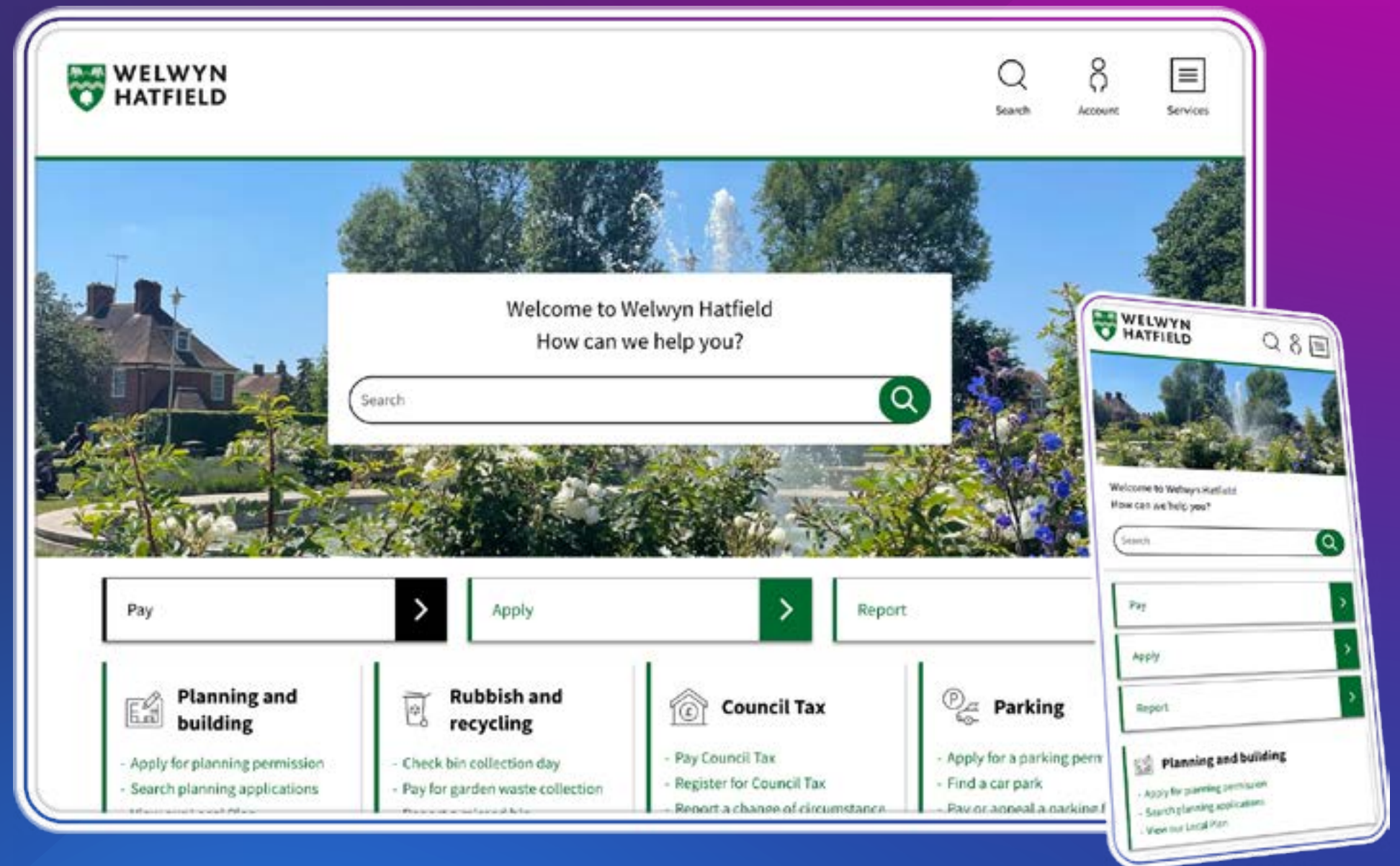


# JADU

## Delivering an accessible web experience with Jadu

A Welwyn Hatfield Borough Council case study





# CONSISTENT AND ACCESSIBLE DIGITAL SELF-SERVICE FOR CITIZENS

**Welwyn Hatfield Borough Council** is located in the county of Hertfordshire, England and has a population of approximately 123,000 people.

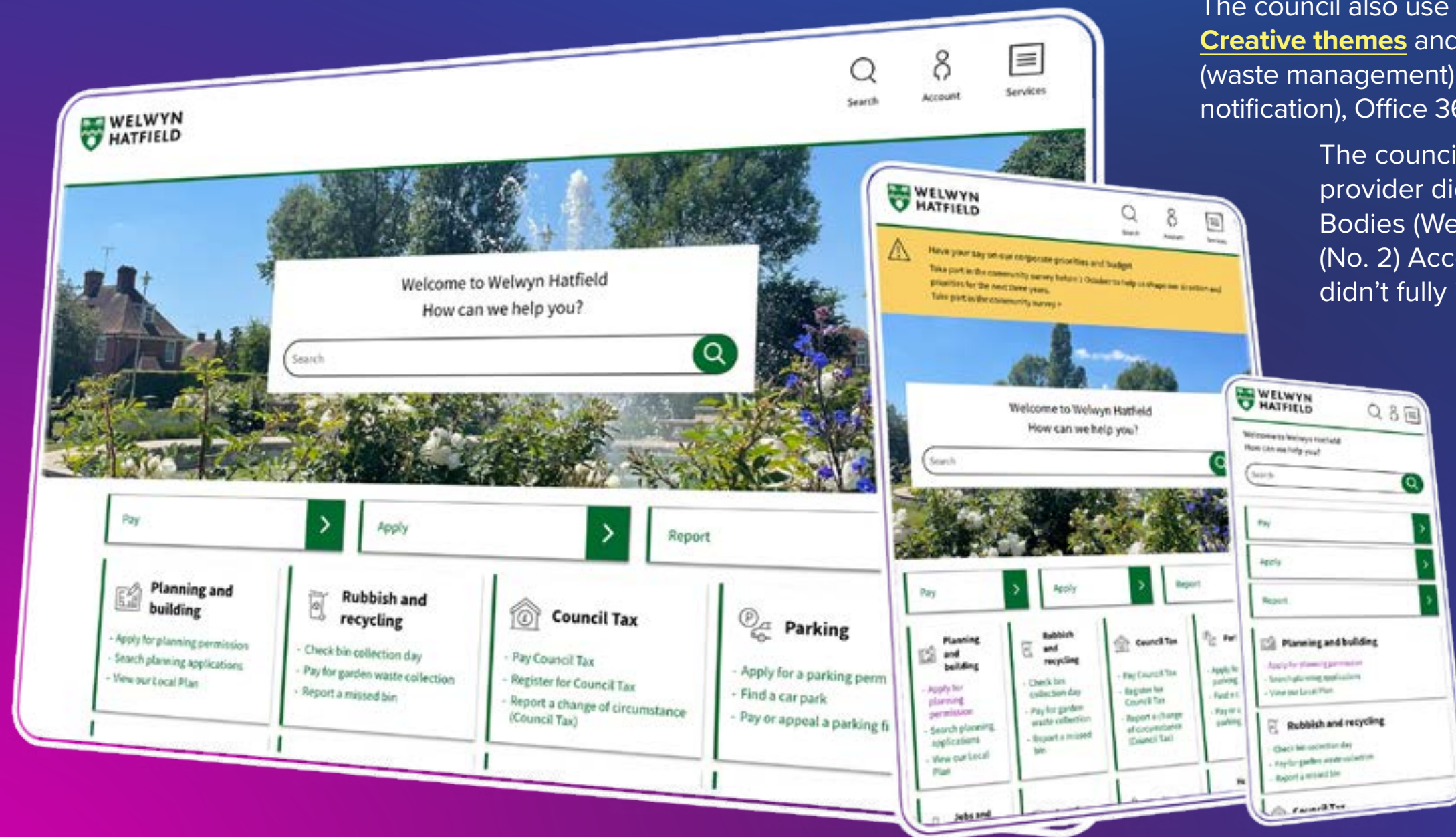
As part of its 'Transformation Programme', the council chose to move from its existing technology provider and move to the full **Jadu Digital Web Experience Platform**, including **Jadu Connect** (Case Management) and **Jadu Central** (eForms and CMS).

This was to enable the council with the tools it needed to deliver simple, intuitive, accessible and consistent digital self-service to its citizens.

The council also use the MyAccount functionality, **Jadu Creative themes** and integrations including Whitespace (waste management), GOV.UK Notify (letter and SMS notification), Office 365 (eBookings) and more.

The council's previous website with another provider did not fully meet the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, and didn't fully integrate with its digital platform.

Jadu Central (CMS) was therefore procured by Welwyn Hatfield to replace the existing CMS and design. An out-of-the-box, Jadu Creative theme (Helia) was chosen instead of a full redesign. The themes are accessible, cost-effective as well as quick and easy to deploy, providing Welwyn Hatfield with the ideal solution.





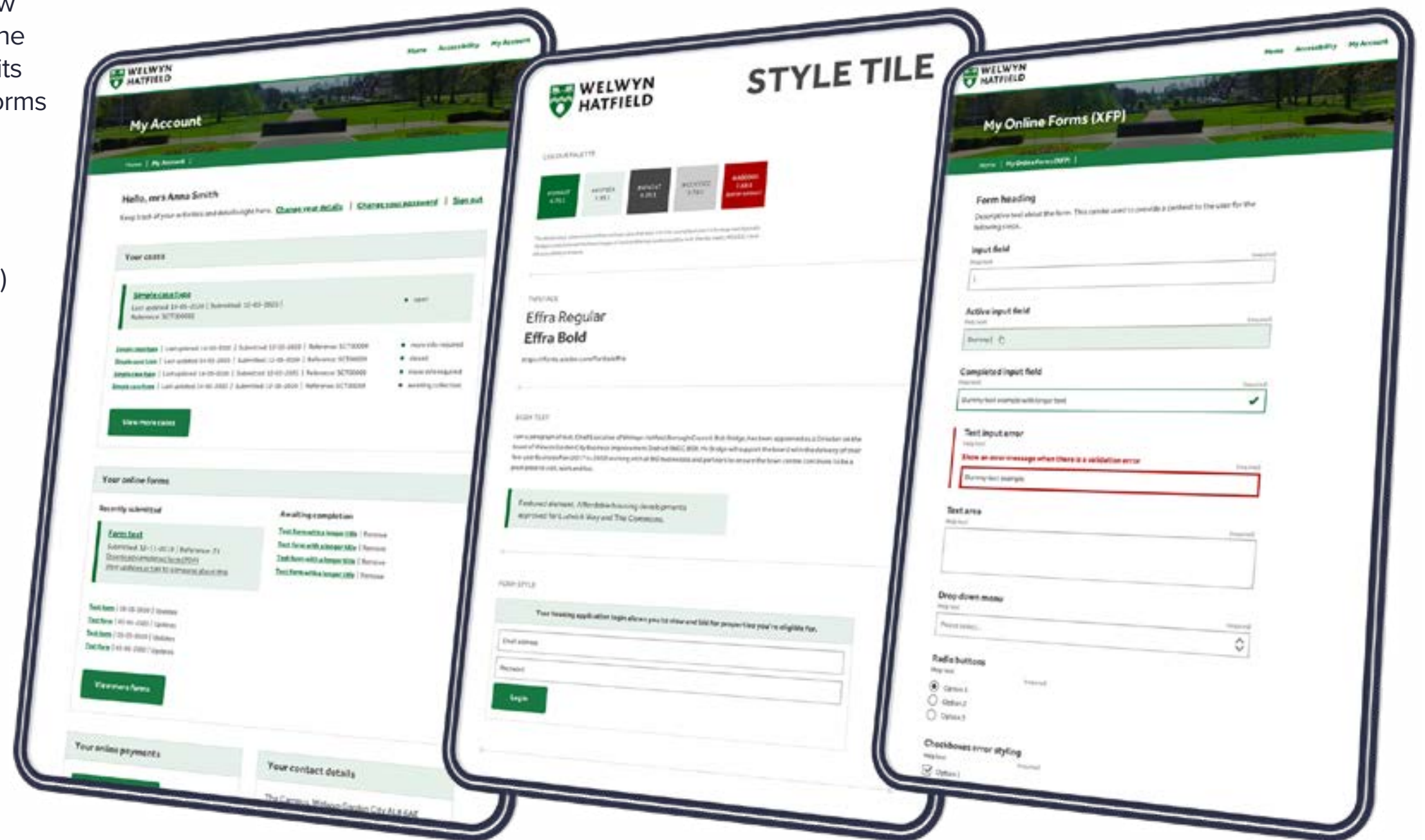
# THE CHALLENGE

Welwyn Hatfield Borough Council's technology stack was disjointed and the multiple systems it used weren't connecting. This was costly, inefficient, and affected the citizens' digital experience.

Therefore, the council launched a new 'Transformation Programme' to rethink how it delivered digital self-service. As part of the programme, they chose Jadu in 2020 for its Jadu Connect (Case Management) and Forms solutions.

Creating an inclusive digital community is high on the council's agenda. Due to new accessibility legislation (Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018), Welwyn Hatfield committed to making its online services accessible to all and looked for an alternative solution offering a more accessible experience.

This move needed to meet accessibility standards (WCAG 2.1), abide by the law, keep to budget, deliver on design expectations and be user-friendly. Additionally, it needed to have the capability and flexibility to scale to enable a streamlined citizen web experience. All of these requirements needed to be delivered within a short timeframe.





# THE SOLUTION

**In 2022, the council made the switch to Jadu Central (CMS) to meet its employee and citizen expectations in line with its ‘Transformation Programme’.**

Welwyn Hatfield Borough Council chose ‘Helia’, one of Jadu’s Creative out-of-the-box themes. This readily available theme enabled the council to spin up an accessible website, quickly and easily to meet the short timeframe it had. The council felt confident that this was the right solution as Jadu Creative themes are designed by Jadu’s design and accessibility experts who have many years of experience designing websites and web experiences within the Public Sector.

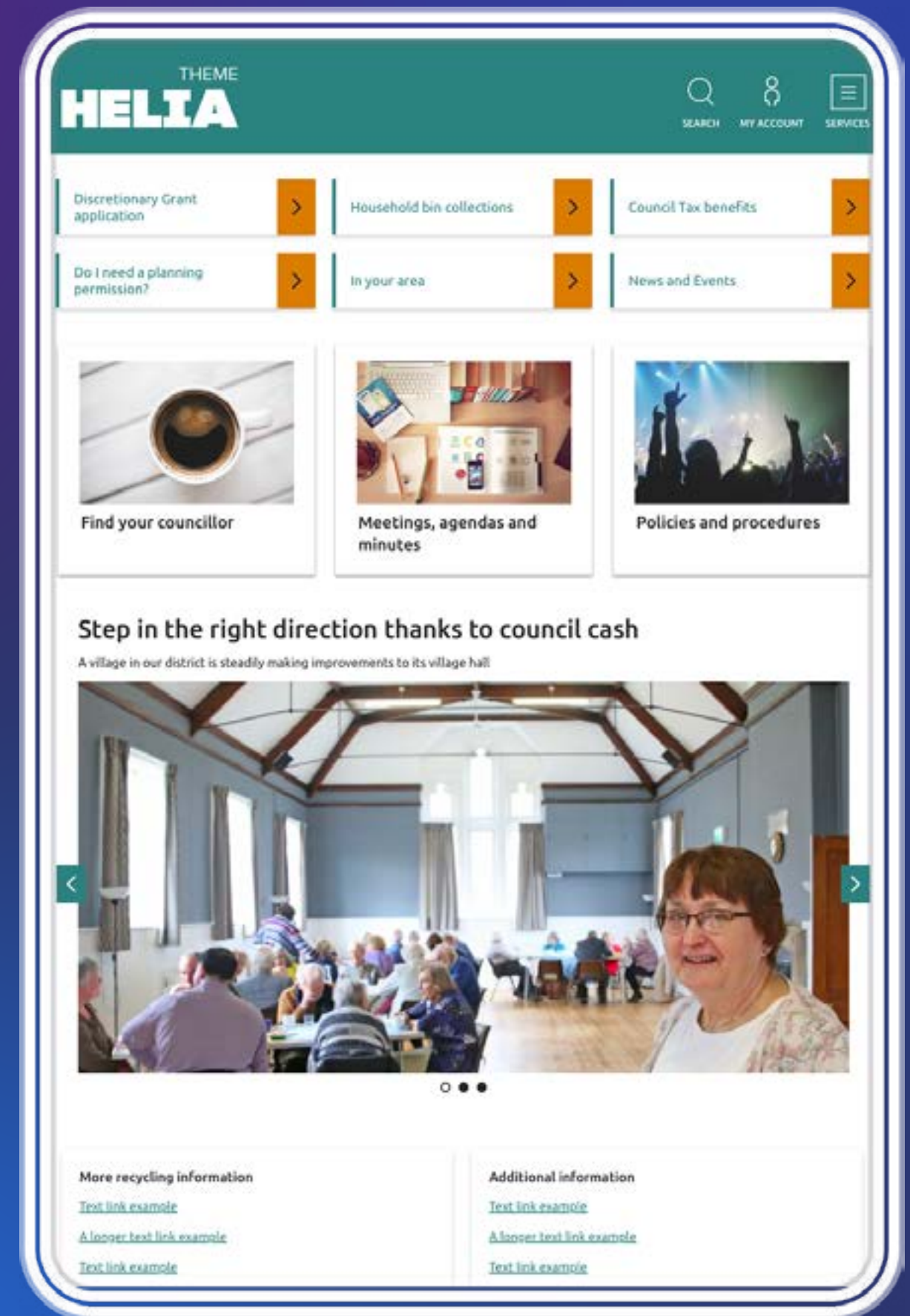
The adaptability and flexibility of themes meant Welwyn Hatfield could choose to launch the theme as standard and add the council’s branding, colours, fonts, logos etc or add additional customised modules.

The Helia theme they chose is an accessible, service-focused design centred on delivering key information, and user-centred navigation to ensure citizens can find their way around the website quickly and easily.

As themes are accessibility-ready, and by default WCAG 2.1 AA compliant, Welwyn felt confident it would go-live with an accessible website at the beginning of launch, a much better situation than previously.

Choosing a Jadu Creative theme enabled the council to launch a modern, flexible, accessible and adaptable website that met budget expectations without compromising the user experience or design.

A major benefit of choosing Jadu Central is the ability to launch Jadu Galaxies (microsites). Welwyn Hatfield wanted to use the functionality for other initiatives including; One Welhat (Welwyn Hatfield news and events), health and wellbeing services and the new crematorium services. These websites can be accessed within the one centralised Jadu system, preventing disjointed processes and silo-working within the council.





# THE RESULTS

**Switching to Jadu Central and selecting a Jadu Creative theme enabled Welwyn Hatfield Borough Council to deliver its new website at speed and meet accessibility WCAG 2.1 AA standards quickly.**

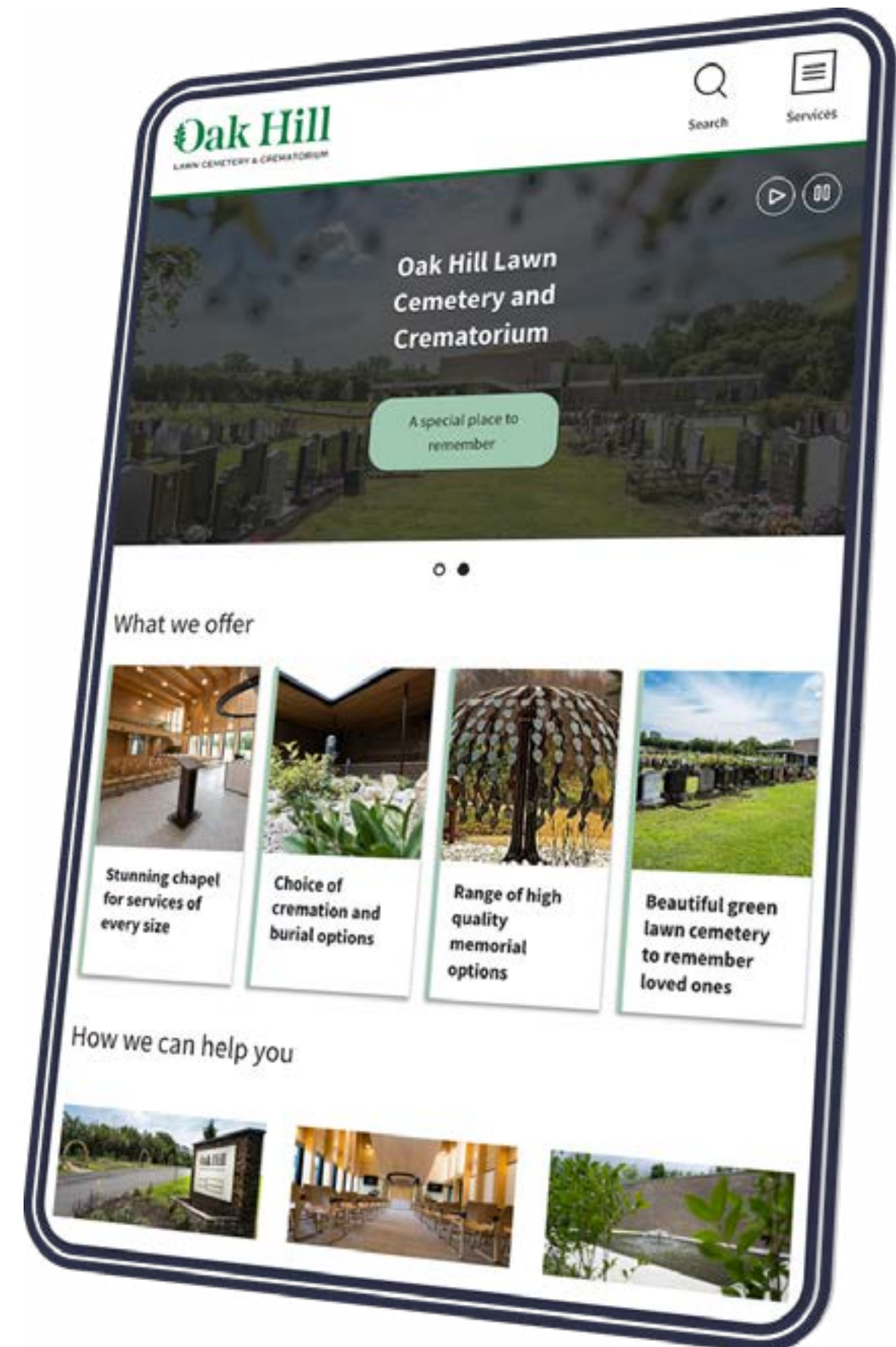
Since adopting Jadu, the council has moved up 181 places on the Sitemorse INDEX of websites, into the top 10 most accessible sites, and most recently into the top three most accessible sites.

The council saw cost savings as design and build costs were significantly reduced by selecting a Jadu Creative theme. This includes the new [Oak Hill Crematorium](#) Galaxies website and the council is working on its new Careers website - all at no additional cost.

Processes are now streamlined for both the employees and the citizens. Centralising systems, using low-code technology and providing a user-centred accessible design focused on navigation, has enabled citizens to access digital services quickly and effectively. In turn, employees are able to manage services in the back-end more efficiently.

The website is the council's busiest access channel and it has seen less contact coming via other channels, this reduces the amount of time employees are spending on manual tasks. In addition, silo-working has reduced at the council and citizen engagement has improved since switching to the full Jadu Digital Platform including;

- 70 user journeys have been successfully migrated to Jadu.
- Data-driven decisions are now made due to the PowerBI integration.
- New online booking services available to residents.
- Over 14,000 MyAccounts created
- Less time applying upgrades and investigating issues due to managed service.

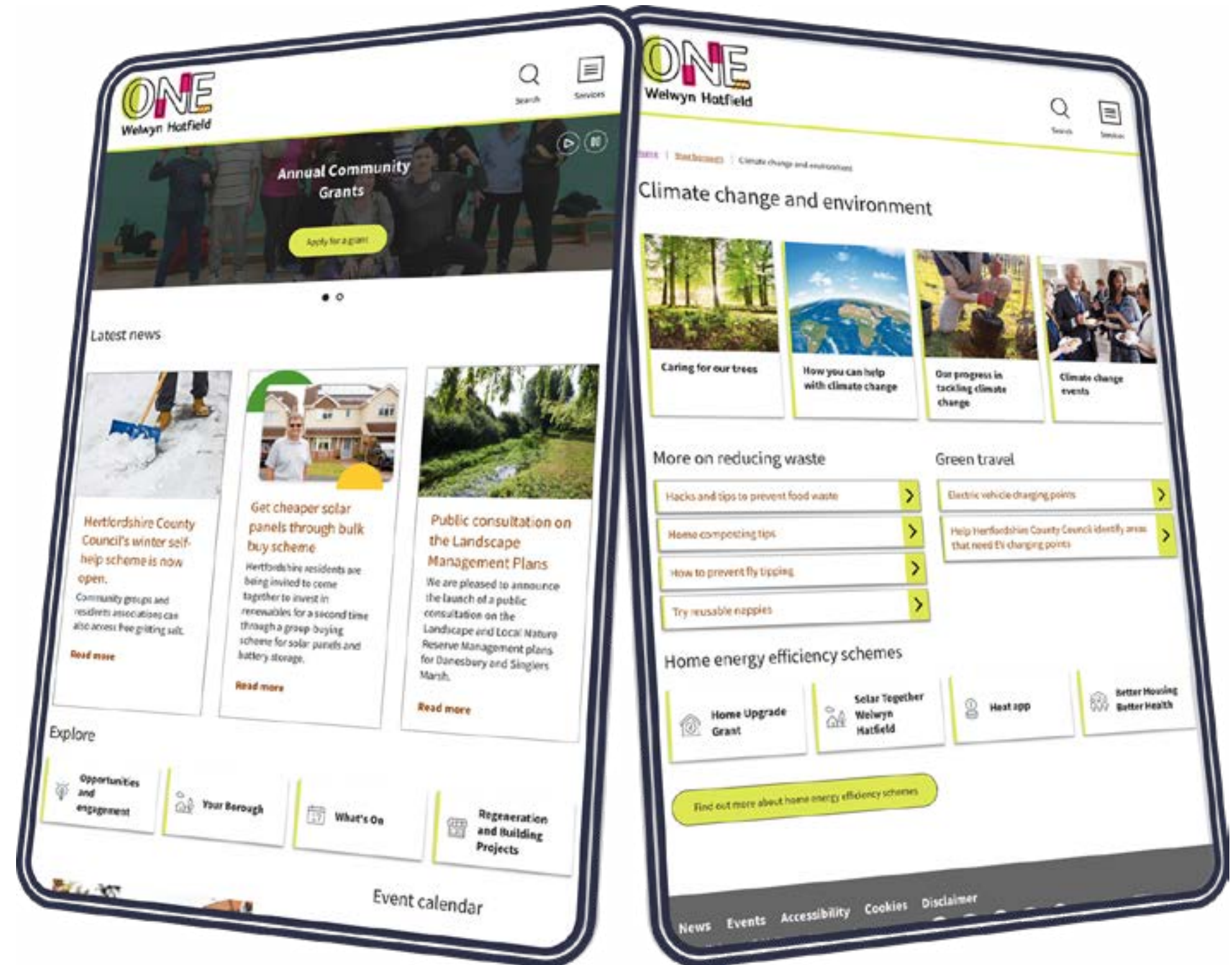




The flexibility of Jadu Central and themes has provided more opportunities for the council. It has seen success with the recent launch of the [One Welhat](#) website using Jadu Galaxies (microsites). The One Welhat site leveraged the main website theme which helped strengthen brand consistency and saved time and costs. With some customisation added, the theme used for One Welhat became a reusable design that the council can deploy to other microsites in the future.

Overall the move to Jadu has proved to be cost-effective, improved internal and external processes, and the council is now delivering digitally inclusive web experiences to its community.

Welwyn Hatfield Borough Council continues to work with Jadu on multiple other projects across the wider Jadu Digital Platform as part of its 'Transformation Programme' including; My Account integration with the council's Housing system, allowing the council to decommission its standalone legacy account system, Single Sign On for the Council Tax and Housing systems, integration with NEC for Public Health and Protection user journeys, migration of its garden waste services into Jadu and more.

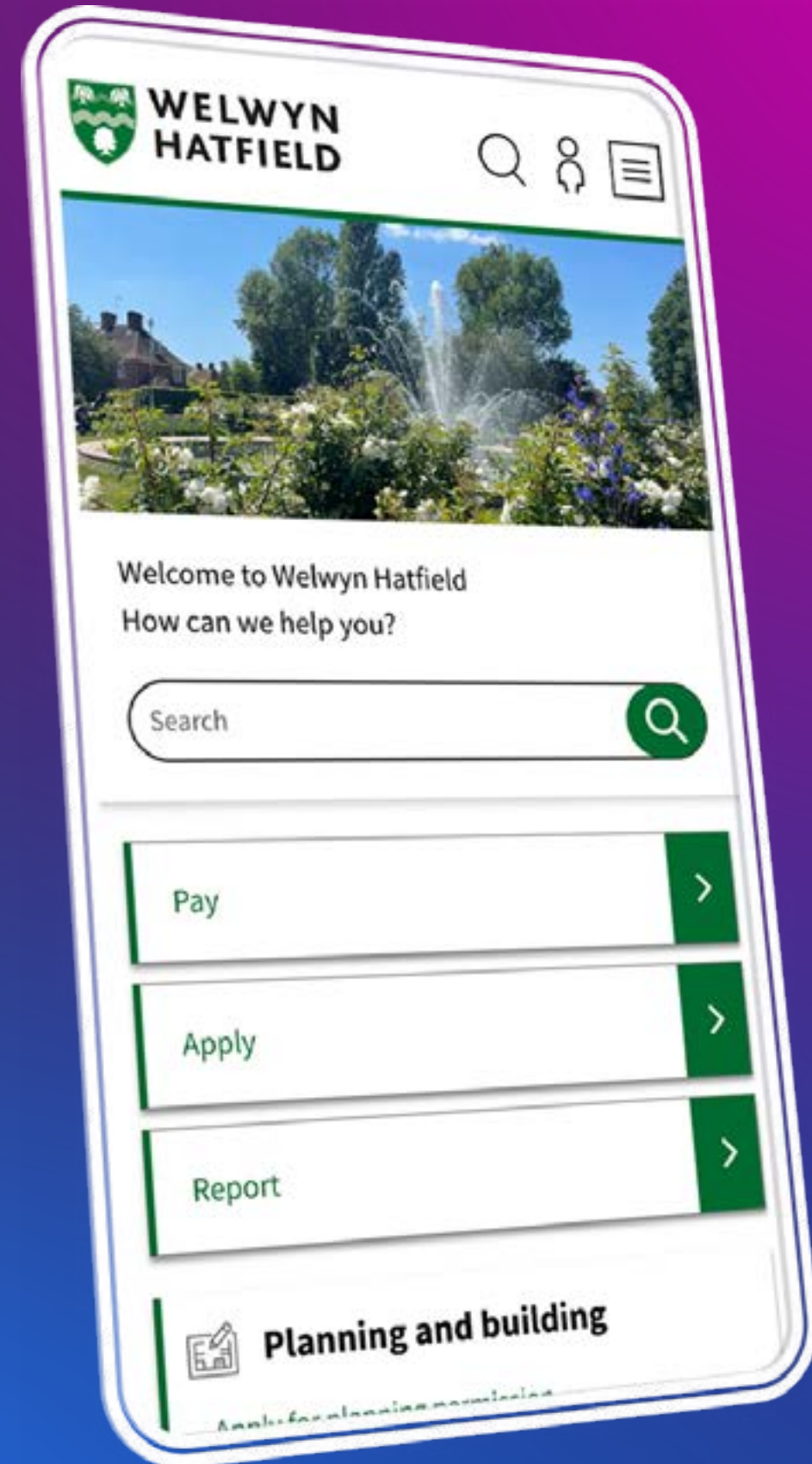


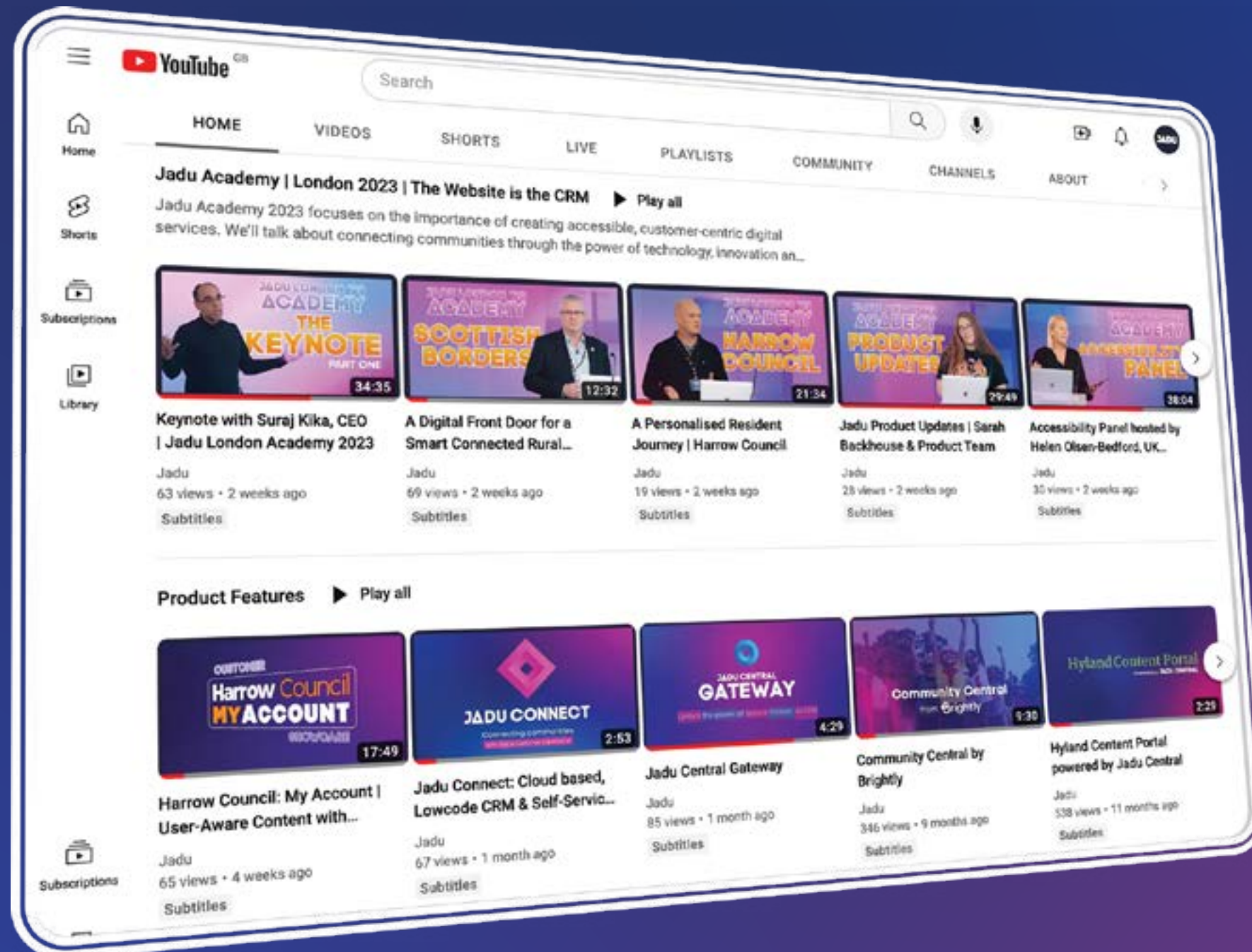


**///** The move to Jadu CMS went very smoothly, and staff quickly picked up the new system. Jadu was a key part of our work to update and improve our online services and helped to significantly increase accessibility. The impact it has had on delivering accessible digital services to our citizens has been second to none, and the internal process improvements have been even better than expected - what used to take five steps, now takes one.

The ease of use the Jadu themes provide, and the speed at which we could launch new Galaxies sites enabled the move to happen quickly and effectively. By choosing a Jadu Theme, we felt confident during the quick launch knowing that the theme met accessibility standards and legislation requirements as it had been crafted by a team of design and accessibility experts.

- Lucy Ellis, Website Development and Intranet Manager,  
Welwyn Hatfield Borough Council





# JADU

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