


Chorley Council

Case Study
Theloop
APSE
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Summary

- The Business Case
- Project Initiation
- Implementation
- Killer Applications
- Is it a Success?
- Home Page
- Efficiencies

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The Business Case

- eGovernment
- eWorkforce Programme
 - Big efficiencies
- Existing Intranet
 - BOGOF
 - Poor usage and perceptions
 - Couldn't support eWorkforce

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Project Initiation

- Strong Project Management
- Ownership to Communications
- High Level Support
 - Officer and Member
 - eWorkforce Programme Board

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Implementation

- Consultation
 - Photolink Creative
 - Staff at all levels decided
 - branding
 - look, feel, design
 - navigation
 - content
 - killer applications
- Access
 - Depot based staff

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Implementation

- Content Management System
 - Retained 'backend' supplier
 - Upgrade
 - Integrate other applications

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Killer Applications

- Corporate
 - eWorkforce led
- Social
 - Softer benefits

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Is It A Success?

- Page hits
 - from 5,000 to 70,000 per month (and growing)
- Major efficiencies
- Model for internet development
- National interest

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Is It A Success?

“Better than any I’ve seen”

“We’ve needed something like this for ages”

“It’s just exactly what we asked for in the consultation. I’m delighted our views were taken on board”

“I love theloop – I can’t stop going online”

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Home Page

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Efficiencies

- APSE Best Efficiency Award 2006
 - shortlisted
 - £70k efficiencies
- Tip of the iceberg

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The 70k Efficiencies

- Central pool of information - £45k
- Online Contacts directory - £3k
- Room Bookings - £4k
- Everyone eMails - £17k
- Paper savings – online forms - £1k

Other Efficiencies

- eWorkforce Projects
- Linked to Intranet Core
- Included
 - Radius Financials
 - Wintime flexi-system
 - Modern.gov



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