



ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD ENSURE LICENSING COMPLIANCE WITH BLACKBERRY SOLUTION

When the Licensing Act 2003 took effect in 2005 it was the biggest shake-up in pub licensing regulations to hit England in 50 years. One of the most important aspects of the new law was that local councils, rather than magistrates, were made responsible for licensing and controlling premises that sell drink. To make sure it took on its new inspection responsibilities with the right tools, the Royal Borough of Windsor and Maidenhead decided to deploy a BlackBerry® solution.

THE CHALLENGE

The Licensing Act 2003 swept away England's one-size-fits-all licensing legislation. It made a wider range of premises eligible to serve alcohol and made opening hours more flexible. It also devolved responsibility for licensing the sale of alcohol to local councils.

Naturally, this additional freedom created increased complexity. "We oversee 700 licensed premises and no two premises are alike," said Alan Barwise, head of licensing for the Royal Borough of Windsor and Maidenhead (RBWM) local authority. One of his team's main responsibilities is ensuring that premises comply with the terms of their license. In addition to performing routine visits, RBWM licensing officers can also be called out at any time of the day or night to assist the police.

In early 2005, Barwise knew that to implement the new legislation efficiently his team would need real-time access to license records in the field. He had an idea of what he wanted. He asked RBWM's IT department for "a handheld device that could give the Licensing Team mobile access to the basic terms of the license."

THE SOLUTION

Barwise's request landed on the desk of Keith Clark, RBWM's head of business improvement at just the right time. Clark had already been weighing up the BlackBerry devices as a possible solution, "At the time, RBWM was developing its 'flexible working' strategy and we were trying to decide which mobile devices would be best for our mobile workers." Clark had already done a comparative evaluation of the BlackBerry platform as well as other mobile solutions – and the BlackBerry devices had received top marks for meeting RBWM's security and functional criteria. Additionally, the BlackBerry solution allows mobile access to the CAPS UNI-form back-end system, which is used by many local authorities; RBWM uses UNI-form to store and manage licensing records. As a final check the licensing team were allowed to test a variety of devices to compare usability. The results were unanimous and the BlackBerry smartphones were deemed the superior solution.

THE BENEFITS

The BlackBerry solution was a "massive leap forward" for the licensing team, according to Barwise. "Licensing officers now spend more time inspecting and less time preparing for their visits." They also walk into inspections with up-to-date information. Access to the system is "live and instant" thanks to the BlackBerry smartphones says Barwise.

BENEFITS

**UP-TO-DATE
INFORMATION**

**MORE FLEXIBILITY
AND RESPONSIVENESS**

**KEEP UP WITH WORK
EVEN WHEN OFFSITE**

**ONLY A FEW MINUTES
TRAINING BEFORE
USING THE BLACKBERRY
SMARTPHONES**

"Licensing officers now spend more time inspecting and less time preparing for their visits. The BlackBerry devices have also made our teams more flexible and responsive, especially in their collaboration with the police. If a licensing officer receives a call in the car from the police he can go straight to the establishment, without having to stop by the office to pick up the paper file."

Alan Barwise
Head of licensing for the
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local authority

"The BlackBerry devices have also made our teams more flexible and responsive, especially in their collaboration with the police," adds Barwise. If a licensing officer receives a call in the car from the police he can go straight to the establishment, without having to stop by the office to pick up the paper file.

The success of the BlackBerry solution for the Licensing Team helped convince Clark that the BlackBerry smartphone was the device he needed for RBWM's "flexible working" strategy. Today the BlackBerry smartphone is the standard-issue device given to RBWM flex-work employees. It is used for mobile email, calendar, browser access to the RBWM intranet and voice calling. To date RBWM has issued over 300 BlackBerry smartphones. "The users tell me they love being able to keep up with their work, even when they're working offsite," says Clark. "And they really appreciate its intuitive nature and that it only takes a few minutes of training before they can start using it."

The BlackBerry solution has become the de facto platform for future mobile solutions at RBWM. The licensing team wants to add note taking capabilities to the existing solution and extend it to include taxi licensing. RBWM is also looking to develop mobile access capabilities for other departments in the near future. The education and care services department is a prime candidate. Team members already have email access via the BlackBerry devices, and remote access to their system is in development. Currently under rollout, a dictation module will be added to the BlackBerry smartphones, which will allow voice notes taken in the field to be sent automatically back to the system for transcription and integration into department records.

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

