



**CXAIR transforms the Council's
ability to analyse delivery of Leisure
services to citizens of West Berkshire**

West Berkshire Council

Case Study

About West Berkshire Council

West Berkshire Council is a unitary authority created in 1998 after the abolition of Berkshire County Council. The council has an income of approximately £100M per year and they provide services to the residents of West Berkshire who number about 150,000 in the areas of the Environment, Community services, Children & Young People.

The Challenge

West Berkshire Arts & Leisure services are responsible for eight Leisure centres, some of which are run in partnership with Parkwood Health & Fitness. Within these centres a whole range of activities are offered to West Berkshire residents from Yoga classes to free swimming for the over 60's. The whole ethos is to provide as varied a choice as possible of healthy activities that can benefit all residents, in promoting a healthier lifestyle.

It was essential that the use made of the Leisure centres could be monitored in detail to allow West Berkshire Council to assess whether the service being delivered was effective in catering for the needs of the local population. This involved collecting and being able to analyse data on all those residents who attended the Leisure facilities and what activities were engaged in.

Data was collected by an EPOS system which recorded, mainly by the use of a membership card, those visiting the facility. The issue the council wished to address was how they could efficiently turn the data collected into meaningful information without having to go through the laborious process of populating a spreadsheet before continuing through the manual analysis task.



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How CXAIR Has Helped

As a Proof Of Concept (POC) the council provided Connexica with a set of anonymised data and asked Connexica to produce a set of reports including Dashboards and Maps based on that data. This was accomplished within a couple of days following which the results were presented back to representatives of the council's IT and end user departments, who were delighted with the results.

Following on from the successful POC, a multi user license was purchased and end user training was undertaken over the course of two days to a number of the team within Arts & Leisure. The department responsible for the monitoring of the usage of the Leisure centres then immediately were in a position to produce their own management information reports and queries.

The next implementation will be the team working in Library services who intend to use it for much the same purposes (i.e. better and quicker management information and in particular the ad hoc area). A further area now being implemented is the use by IT to monitor Printer usage across the entire council to bear down on costs of consumables (e.g. use of colour printing).



"CXAIR has made my life a lot easier, it was easy to learn to use and provides me with all the analysis I need and importantly any ad-hoc requirements for information I can manage myself without having to rely on IT."

Jim Sweeting,
Information Officer, Arts & Leisure

"As soon as I saw CXAIR I could think of many areas within the council it could be very effectively deployed. It was then a question of where was the immediate need. I expect in time for the tool to be used in more areas of the council to improve our ability to react to the many requests for information over and above the more mundane reporting requirements."

Kevin Griffin,
Head of ICT

"I needed something that could be implemented quickly without too much work for my team who are very busy anyway and a solution which gave the end user as much flexibility as possible in managing their own information requirements – CXAIR delivered."

Mat Scalpello,
ICT Applications Development
Manager



About Connexica

Established in 2006, Connexica provides a fundamentally different approach to information retrieval and management reporting. As a software house we defy definition because we don't fit into the conventional Business Intelligence, Enterprise Search or Data Access spaces.

Our powerful querying and analysis tools help bridge the gap between all three solutions, by offering our customers the ability to index, retrieve and analyse their organisation's data at search engine speed, easily and securely from any location.

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