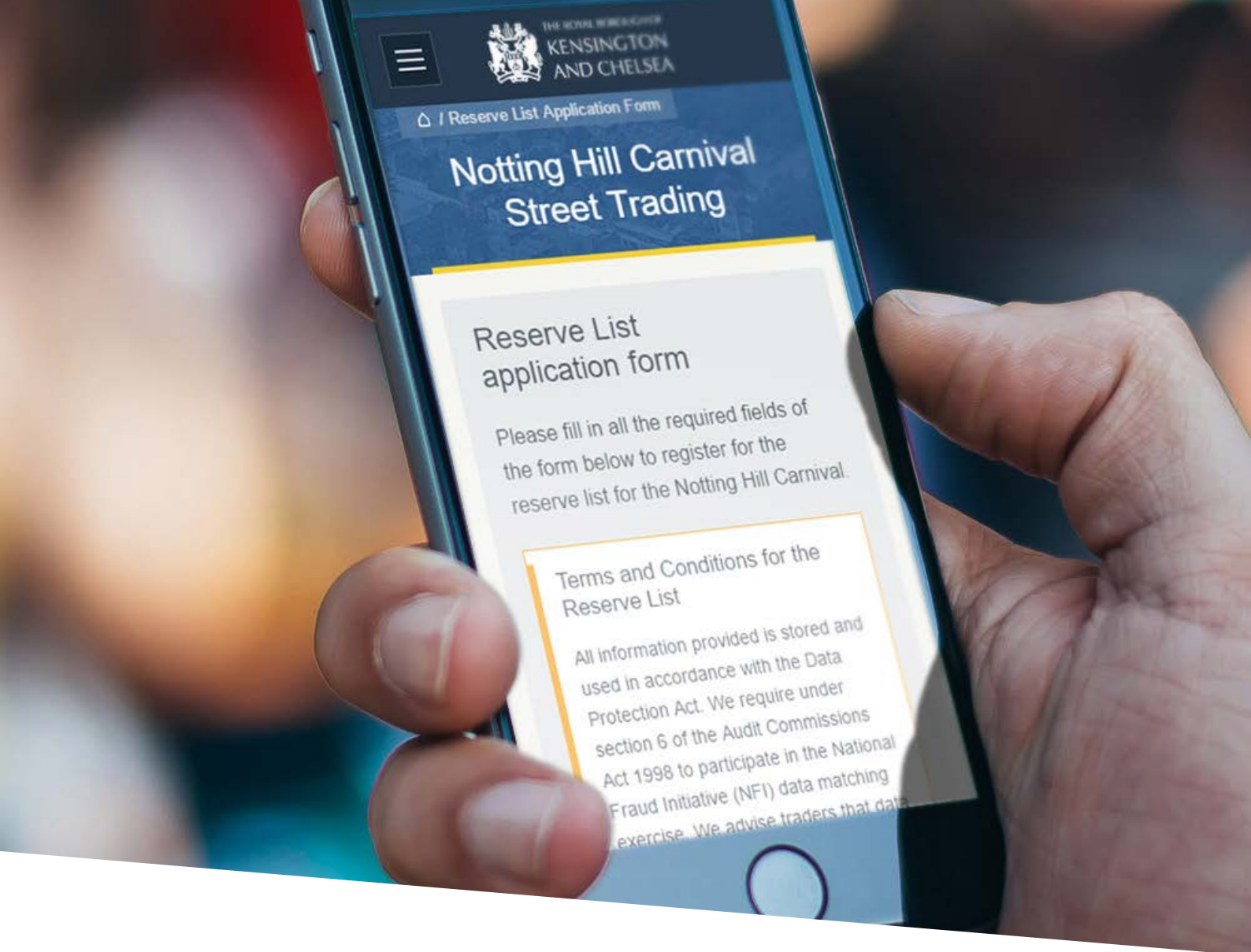# Royal Borough of Kensington and Chelsea

CASE STUDY

The Royal Borough of Kensington and Chelsea run the Street Trading Application Process for Notting Hill Carnival. Since its beginning with the council, the process and administration for Trading Sites has been done through paper applications and fulfilled by a team of administrators between January and August.

The Challenge

Notting Hill Carnival traders exist under a temporary Street Trading Licence which must be applied for each year. Stalls are first offered to old traders who have successfully traded the previous year. Once these stalls have been allocated, a new trader have the opportunity to apply for those stalls that remain.

The process was no longer feasible to complete by hand. The local authority needed a system that placed the onus on the Carnival Applicant to complete the application online where all information is recorded automatically into a database and stored. Additional functionality support the process of choosing/ being allocated a stall site.

The Solution

Having successfully won the competitive tender, Rocktime, carried out an evaluation of the current process and with the client developed the systems architecture (AI). The business system enabled the local authority to migrate spreadsheet data into a new browser based system to enable past trader data to populate a trader database.

Amongst all the functionality developed, the system offered client admin the ability to communicate continually (either manual or automatic) via a messaging module with the existing traders to carry out the online process for new and renewal applications via newly setup trader accounts.

The system also offered a number of different pathways and access for different traders through the application period and integration with the local authorities internal payment platform Agresso. Completing the process the system provided the means by which successful traders would carry out training to finally receive a trader licence online.
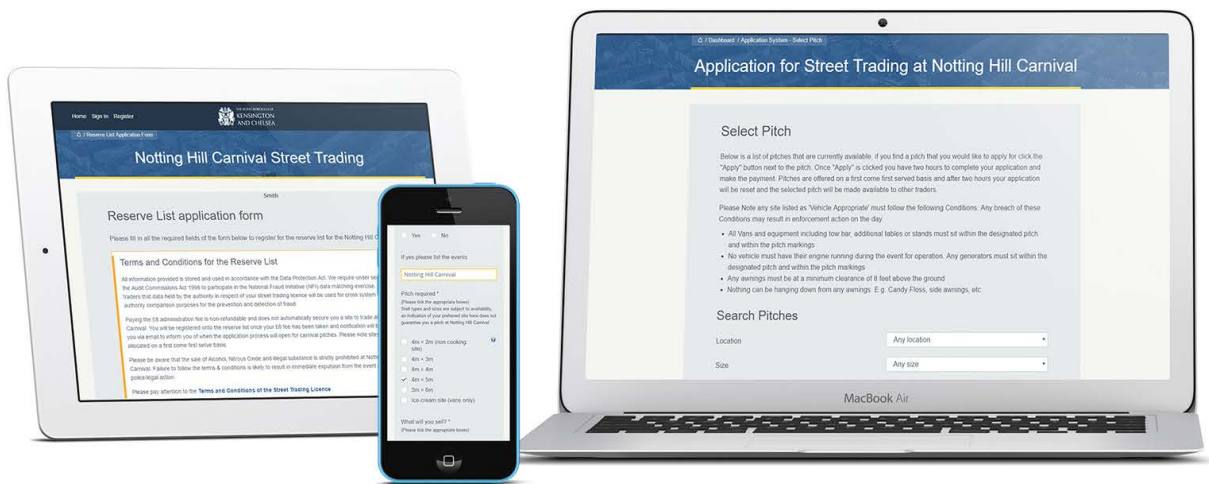
Bespoke Web Application & Software

Mobile Platforms

Tailored Hosting

Support & Maintenance

Ecommerce Platforms

Success

The launch of the system in quarter 1 of 2016 was considered a huge success both in reducing substantially the administration of trader application but also in the user experience of traders registering.

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As a Local Authority it was important for us to find an agency that understood the importance of data protection as-well as being able to accommodate the relevant Legislation and Policy processes for our service.

We were surprised at how complex it was for our team to picture and translate our current multi-level system into a co-ordinated online process. Rocktime helped us with this through applying their knowledge and understanding leading to an excellent system that takes into account our unique requirements.

We would recommend Rocktime for their continued communication throughout the project and the common sense and logic applied to fixing some of our trickier administrative problems. Overall we are very happy with the online application system that has been created for us and would certainly have no questions about working with Rocktime on future projects.

Notting Hill Carnival and Culture Service Projects Officer

Get in touch

Rocktime Software Development

Rocktime Ltd, Arena Business Centres, Holyrood Close, Poole, Dorset BH17 7FJ

T: 01202 678777   **E:** rtsales@rocktime.co.uk