

# London Borough of Croydon Improves Health of its Citizens

## Capgemini delivers an online solution for the LBC Active Lifestyles' Exercise Referral Program

### The Situation

London Borough of Croydon (LBC), together with the National Health Service (NHS) Primary Care Trust, face a constant challenge in offering innovative solutions to their citizens. As part of their continuing program of activity, they have been working to introduce programs which will improve the health of citizens, fostering a preventative culture of resistance to serious health illnesses which arise from a lack of regular exercise. For this there was no automated solution.

### The Solution

LBC needed to partner with an organisation that would closely understand not only their ways of working, but also the requirements of NHS primary care trust members and local fitness instructors working in the local leisure centres.

Capgemini's online solution, developed by a number of disparate application teams around the country, was created giving all organisations involved an opportunity to deliver an effective online management system which tracks participants on the Active Lifestyles' Exercise Referral Program.

### The Result

The LBC Active Lifestyles' Team now has a fully operational online system which manages the Exercise Referral Scheme. This potential paperless system ensures effective management of the scheme thereby optimising delivery of service to the participants.

“Thanks to Capgemini for their technical expertise, proposing solutions where needed and the development work. Through User Testing and immediate resolution of issues identified... Capgemini enabled the project to go live.”

Lois Curtis,  
Head of Active Lifestyles  
London Borough of Croydon

### How the LBC and Capgemini Worked Together

Capgemini has been a strategic partner to the LBC since 2003, helping the London's largest council deliver services to its citizens.

Meeting regularly to focus on delivering greater innovation, Capgemini's aim is always to help develop complete solutions from which the LBC can derive maximum benefit.

The team started with a basic concept to create a web tool which would be used by health professionals and was then extended to include fitness instructors. The creation of a complete online management system solution was then possible for LBC.

LBC recognised a unique opportunity to leverage the strength of this partnership to derive a solution to a proposal that uniquely propositioned a mix of people in the borough including the NHS Primary Care Trust and local fitness instructors.

One of the main challenges with this project was making the online system accessible to a number of different users, who would need to use the system at different stages, in different ways. The stakeholders include:

- LBC's Active Lifestyles' Team
- Health Professionals
- Fitness Instructors
- Citizen/Participants

In order to ensure that the solution would be effectively deployed and achieve the maximum transformation the Capgemini team involved all stakeholders as early as possible to closely map the client's requirements to optimise delivery of the solution.

This 'user' perspective was important in creating an effective solution. It also added value by mitigating risk when it came to deploying the project, as stakeholders were familiar with the solution from an early stage.

Using Capgemini's technological expertise it was possible to combine two technologies that have already had significant impacts on work carried out at the LBC: Ebase and IBM® FileNet®. Individually both applications have made significant contributions, but this was an effective demonstration of the potential to unlock the combined capability of both applications.

One of the driving factors behind seeking a solution of this nature for LBC was to increase the value of the existing program.

The solution implemented by Capgemini affords the potential for the Active Lifestyles team to increase its capability in terms of the number of participants it can serve. The solution

leverages the capability of the existing resources at their disposal and also provides the Active Lifestyles team with the ability to undertake a greater depth of analysis and understand the utilisation of the scheme. This analysis now provides key information on how services can be tailored to target specific groups, delivering a more effective service to the broad range of participants across the borough.

The use of Capgemini's Rightshore® capability ensured that the right mix of resources - combining onsite resources in Croydon with the delivery centres in Mumbai and Pune - were dedicated to the project at the right times thereby ensuring the successful delivery of the solution to LBC.



### About Capgemini and the Collaborative Business Experience™

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**Approved by**  
Lois Curtis,  
Head of Active Lifestyles London Borough of Croydon

Gordon Walker,  
Account Director, Capgemini

In collaboration with

**CROYDON COUNCIL**

With a workforce of about 10,500 staff, including teachers in schools, Croydon

Council is the largest employer in the borough. Spending over £900 million per year, the council makes a significant contribution to the local economy.

For more information, please visit: [www.croydon.gov.uk/aboutus](http://www.croydon.gov.uk/aboutus)