

# CASE STUDY

## THE LICENSING PARTNERSHIP

Formed in 2010, the Licensing Partnership has brought together the local authorities of Sevenoaks, Tunbridge Wells, and Maidstone, as well as the London Borough of Bexley who joined in 2016. The partnership allows applications for licences to be dealt with by one central administration team. The Licensing Partnership has proved to be a major success, lessening the burden placed on individual authorities and streamlining the licensing service. By combining the licensing responsibilities of our councils, the Licensing Partnership has established itself as the fourth largest authority for Temporary Event Notices in England.

## System Benefits and Savings of Victoria Forms' Solution

- Forms can be filled in quickly online and submitted to the Licensing Partnership instantly.
- Forms are intelligent and guide the user.
- Forms are available 24/7.
- No re-keying of data.
- Integrated address lookup ensures correct information is entered.
- Licence renewals and new applications are combined into the same forms.
- Data is automatically integrated into the Licensing Partnership's back office system.
- Supporting documents can be attached, allowing staff to quickly verify an applicant.
- All forms are fully customisable, ensuring that they meet the Licensing Partnership's needs.
- Unparalleled levels of customer service.

## Custom Designed eForms: Streamlining the User Experience

When a user accesses their local council's website to apply for or renew a licence, they are directed to the relevant centrally hosted Licensing Partnership electronic form. Each form is designed to guide the user through the application process and adapt to individual users: asking for clarification if the user provides certain information and hiding sections that are not relevant to the user. All forms have a custom viewer which incorporates the branding of the three individual councils and the Licensing Partnership, allowing for a seamless transition between any of the individual council websites and a Licensing Partnership eForm.

## Integrating Services: Saving Staff and Users' Time

### Payment Integration

Payment integration ensures that a user is guided through the payment process directly from the form. All forms that require payment automatically calculate the amount of payment that is required, dependent on the data submitted by the user.

The user is then required to submit payment through the Licensing Partnership's online payment page, which is opened automatically when the user reaches the end of the form. The form transfers the data entered by the user to the Licensing Partnership's payment page: the user's name, email address, the licence type, and the amount of payment required is all prefilled by the form.

On completion of payment, the user is transferred back to the form, with the payment confirmation details integrated into the form data. Forms are designed so that a user cannot submit their application without providing payment.

Payment integration not only cuts down on the amount of time it takes for a user to fully submit an application, by linking directly to the Licensing Partnership's payment page and prefilling information, but also saves staff time, by ensuring that payment is captured before an application can be submitted and integrating payment confirmation into the form data.

### Advanced Back Office Integration with Idox Uniform

In order to further minimise the amount of staff time spend on processing applications, Victoria Forms ensured that all data entered onto a form would integrate seamlessly into the Licensing Partnership's Idox back office system. When an application is submitted, all data (along with payment confirmation and any supporting attachments) is placed on the Licensing Partnership's Idox system, for staff to view and process, and police and environmental services to comment on.

Forms are designed to integrate differently depending on the information given by the user, for example if a user indicates that they are making a renewal application, form data will be added to the existing entry for that user on the Licensing Partnership's Idox system.

Back office integration also aids users in completing application forms. For renewal applications, Victoria Forms added a licence lookup function, which searches the Licensing Partnership's back office system for a user's licence reference and then places all the relevant licence information onto the form, speeding up the renewal process for users, and ensuring that correct data was added to the form.

***“ Victoria Forms have been a key part in the transformation of the processes for the Licensing Partnership.***

***Not only has it provided customers with an improved service that is available 24 hours a day, 7 days a week but it has been instrumental in reducing our processing times.***

***”***

Claire Perry  
Licensing Partnership Manager

## Customisation and Support: Tailoring the eForms Solution

The central aim of the solution provided by Victoria Forms was to implement a high quality eForm system, without placing a technical burden on Licensing Partnership staff. In order to meet this aim Victoria Forms relied on its two strongest assets: high levels of customisation and excellent customer support.

Throughout the project Victoria Forms' staff were on hand to answer any questions and deal with any problems the Licensing Partnership came across. Staff worked collaboratively with the Licensing Partnership in order to guarantee that the solution met their requirements. Forms were redesigned; a bespoke webpage viewer was created; and export code was written and configured - all to the custom specification of the Licensing Partnership. The eForm solution was custom-made for the Licensing Partnership, complimenting the procedures that were already in place and helping the partnership increase its efficiency.

## The Licensing Partnership welcomes the London Borough of Bexley

Published on November 11, 2016

*From 31st October 2016 a London council is joining a previously Kent-based local authority licensing partnership to help to save local tax payer's money.*

*The London Borough of Bexley has joined the Licensing Partnership, which is responsible for managing the licensing operations for Maidstone Borough Council, Sevenoaks District Council and Tunbridge Wells Borough Council.*

*Based in Sevenoaks, and in its seventh year of operation, the Licensing Partnership has improved service delivery and customer service while saving thousands of pounds.*

*The savings will come about by reducing management costs, introducing online forms for the four authorities and will help the councils' licensing services break even so they require less tax payer's money to run them in future years.*

<https://www.linkedin.com/pulse/its-official-licensing-partnership-welcomes-london-borough-perry>

## Next steps...

After a very successful year of using Victoria Forms' eForms solution, the Licensing Partnership is looking to expand. Victoria Forms is currently developing five new integrated forms for the Licensing Partnership to add to their library. The partnership is also exploring how they can utilise the additional functionality offered by Victoria Forms in order to cut down on the amount of paper letters they send.

