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The solution has really helped deliver a major step change in the way we **process licenses** for our customers, as well as helping the Council to deliver on its **commitment to modernise** our services for the better.

David Fisher, Acting Head of Traffic Management, Brighton & Hove City Council

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Objective PERFORM

An innovative approach to Highway Licensing

Leading the way in the automation of license application and approval processes, Brighton & Hove City Council adopted an innovative approach to transforming service delivery whilst driving customer service excellence.

The council has delivered a standardised, end-to-end process that is faster, more accurate and keeps customers better informed at all stages of the licensing application and renewal process.

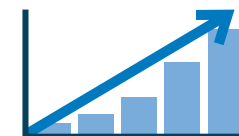
By delivering back-office automation efficiencies, the solution has freed up officer time, enabling them to go out into the field to inspect expired licenses and identify unlicensed activity, improving customer experiences across the city.

Using Objective PERFORM to automate Highway Licensing applications, Brighton and Hove City Council now enjoys:

- **Self Serving Customers** - Moving to a more digital way of working through an easy online registration and approval process, with 95% of skip companies and 80% of scaffolding companies already registered.
- **Improved search / visibility** - confidence in licensing data, ensuring officers have correct, up-to-date information whenever they need it.
- **Increased payment collection** - automated renewals and integrated online payment, reducing fee collection costs and bad debt.

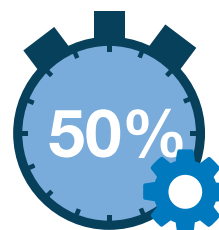


**IMPROVED
PAYMENT COLLECTION**



**IMPROVE
LICENSING VOLUMES**

↑ 30%



**ACHIEVE
EFFICIENCY
SAVINGS**



**IMPROVE
LICENSING RENEWALS**

↑ 20%