

# Refreshed GOV.UK vision

## March 2016

Background

The original vision for GOV.UK  
was set out in 2010



Directgov 2010 and Beyond:  
Revolution Not Evolution

“Create a single domain for government and make it **the best place to find government services and information**”

A rallying cry and clear direction:  
replace thousands of domains  
with one, with a focus on users  
and iteration - creating the  
GOV.UK we have today

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**Simpler, clearer, faster**

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national infrastructure

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While GOV.UK has become the best place to find government services and information, it's not yet the best place it can be

There's much more to do to bring government's web estate together, merge content and transactions to form coherent services, and curate them to meet users' real needs

We need an equally clear direction  
and rallying call for everyone who  
contributes to GOV.UK's ongoing  
development

Between Dec 2015 and Feb 2016 we've taken stock of what's still left to do, and gathered ideas from more than 150 people inside and outside government, to create this refreshed vision

The vision is not a plan for delivery, but describes an ideal future GOV.UK that we will iterate towards

It refers to the GOV.UK website, publishing platform, all government content and the ways in which those things integrate with transactions and offline help to form a unified user experience

It's relevant to everyone whose work contributes to the GOV.UK user experience - from teams in GDS to service and content owners throughout government

The refreshed  
vision for GOV.UK is  
**“to make government  
work for users”**



It's an ambition which reflects the power and potential of GOV.UK

As the interface between users and government, GOV.UK has enormous potential to close the gap between them

It can make every user's need heard within government, help government meet those needs in the most convenient way possible, and make government accessible and accountable to users

Having brought government together, we now need **to make government work for users**

What does ideal  
GOV.UK look like?

We've distilled thousands of ideas about what GOV.UK should become into 5 statements, all of which need to be true **to make government work for users**

# To make government work for users, GOV.UK will:

1. provide coherent services that are easy to discover and use
2. make government participative, open and accountable
3. help government communicate with authority and trust
4. make great digital and user-centred publishing easy
5. make government content easy to re-use and build on

# **GOV.UK will provide coherent services that are easy to discover and use**

For example, it will:

- meet every valid user need, from the most common to the most specialist
- bring content, transactions and support together as coherent services
- make services easy to find through navigation, search and notifications
- make information clear, concise and simple at every level of detail
- remove the need to know how the state works, not just central government



# GOV.UK will make government participative, open and accountable

For example, it will:

- make government structure, leadership and policy clear
- make it easy to see what government is doing, saying and changing over time
- make it easy to see evidence for decisions, and of outcomes
- help users feed back on and influence government plans

# GOV.UK will help government communicate with authority and trust

For example, it will:

- give users reassuring, definitive answers in a single place
- provide information people need during emergencies and major events
- convey the UK government's unmediated position, domestically and internationally
- support clear and effective announcements and campaigns

# GOV.UK will make great digital and user-centred publishing easy

For example, it will:

- make high quality digital publishing easy, fast and cheap
- provide HTML formats so good PDFs become the exception
- make it easy to base content decisions on evidence of need
- show how well needs are being met, and highlight failure
- make it easy to test and iterate different approaches

# GOV.UK will make government content easy to re-use and build on

For example, it will:

- provide government content and data in stable, machine-readable formats
- provide digital representations of real world things, backed by registers
- offer ways for government (and suppliers) to share our publishing service
- fully open-source GOV.UK's code for others to run and contribute to

This vision will guide our plans as  
GOV.UK develops

To see what we're working on  
and planning, subscribe to our  
blog: [insidegovuk.blog.gov.uk](https://insidegovuk.blog.gov.uk)

Thank you