**INFORMATION, COMMUNICATION, TECHNOLOGY STRATEGY**

**Broad aims and outline of services**

As Goalball UK continues to grow and develop as the NGB for the sport of Goalball in the United Kingdom; it is critical that effective and cost-conscious use of technology and communications tools is made a top priority. While the burden of provision falls squarely to Goalball UK, the benefits of well-managed ICT resources are shared throughout Goalball UK, its Staff and Board of Directors, competitors, coaches, officials, organisers and supporters across the United Kingdom.

OBJECTIVES

Critical ICT systems are laid out below. The list is ever-expanding, but the broad objectives remain the same from year to year.

1. Allow Goalball UK Staff to more effectively conduct their work in development and operations;
2. Allow participants of the sports across the nation to communicate, better administer their clubs and competitions, share successes and best practice, and champion each other and the sports;
3. Safely store and maintain critical information about the sports and Association members and activities through the years (as appropriate) with rigorous data protection standards in place.
4. Utilise ICT as a cost savings tool, expunging wasteful practices and minimising dependence on costlier modes of governance, conduct and communications.

**KEY SYSTEMS**

1. Goalball UK Website:
	1. Provision of GBUK corporate and community news
	2. Promotion of GBUK activities and achievements
	3. Central hub for development resources:
		1. Club Development
		2. National League
		3. Coach Development
		4. Athlete Development
		5. Technical Officials
	4. Beginners’ section
		1. Introduction to Goalball within the UK.
		2. Tailored to newcomers with critical rules and basic audio/visual instruction
		3. Basic starter resources, including provision of equipment
		4. Next steps, including joining a team/club, progressing through the leagues.
	5. The Goalball Knowledge base
		1. Development advice for club organisers and team managers
		2. Website support and query handling
		3. Forums for collaboration, group conversation and sharing best practice.
	6. Welfare, Child Protection and Equity
	7. Commercial Opportunities
		1. Online marketplace for equipment, merchandise and memorabilia
		2. Advertising and use of revenue for business, sport and facility development.
	8. Online Registration for Membership, Competition Entries, Events
	9. e-Newsletter
2. Internal / Corporate ICT Systems
	1. ICT Independence

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* 1. Healthy ICT Supplier / Contractor Working Relationships
	2. Development of Remote Working Solutions for Staff
		1. Safe and appropriate use of online social networking tools to engage the Goalball communities (e.g. facebook, Youtube, Flickr etc).
		2. Development of online collaboration tools to boost productivity and reporting.
		3. Include a staff-focused knowledgebase they access when logged-in (e.g. staff policies, guidelines on key processes).
	3. Shared Contacts and Calendars
	4. Staff ICT Training
		1. Growth of staff expertise in technology / computer use.
		2. Awareness of data protection and off site security and how this relates to our customers and the children and adults engaged in the sports.
	5. Human Resources
		1. Use of computer-based reporting system for staff leave, flexible working time, sickness notifications, payrolls, and other key HR functions.
1. ICT and Customer / Stakeholder Management
	1. Reporting against Sport England Measurements
		1. Development of a private online portal by which staff can record development achievements.
		2. Comprehensive links section to partner, sporting and funding resources.
	2. Service Level Agreements
		1. Use of a web-based tracking system to record work time undertaken on behalf of Goalball UK
	3. Customer Relationship Manager (CRM).
		1. Tracking relationships and interactions with stakeholders, clubs and participants to mark progress milestones and avoid duplication of work.

3.4 Goalball UK – Specific Sites and Communication Tools.

3.4.1 Informed by, and working to realise, the Associations’ communications plans.

3.4.2 Providing website maintenance support

3.4.3 Handling website enquiries from members.

3.4.4 Enabling or co-ordinating website development requests

3.4.5 Enabling and, where required, handling news articles and communications through the website (such as HTML, Bulletins and Newsletter).

3.4.6 Enabling Goalball UK and the Board to give their membership good value through the website / communications (e.g. membership services).

3.4.7 Where possible Goalball UK should look to coordinate website and systems development in order to make most efficient use of our resources and offer high returns to the Clubs.

1. Accessibility
	1. Provide Universal Access to Goalball UK Customers
		1. Bring websites, communications and services in line with required standards and accepted practices of responsible use.
		2. Ensure that the websites / communications can be used by as many of our participants and the public as possible, and that there are no groups wishing to use them which feel excluded.
		3. Easy and clear navigation, allowing users to find key elements of the sites quickly from the home page, the most popular, the most useful and the expected (e.g. contact us, help, Sitemap, About Us, Login etc.)
		4. Consideration of how the use of colours, text sizes, links and instructions on a page can make the user’s viewing and navigation experience better.
		5. Improved youth sections and enhanced provision for young website users as well as including them among the “general users” who need to be able to navigate around the site, there may be sections which are deliberately geared towards youth participants with a specialised approach in terms of page design, content and tone.
2. Disaster Recover and Business Continuity
	1. Data Back up
		1. Maintain an effective data backup to the industry standard specification and in accordance with the Goalball UK Continuity Plan.
	2. Data Protection and Security

5.2.1 Ensure all user data and customer information is protected according to current legislative regulations and the Goalball UK Data Protection Policy, and furthermore overtly guarantee the privacy and confidentiality of our interactions with customers.