



Department of Communities and Local Government



Web analytics used to analyze and improve website usability, simplify services, drive online usage and save taxpayer funds

Bristol, United Kingdom
www.gov.uk/government/organisations/department-for-communities-and-local-government

Solution Components

- IBM® NetInsight®
 - IBM Web Content Manager
 - IBM WebSphere® Application Server Network Deployment
 - IBM WebSphere Portal Server
 - IBM Global Business Services® — Application Management Services
 - IBM Global Business Services — Application Innovation Services
 - IBM Global Technology Services® — Strategic Outsourcing
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Each year over 650,000 planning applications are submitted to the Department of Communities and Local Government (DCLG). The Department's Planning Portal is provided to be the first port of call for land use planning, building information and online services. It operates at the center of the land use planning process for England and Wales in that it provides services to citizens, businesses and all 398 English and 25 Welsh Local Planning Authorities. The Portal also serves in the resolution of disputes in England and Wales, regarding the use of land, natural resources and the environment dealing with a wide variety of planning-related casework, including listed building consent appeals, advertisement appeals, compulsory purchase orders, rights of way cases and cases arising from the Environmental Protection and Water Acts and the Transport and Works Act.

The Opportunity

The DCLG Planning Portal was implemented in 2002 to champion the electronic delivery of planning services, enabling the department to cut public costs, reduce fragmented services, speed processes and offer better end-to-end, consistent service to the wider planning community. As part of this service, the DCLG included tools to support continual improvements to the portal's functionality and usability to increase efficiency and reduce costs.

What Makes It Smarter

The key to encouraging all parts of a community — from citizens to planning professionals — to use online services is to make them simple, user friendly and efficient to use. The Planning Portal uses a web analytics tool to support continual service improvement and year-on-year growth of online transactions. By analyzing user journeys, page hits and many other user interactions on the site, the tool highlights changes

What if a government department could use a web portal as the catalyst to transform its interactions with businesses and citizens?



that will improve and simplify journeys through the portal and how key content can be presented to maximize availability. As a result of ongoing improvements, the portal now handles more than 12 million visits, 100 million page views and 70 percent of all planning applications each year, establishing itself as the number one source of information for planning services in the United Kingdom.

Real Business Results

- Provided cumulative benefits of GBP285 million to both planning authorities and applicants
- Increased website usage by 70 percent in three years
- Processed more than one million online applications since its implementation
- Improved effectiveness and efficiency of content and guidance presentation

For More Information

Please contact your IBM representative or IBM Business Partner. Visit us at ibm.com/websphere.

To learn more about The Department of Communities and Local Government, visit

www.gov.uk/government/organisations/department-for-communities-and-local-government.

“We have gone from a seed of an idea to delivering real benefits to citizens and industry alike. I am confident that the Planning Portal will continue to lead the market in providing online planning services.”

— Chris Kendall, director, DCLG Planning Portal



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