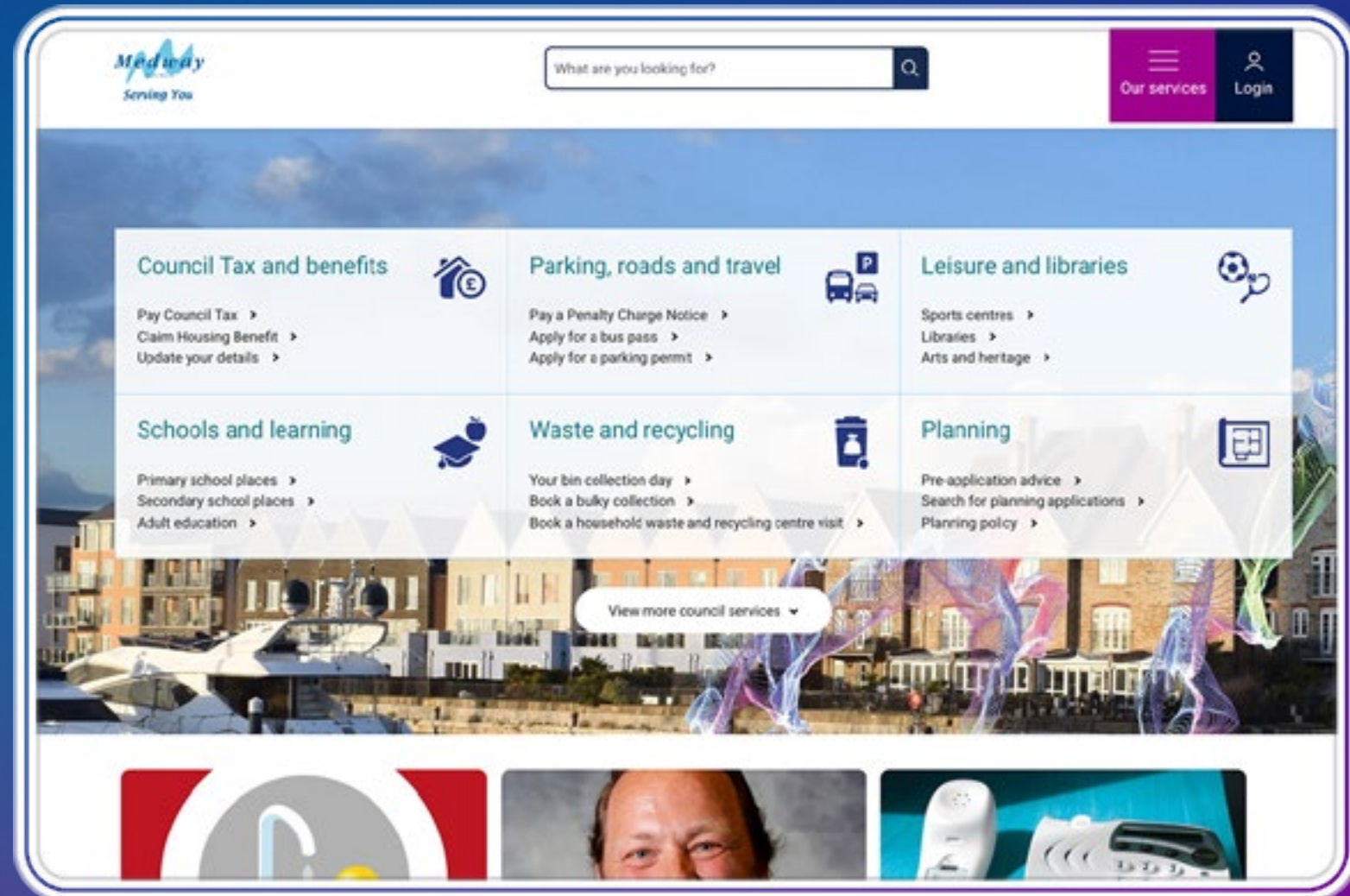


Reimagining Local Government Through Resident-Centred Digital Transformation.

A Medway Council Case Study

JADU



Public Services Reimagined

Medway Council, a unitary authority in the southeast of England, is at the forefront of digital transformation in UK local government.

They are reimagining public service delivery through their Medway 2.0 transformation programme, placing residents at the heart of how services are designed, built, and delivered.

Using the full [Jadu Digital Platform](#), the council has created a scalable, low-code foundation for end-to-end digital services, with over 200 services already transformed.

Medway had already utilised the full suite to enhance digital customer journeys, and once they had proven the concept that service redesign, coupled with low-code/no-code software, allowed them to develop scalable and flexible processes affordably. With the addition of the CRM, Jadu was chosen as the corporate form and CRM tool.



The Challenge

In 2019, Medway's digital estate was representative of a traditional council struggling under the weight of legacy systems.

With 44 core IT systems in place and overlapping customer contact routes, the council was drowning in duplication, siloed workflows, and costly inefficiencies.

For citizens, reporting issues like abandoned vehicles or booking a waste visit often meant navigating complex, duplicated forms or contacting multiple teams.

For staff, confidence in systems had declined.

Contact centre agents and service teams relied on manual processing, shared inboxes, spreadsheets, and phone calls to manage processes that needed digitising, resulting in bottlenecks, lost information, and inconsistent service.

Adding to the challenge was a previous transformation programme that, while well-intentioned, prioritised short-term cost savings over long-term, sustainable service redesign.



This resulted in headcount reductions, assuming that digital tools would follow, without sufficient investment in designing the systems to support them.

This left many frontline staff with fewer resources and struggling under the weight of legacy CRMs and disconnected eForms platforms. Staff morale and confidence in systems were low.

Even high-performing digital services, such as a household waste booking form, generated thousands of follow-up calls because they lacked end-to-end functionality.

Recognising the limitations of its existing IT stack and the shifting expectations of residents, Medway took the bold step of reimagining the organisation from the ground up.

The Solution

Rather than pursuing a patchwork of updates to legacy technology, Medway decided to start over, from the ground up.

The council committed to designing a digital-first authority around service design, human needs, and scalable platforms. Medway's digital leadership asked a simple but transformative question: What if we could reimagine the council from scratch?

That vision became Medway 2.0, a cross-council change programme to build a council fit for the 21st century.

Inspired by principles from [Lou Downe's "Good Services"](#) framework, the council committed to a resident-first operating model. Rather than procuring more systems, Medway consolidated its digital service delivery around two core platforms: Microsoft Power Platform for internal automation and Jadu, utilising both [Jadu Central](#) and [Jadu Connect](#) for all customer-facing services, as the council began to migrate its services away from a legacy CRM.

Early candidates for service redesign were selected based on service volume and pain points, including:

- Nuisance vehicles
- Household waste booking
- Parking permits
- FOI and complaints
- Environmental reports
- Housing support
- Adult social care notes



The Solution

This tight focus enabled the council to consolidate its digital estate around fewer, more flexible tools, making future integrations faster and user journeys simpler to manage.

The council invested in training an internal team of “low-code builders,” many of whom had no prior IT experience, to design and deploy services using Jadu’s no-code tools. Within just four days of hands-on training, the team could build full workflows, allowing rapid transformation at scale.

Over six months, the team **rebuilt 29 forms** and **migrated 72 associated workflows** into Jadu Connect. The shift reduced system duplication and delivered an **immediate annual cost saving of £55,000** by enabling the retirement of the old CRM.

Every new or migrated service followed a structured service design approach. Common service patterns, such as reporting, triage, case investigation, and automated updates, were standardised across all areas.

Service Examples

The redesigned nuisance vehicles process encapsulates Medway's new approach. Previously, residents faced multiple confusing entry points, and staff faced non-integrated forms, duplicate responses and manual reviews, costing hours of time and huge inefficiencies.

Now rebuilt on Jadu, the service starts with a single, user-friendly landing page. A boundary map enables users to view previously reported vehicles, thereby preventing duplicates. DVLA checks are automated via API, dynamic rules reduce unnecessary submissions, and automated emails keep residents informed.

The impact is a 75% reduction in manual officer workload for this process alone, faster response times for residents, and fewer invalid reports clogging the system.

During the peak of COVID-19 lockdowns, Medway was tasked with reopening its



household waste sites safely. Working with Jadu, the team expanded an existing van booking system to accommodate 22 sites across the entirety of Kent within just five weeks. This involved integrating calendars, managing concurrent slots, and pushing daily booking lists to operational teams.

The solution handled 15,000 requests in a six-week period with no system downtime. Over 72% of traffic was handled digitally. Real-time logic was introduced to detect booking eligibility, notify users of service changes, and automatically rebook or cancel slots based on availability.

Today, residents can book waste visits up to four hours in advance of arrival, with plans to reduce this to real-time bookings using DVLA checks and ANPR integration. The entire process was delivered without requiring the procurement of external systems or specialist developers.

The Results

Medway Council has transitioned from fragmented systems and siloed service delivery to a modern, user-first, scalable digital platform.

By leveraging the Jadu Digital Platform and focusing relentlessly on service design, the council has demonstrated that public sector transformation can be swift, cost-effective, and internally driven.

Instead, Medway has built a flexible, replicable model for digital government, where no-code platforms empower internal teams, AI supports smarter working, and services are continually iterated based on real resident needs.

However, the biggest win is cultural: the transformation has restored staff confidence, and teams now take ownership of their services.

By consolidating platforms, standardising design patterns and building capabilities in-house, Medway Council has created a sustainable model for agile public service delivery.

Key Results

- **£55,000+ annual savings from decommissioned legacy CRM**
- **Over 200 forms and workflows designed and launched in-house**
- **6-month full migration of 72 legacy workflows and 29 forms**

Medway Council is no longer simply digitising its old ways of working. It's building a new kind of local authority that is inclusive, responsive and driven by citizen needs.

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