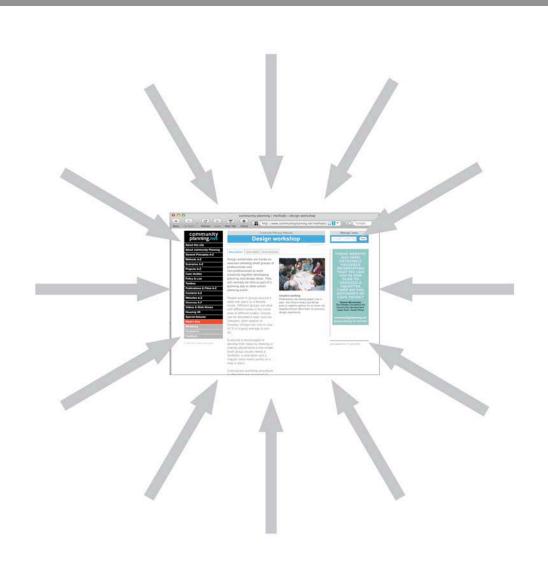
multi media

free access worldwide



the website at the centre

the website has become the main hub for most information



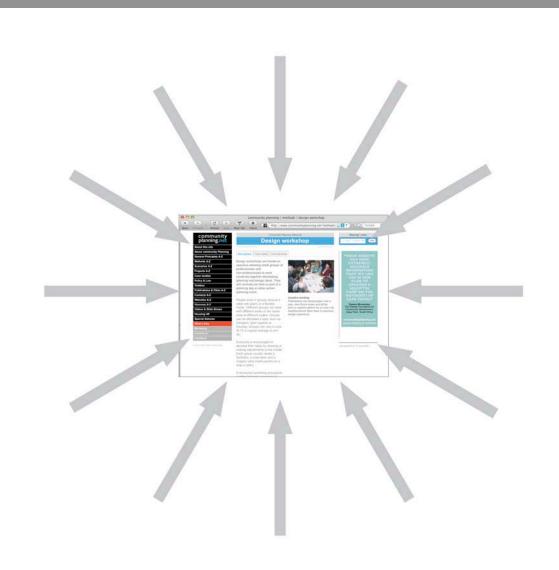
the internet credibility gap

encourage user input and feedback

credit contributions

flag up other resources

Responsive to policy changes



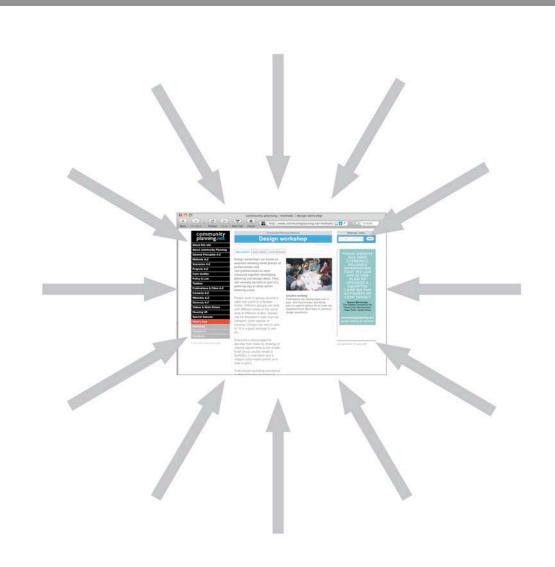
successful formula

good traffic: 1000 visitors a week

international audience: 100 countries per month

No. 1 in Google and other search engines

consistently enthusiastic feedback



information enhancement

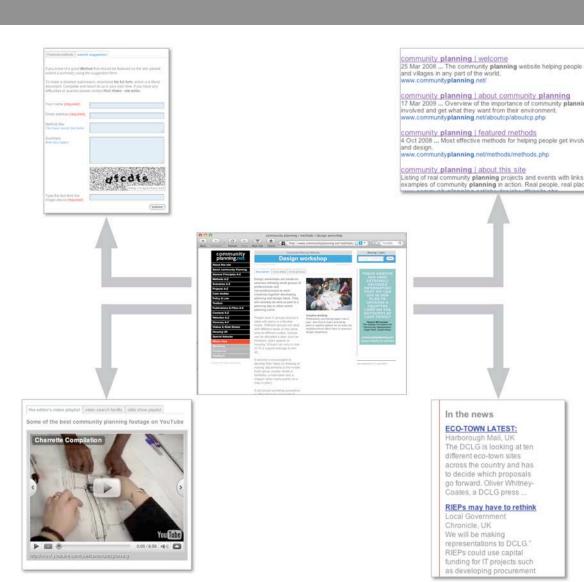
traditional web pages

search facilities

submission templates

news feeds and ads

video and slides



media mix

traditional print

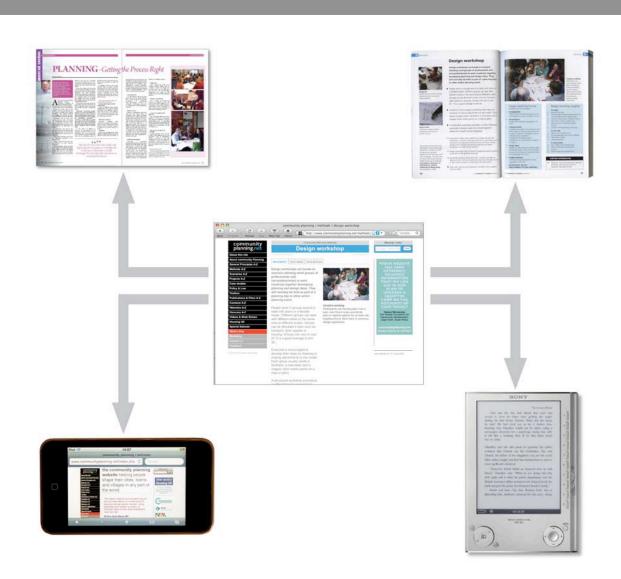
transition to website

converging media

new platforms

print on demand

on-line training



tilting at the future

video commentary

audio clips

presentations on site

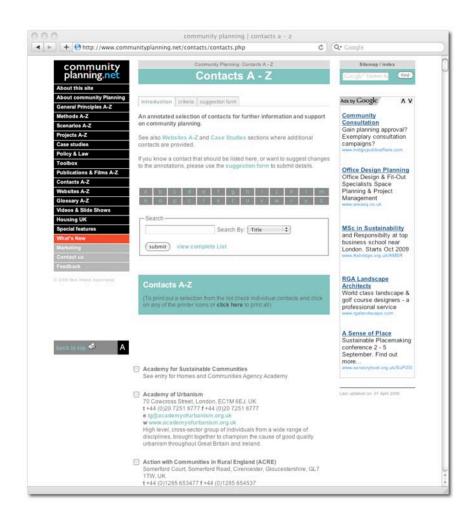
send to other devices

networking

multilingual



best resources available



best resources available

clearest, most accessible delivery



best resources available

clearest, most accessible delivery

timely and relevant content

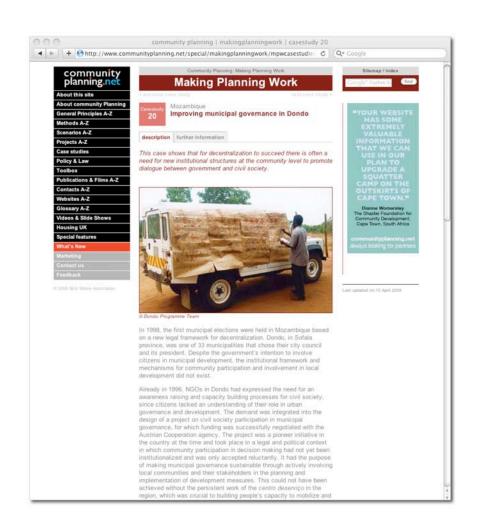


best resources available

clearest, most accessible delivery

timely and relevant content

local and global reach



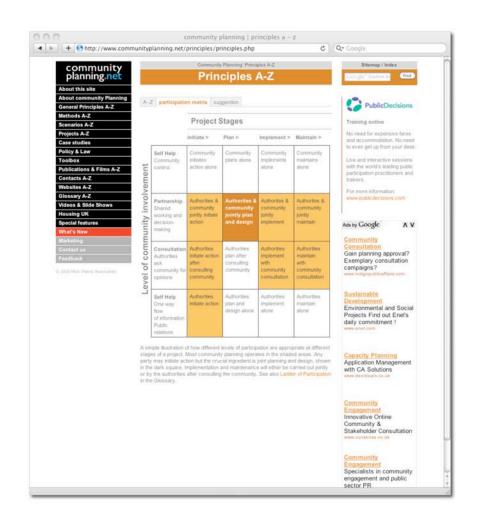
best resources available

clearest, most accessible delivery

timely and relevant content

local and global reach

best practice and empowerment



making it possible

1678 external links to the site

14 site champions

8 major content providers

5 core funders

a huge amount of good will

























Thanks

Nick Wates:

editor

Louise Waring:

champion

Keith Gillies:

designer

Thanks

Nick Wates:

editor

Louise Waring: champion

Keith Gillies: designer

