

## 2011/12 Plan on a page



### Who we are

Nominet operates at the heart of e-commerce in the UK, running one of the world's largest Internet registries with nearly 10 million domain names. With highly respected industry credentials, we are entrusted with the management of the .uk and .44 registries, employ 130 staff and have an annual turnover of £25m

### Where we are going

Nominet's vision is to be a leading force in making the Internet a trusted space, which everyone can be part of and has a positive impact on people's lives.

### How we will get there

Our mission is to make a positive difference to our stakeholders, driven by their needs and to fulfil our public purpose. We will do this by:

- Being a driving force in shaping the development of the Internet in the UK and globally
- Delivering a safe and secure .uk
- Delivering excellence and innovation in our products and services
- Creating a company where our people are skilled, talented, motivated and engaged.

### How we work

- We are open, honest and unbiased
- We bring a human touch to technology
- We listen, can be trusted and relied upon to do the right thing
- We are committed to making a positive impact on the community we live in
- We learn from others and share our knowledge to help shape the future of the Internet
- We innovate and continuously improve everything we do

### Our Public Purpose

Public purpose lies at the heart of what we do and we bring this to life by:

- Promoting innovation in the UK Internet
- Making the UK Internet safe, secure, reliable and trusted as possible
- Encouraging the spread of social and economic benefits from Internet development throughout society
- Playing a major role in shaping the global development of the Internet

### Delivery Strategies

To deliver the strategic priorities of the business we will:

- Ensure excellence and innovation in our products and services
- Provide resilient and secure systems and processes underpinned by best in class infrastructure
- Work with and support our registrar channel to ensure success
- Ensure we have best fit and enabling governance arrangements
- Ensure sound and effective financial management
- Be an employer of choice
- Support and behave responsibly towards our local, national and international community

### Growth and Development

- .uk is the core of our business. We will further differentiate it and market its uniqueness
- We will maximise .uk market penetration and retention
- We will grow organically by developing new business in the domain name industry and specifically through new Top Level Domains
- We will broaden the scope of the business to deliver strong, sustainable and long term growth through diversification

### A leading force in the development of the Internet

Working with the Internet community and other stakeholders we will:

- Be a leading force in the continued development of Internet governance
- Develop new Internet technologies and innovate new technologies to meet predicted needs
- Contribute to the development of best practice, technical standards and global policy
- Use our influence and skills to support the development of safety and security on the Internet
- Sustain and develop stakeholder trust in the UK Internet