

Companies House Executive Board – summary minutes – 24 March 2010

Website Strategy

In order to provide a more comprehensive service to our customers via our Website, the Board considered and agreed the overarching principles that should apply and would be fundamental to the new design on our website, namely: simplicity; using customer insight to understand their journeys and goals; updating and information regularly.

Companies House Branding

In order to bring Companies House's brand/logo up to date with our current strategy, the Board considered the brand qualities and the values that would drive the logo design. It was agreed that more emphasis should be placed on 'customers first' and 'e first'.

Corporate Efficiency and Simplification Unit Update

Further to the recent research exercise undertaken, the Board suggested that a high level plan be produced that factored in future projections in relation to workload/resources and clear work streams identified to support the plan.

e100 Programme – Update

The Electronic Enhancement Capability Project (EECP) was now into its third cycle of streamlining work and was still on target for the enhancement of further forms, notably the LLP, annual return and change of name forms by the Summer.

Agency Business Board (ABB) Update and review of the Monthly Scorecard for February

The Board were provided with a full update from the discussions that took place at ABB. The highlights were: general system performance and availability was good and paper and electronic processing turnover time had continued to improve throughout the month.

Financial Performance

The monthly Financial Performance pack for February was circulated to members for their information. Expenditure was continuing as forecast and no issues were raised.

Review of Executive Board Critical Risks

The Board discussed the current risk register and noted that the reduction in process (productivity) risk had been escalated to ABB level. It was also agreed that, a change of government risk should be added as this could impact on Businesslink, Branding and our Website Strategy.

**Secretariat
March 2010**