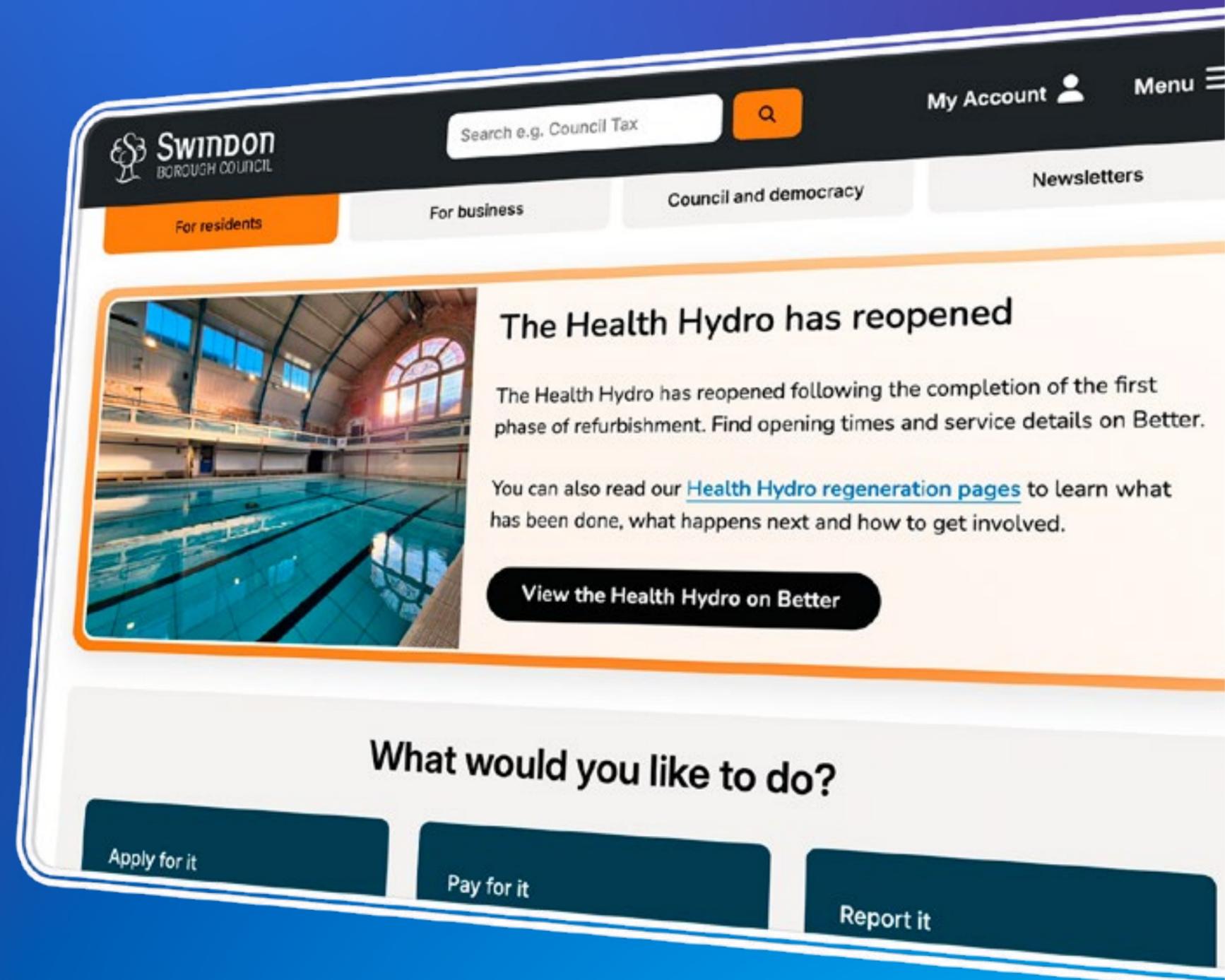




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# From legacy systems to lasting change: Swindon Borough Council's digital transformation journey

Swindon Borough Council  
Case Study



# DIGITAL EXPECTATIONS

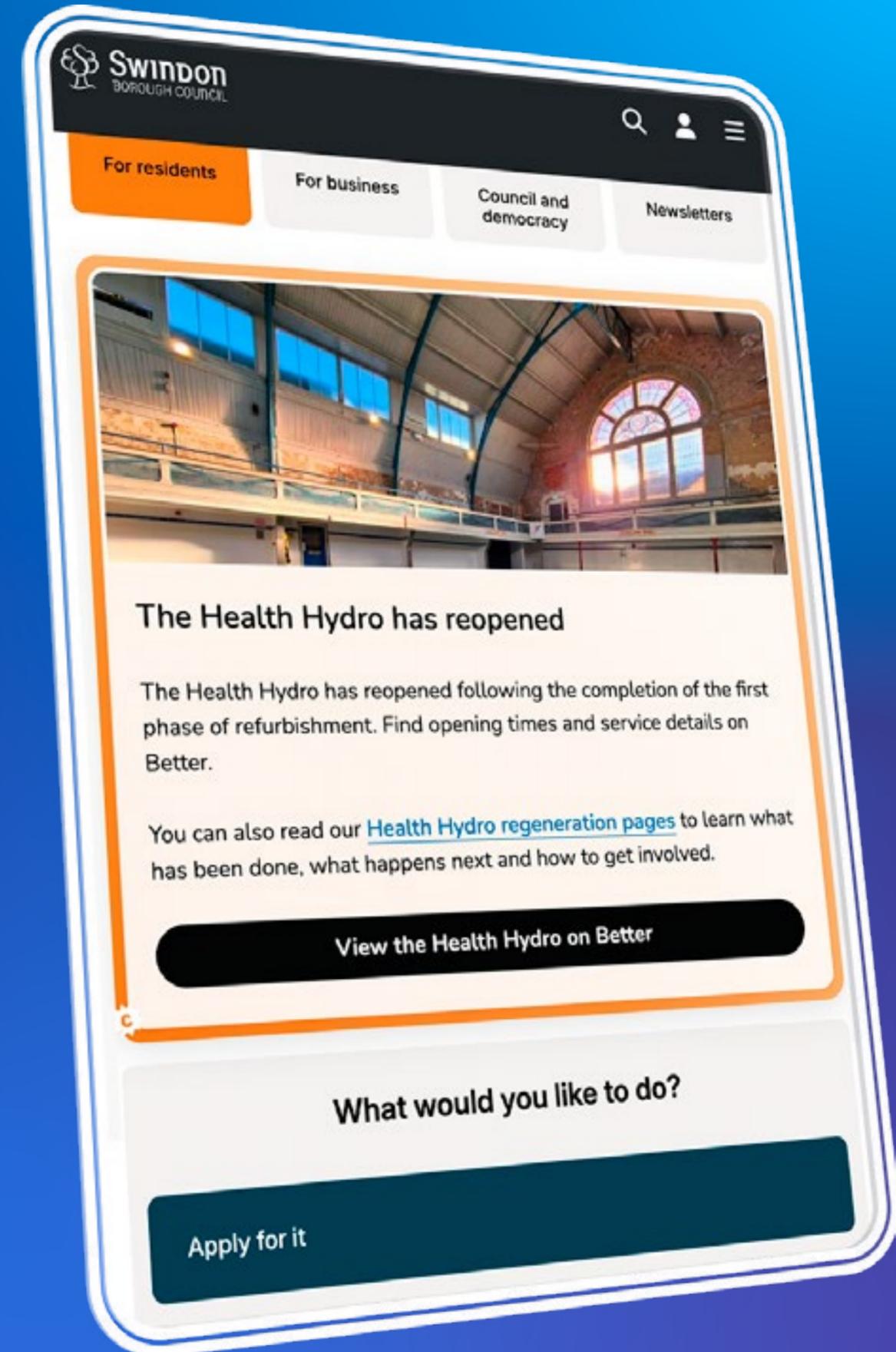
Swindon Borough Council is one of the most advanced Local Authorities in the UK.

When they began their digital transformation journey, the ambition was simple yet bold: to create public services that truly worked for residents, whilst saving money and building a council that's fit for the future.

The task ahead was big. Service teams were drowning under manual processes, legacy systems were holding back innovation, and resident demand was rising faster than capacity.

In 2017, Swindon Borough Council established a long-term partnership with Jadu and created a dedicated Business Improvement Team to redesign and enhance service delivery, resulting in a significant transformation in how the council operates.

Since then, Swindon has streamlined hundreds of processes, moved most resident interactions online, and integrated digital tools into daily operations.



# THE CHALLENGE

**Before its transformation, Swindon faced a situation familiar across Local Government in the UK: high service demand, technology that couldn't keep pace, and ever-growing, complex service needs.**

The council was receiving an average of 32,000 calls to its contact centre each month, with only 8% of transactions taking place online. Most services were paper-heavy, with Swindon using around 15 million sheets of paper each year, meaning residents often had no choice but to phone or visit the council in person for everyday tasks that could be easily self-serviced. The paper-based system made services slow, inconsistent across departments, and expensive to run.

Many service areas relied on standalone systems that did not integrate or communicate with one another. This lack of interaction led to duplication of effort and hindered the councils' ability to respond quickly to new government requirements. Additionally, when service areas sought to improve their processes, they often faced challenges because the systems were not designed for change.

Internally, the teams were limited by traditional development cycles and a culture that prioritised sticking to established methods.

Externally, residents had varying experiences depending on the services they used, and frontline teams often faced the greatest frustration due to inefficient processes.

Nowhere was this pressure more visible than in Waste Services.

**Swindon's Household Waste Recycling Centre (HWRC) faced numerous challenges, including long queues, blocked access roads, resident complaints, neighbour disputes, and safety concerns. Staff members encountered aggression from visitors, the air quality around the site was poor, and local businesses suffered due to congestion.**

Compounding these issues, the council faced a new financial reality: it needed to save £30 million within 30 months while still improving essential services rather than cutting them. Given this situation, traditional methods were insufficient, and a significant change was needed.



**SWINDON**  
BOROUGH COUNCIL

# THE SOLUTION

**Swindon's response was to build digital capability grounded in agility, collaboration, and repeatable patterns, enabled by the Jadu Digital Platform and delivered through a small but powerful Business Improvement team.**

Jadu's no-code approach enabled services to be redesigned and deployed quickly without waiting for specialised developers. This shift meant that the Business Improvement team could create forms, workflows, and integrations on their own, rather than spending months on development cycles.

They could work closely with service areas to map processes and identify pain points. Since the website, MyAccount, and online forms are all powered by Jadu, residents benefited from a consistent service characterised by clean, accessible design, clear language, and easy transitions between services.

Jadu Connect also helped bridge the gaps left by legacy systems. When a service area had a requirement that its existing software couldn't meet, the Business Improvement team could quickly create a

new workflow. Integrations also played a crucial role in Swindon's journey. Integrating with Bartec allowed the council to run end-to-end garden waste subscriptions within Jadu, and adding an Office 365 integration made booking systems intuitive for both residents and staff.

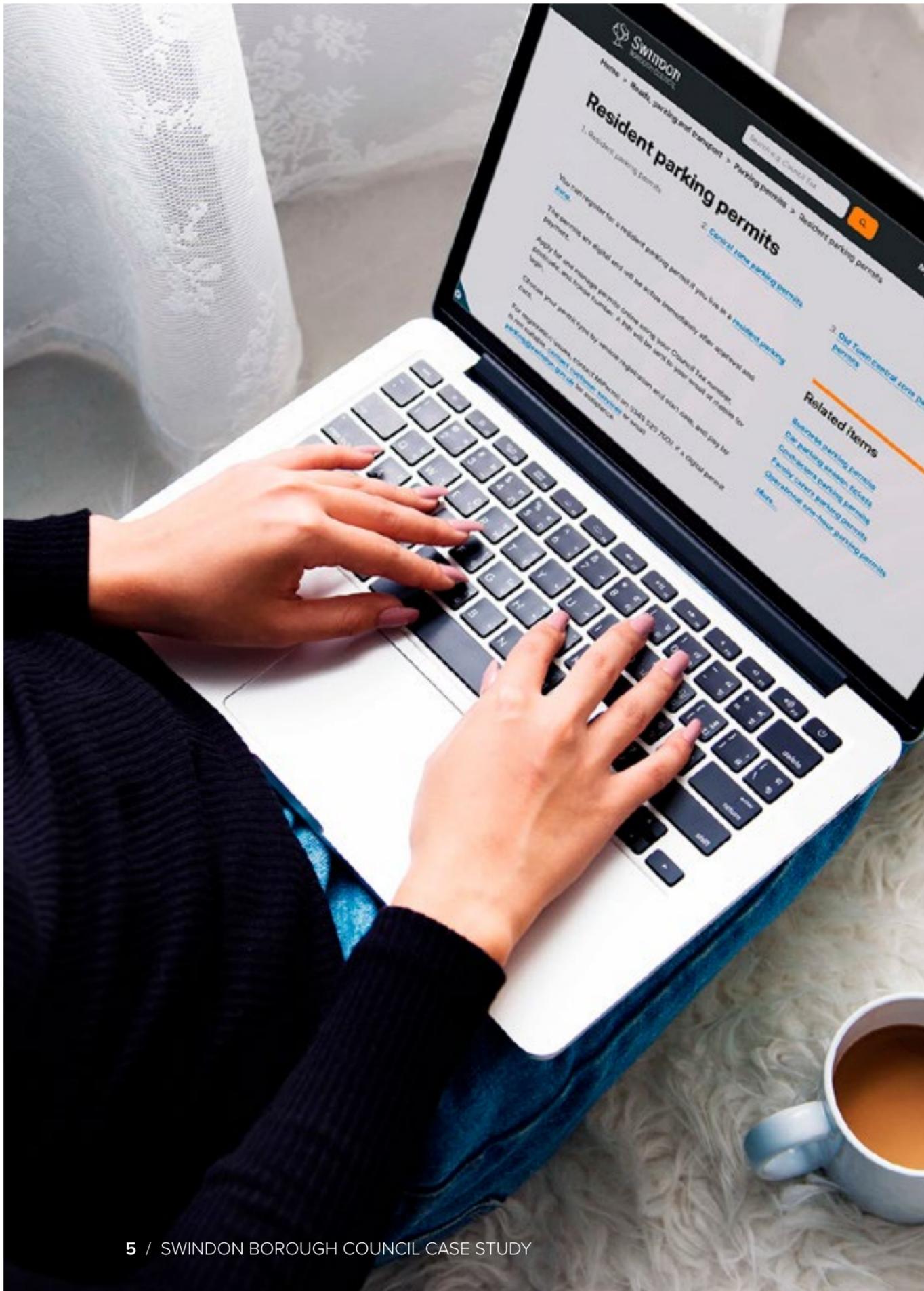
This new approach to work established a pattern: services would present the problem to the Business Improvement Team instead of offering a solution. The team then mapped processes, gathered requirements, designed new workflows, and collaborated

closely with web teams, developers, and data analysts. It developed into a new model of service delivery—one that was shaped collaboratively.

Then came COVID-19 - and everything changed. Faced with unprecedented demand and urgent needs, the council did not have to procure new systems or train staff on unfamiliar tools. Instead, they utilised the Jadu Digital Platform to establish new services within days. The council successfully processed over 20,000 business grant applications, nearly 6,000 test-and-trace applications, and launched rapid updates to keep residents informed. Jadu enabled proactive communication which shielded residents, provided volunteers with access to critical forms, and enabled newly remote staff to request necessary equipment easily.

This period cemented Jadu Connect and Jadu Central as essential infrastructure. When the council needed to move fast, it could.





# THE RESULT

**Swindon's transformation produced measurable, long-lasting outcomes.**

One of the most significant achievements was changing resident behaviour. Within two years of launching Jadu, the council increased the percentage of online transactions from 8% to 60%. This shift significantly reduced the pressure on phone support, in-person services, and back-office teams.

**Today, the scale of digital adoption is clear. More than 350 forms and 150 case types are live on Jadu Connect, used by 1,600+ council colleagues. Complex services that once required manual effort, such as safeguarding referrals, FOI requests and invoicing, now run through structured digital workflows.**

One of the best examples is the transformation of the Household Waste Recycling Centre. Previously overwhelmed by uncontrolled traffic, safety hazards and resident frustration, the service was redesigned during the pandemic with a Jadu-powered booking system. Residents now reserve a timed slot and receive a QR code for entry.

The impact has been significant: 23,000 bookings per month, visits shortened from hours to around 25 minutes, cleaner air around the site, safer operations for staff, better accessibility, and highly positive resident feedback. What started as a crisis response became a permanent, well-loved digital service - and the council's most visited online platform.

Beyond just services, the transformation boosted Swindon's organisational culture. Teams now work more closely together across data, digital, web, and operations, services are continually improved based on real user data, and staff also feel more empowered to resolve issues without waiting for lengthy technical projects. The platform continues to develop in line with the council's ambitions. Work is in progress to enhance My Account functionality, improve accessibility for internal users, expand reporting capabilities with Microsoft Fabric, and further streamline resident journeys.

**Swindon Borough Council's journey isn't just about technology; it's about what becomes possible when a council prioritises designing around people, building internal capability, and forming long-term partnerships.**

Through Jadu Connect and Jadu Central, Swindon has created a digital ecosystem that is fast, flexible, and trusted by both residents and staff. It has delivered measurable savings, faster services, safer operations, and an improved experience across the board.

Most importantly, it's demonstrated that digital transformation in local government isn't about replacing systems - it's about empowering people, strengthening communities, and building a resilient, prevention-first council for the future.



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JADU

