

# CASE STUDY:

## CAMDEN COUNCIL'S WHEELIE GOOD WASTE AND RECYCLING DIGITAL SERVICE



Camden Council uses Arrk Group's expertise in digital platform development to successfully launch a new Waste and Recycling digital service to its 225,000 residents. The project commenced with a two week EmbArrk™ engagement with a fixed term project following quickly after. The service was delivered on-time and to the customer's satisfaction using Arrk's Rapid Digitisation Service.

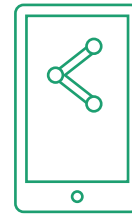
### Key Benefits



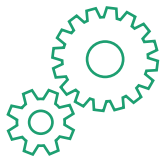
Two week EmbArrk™ workshop captures requirements and specification



Cost effective hybrid Agile delivery model



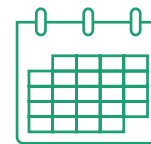
User centred design incorporating new design language



Open, flexible architecture comprising Liferay, JSF and JBoss ESB



Collaborative and efficient working procedures



Project delivered on-time and to the satisfaction of the customer

### Customer

- One of 32 London borough councils
- Residential population in excess of 225,000 citizens
- Renowned within local government as an innovative and digitally mature organisation

Camden Council caters for a residential population in excess of 225,000 covering a highly diverse part of the capital city. The council was created by the London Government Act 1963 and replaced three local authorities.

The council provides a range of services to citizens and businesses and is continuously improving its digital customer service offering through a far reaching and wide ranging digital transformation portfolio.

As part of its Digital Strategy, the council is implementing an open systems technology platform that is flexible and robust so that it can better respond to the needs of its residents, businesses and services.

Camden Council is collaborating at a regional and national level to ensure there is more choice, better value for money and greater use of open systems within local government.

### Situation

- Customer Access Portfolio is developing a set of digital products centred around two customer segments (business and resident)
- First class digital user experience which includes mobile and leaner back office
- Engagement with 'right-fit' partners to help deliver key parts of portfolio

A fundamental aspect of Camden Council's drive to digitally upgrade its services is its Customer Access Portfolio. As part of this, all common services and transactions will be improved and made accessible online to citizens; including paying rent and council tax, registering to vote and waste and recycling collection.

The council is rolling out a high quality digital experience where repeat users quickly and easily self-serve, this cuts costs in delivering these services and frees up council resources.

The Waste Collection project saw Arrk Group take full ownership of delivering a key part of the Customer Access Programme.



Enabling the  
Digital Enterprise

Want to find out more? Contact the team today on:

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# Challenge

- Move existing service to the new digital platform built on a JBoss stack with Liferay
- Lack of existing system documentation
- New service had to communicate with a variety of existing systems
- Mobile first design
- Tight time-scales imposed on project

Making things simple takes hard work and although a relatively simple and straightforward application for users, behind the scenes the new service involved communicating with a wide variety of existing systems, which made the project hugely complex and technically challenging.

As part of Camden's new customer access programme the waste management service had to be integrated with the new Camden Account.

Furthermore, this project was the first to go live using Camden's new mobile first UI and branding guidelines.

# Solution

- On-site coordinator ensured clear channels of communications
- Solution developed within Camden's new digital platform including identity management, status checker and integration with existing back office processes
- Regular show and tell sessions during build phase

Initially a two-week, intensive EmbArrk™ project discovery workshop was used to capture requirements and specification as well as build consensus amongst all stakeholders.

Following the successful conclusion of EmbArrk™, a dedicated distributed team was deployed on the build and testing of the application. The team used Arrk Group's hybrid Agile methodology to ensure that the project met strict date milestones within an agreed cost envelope.

An on-site coordinator ensured clear channels of communications, while regular show and tell sessions meant that the customer could provide feedback which would shape subsequent development work.

To reduce both upfront and ongoing operational costs and as per Camden's digital strategy, the architecture was based on a stack of Open Source components, including JBoss ESB, JSF and Liferay, ensuring that the platform would be secure, scalable and robust as an equivalent proprietary based solution.

# Outcomes

- Launched and live on Camden Council's website
- A high volume service delivered as part of the Customer Access Programme, joining Housing, Parking, Council Tax and Benefits
- Reduction in call centre dependency as residents start to self serve
- Recycling message promoted in borough

The Waste & Recycling Management became the third major service overhauled in Camden Council's digital transformation, following in-house developments of its Parking and Housing services.

An important aspect of the final solution has been the message the council has been able to now send to its citizens regarding recycling and the services it had on offer to reduce the amount of waste going to landfill.

The new service, although in its infancy, is already reducing dependency on the council's call centre resources as residents start to switch to the online service.

Arrk Group delivers award-winning digital systems through collaborative partnering and high performing software engineering.

"Arrk Group, through its EmbArrk™ process, was able to identify the user need very rapidly (two weeks) and delivered within the required time and cost parameters. Their EmbArrk™ process was so successful that we have decided to adopt a similar approach for the Discovery cycle of our next digital project. Their hybrid delivery model also ensured we had no communication breakdown between our Product Owner, our in-house teams and their offshore delivery team."

Francois Mounier, Head of Development Services,  
Camden Council



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