

Cheltenham Borough Council

Upping the gears to deliver a cost-effective, citizen-first taxi licensing service



“Idox’s online forms have enabled us to save an enormous amount of officer time in terms of administration and do away with a lot of rekeying and manual work – it’s a secure way of communicating and one fluid process instead of several.”

Louis Krog
Licensing Manager
Cheltenham Borough Council

Challenge: Automating the Licensing journey for greater gains

The previous processes in place at Cheltenham Borough Council relied on manual activities to function – staff were required to oversee applications themselves, rekey data and lead the administration. With the service becoming both time and resource intensive, the Council sought to streamline operations in order to drive savings and boost end-to-end efficiency for both staff and citizens.

Keen to transform the way in which it delivered, managed and reviewed licensing submissions, the Council set out to automate the process at the front and back end by capitalising on digital technology.

Solution: Flexible form functionality that delivers end to end

The Council implemented a suite of online forms – crafted and deployed by Idox – to help it transform its Licensing function and make it easier for citizens to complete, review, track and submit applications online.

As the forms integrate directly with the Council’s back office infrastructure – also from Idox – many of the manual, labour-intensive activities associated with submission management and processing have been removed, replaced by data that is automatically pushed into the database and EDRMS. In the case of taxi licensing specifically, the forms have transformed the entire process significantly, making it easier for taxi drivers to complete and pay for their licence online – avoiding the need for council office visits or unnecessary calls that can drain staff time and inconvenience citizens. Taxi licence applicants are subsequently left with a smooth, positive and consistent online customer journey, providing service outcomes from start to finish.



“Idox has always delivered what we’ve needed them to and been able to adapt. Channel shift is where local councils are at the moment and Idox has been able to support our journey towards a smarter way of working.”

Louis Krog, Licensing Manager at Cheltenham Borough Council said: “It has enabled us to save an enormous amount of officer time in terms of administration and do away with a lot of rekeying and manual work – it’s a secure way of communicating and one fluid process instead of several. It’s good for customers and it’s good for the council.

“For taxi drivers, they can now sit in their car on a slow day and renew their licence, whereas before they would have had to make an appointment, come in to see an officer, sit down and do the paperwork, and then go off to make payment. The Idox products have certainly made it better for us and for our customers to work.”

As the products support seamless channel shift, savings are realised by increased productivity and a paper-free approach to operations. Louis continues: “They have eliminated a huge amount of officer time that would have typically been spent processing and filing pieces of paper manually – it’s all automated now. Our officers can get on with the job of determining the applications rather than having to do the administration before getting to their day job.”

Outcomes: A modern approach to taxi licensing that saves time and money

With the support of Idox’s online forms for taxi licensing, the Council has successfully undergone a complete service transformation for its licensing department and is now able to deliver a 24-hour service to citizens without increased resource requirements.

Louis comments: “Citizens can do their applications and renewals anytime, from anywhere, as long as they have an internet connection – they can do it on their smart phone, their computer, laptop or their tablet. Idox’s back office software is also there to support the whole process – its robust, it works, it does what we need it to do and it’s scalable. Software add-ons such as Public Access and Consultee Access which feed into the system have also made it easier for our partners and residents to be able to better engage with the licensing process.”

Moving the service online, the Council has been able to offer a more modern, seamless approach to facilitate the renewal of taxi licences, while freeing staff time to work on other strategic activities. And the Council has no plans to stop there, with the team already intending to extend its form functionality to include liquor and entertainment licensing.

Talking about the Council’s 20-year relationship with Idox, Louis concludes: “Idox has always delivered what we’ve needed them to, and been able to adapt. Channel shift is where local councils are at the moment and Idox has been able to support our journey towards a smarter way of working. To some extent, they’re just ahead, so by the time we get there Idox has already released something that will support us on that kind of journey. We’ve stayed with Idox because they deliver consistency, consistently – their solutions works for us, we believe in them and they also adapt and scale, knowing where local authorities want to go.”

