

From: [REDACTED]
To: [REDACTED]
Subject: RE: Small Low Risk FAQ
Date: 01 May 2025 17:11:25
Attachments: [image002.png](#)
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[image010.png](#)
[image011.png](#)

Hi [REDACTED],

Thanks for putting some thought into this.

I understand the hesitations around an FAQ doc publication (I did think this would be a bit controversial with directors/ Comms). I think it's good that we're aware of the messaging that is not cutting through to these services, and you can think about these issues when coming up with your next Prom Com products/ guides etc. I'm interested if your team do have any plans for small service specific guidance or comms in the future, as I do think there is still something we should do about this so it's not left to services to get in touch with one of us if they don't understand what they need to do.

In terms of coming up with answers to these questions, I'm still happy to go ahead with it and I agree the PoC Conference would be a good place to start with pushing out the messaging (how proactive are being in advertising the conference with small, low risk services e.g. [REDACTED] lot or other groups [REDACTED]?). I don't know the agenda, so if you want to mark on my list which areas would be most useful to prioritise, I, along with [REDACTED] and [REDACTED], can try and find answers to those ones first. Alternatively, if you want to give me the agenda, I can do this.

In terms of the project plan, I won't be needing to get director or legal sign-off to carry out the FAQ doc project, so if we work with these timings instead... [roughly – we can basically work at our own pace and see how many we can get through before the Conference].

1. Agree on priority questions (by 9th May)
2. Draft responses to questions (by 23rd May)
3. Get legal/ PD sign-off (by 2nd June)

In the long run, it would still be useful to have answers to these questions as we're no doubt going to see them crop up again, so if that looks like an internal doc we share with Supervision/ PD, that could also work.

Thank you,

[REDACTED]



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Subject: RE: Small Low Risk FAQ

Hi [redacted], all,

Thanks for all your work on this thus far, I've had a look through the document and it's a really well thought out account of the concerns being raised – thank you.

I wanted to share some reflections on next steps, and how this project should be shaped going forth.

Principally, we are looking to align our digital products / web-content with the Government Digital Service ('GDS') – this is regarded as the gold standard, and something we aim to reflect in all our practices. GDS advise against FAQs for a number of reasons including: they're more work for readers (questions take longer to scan and understand) and they often lead to duplication. Put simply, if we have frequently asked questions, it's because we haven't answered them in our content*.

In the short-term we should continue to work on drafting answers to the questions that [redacted] has put together, following steps 3-5 outlined below. However, we should look to send this out to all relevant groups, rather than uploading this as web-content for the reasons given above. If we expedite the suggested sign-off and/or drafting times below, we could use this as an opportunity to plug our next conference. With that in mind, please can we update our project plan to reflect this approach?

*This is not always possible/viable right now, and we will need to consider our longer-term approach. Broadly speaking, we can use this as an exercise to consider what gaps exist, where we can update current content and align this with our product and web strategy.

Let me know if there are any questions on this.

Best wishes,

[Redacted signature block]



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