Using Nottingham Insight to…

Increase the take-up of on-line admissions

Children and Families - a case study

Background

The overall aim of the school admissions campaign was to ensure that parents and carers apply for their child's secondary school place on or before the deadline and to increase the take up of parents and carers applying online. Only 22% of parents and carers at the time were applying on-line. Increasing this take up will result in real cost savings for the City council.



What we did

Using Nottingham Insight, we were able to determine the number of households with access to a computer. This allowed us to target marketing activity in areas of digital exclusion by providing additional help and support for those families. We also looked at which mosaic groups were in those targeted areas and prioritised them according to the level of support needed, as well as identifying the best way to communicate with these groups. Again, this is all information available on Nottingham Insight in the Customer Insight area.

One of the preferred methods of communication was face-to-face. As a result:-

We worked closely with library staff and schools to host **Completion sessions** at schools and local libraries.

- We developed a crib sheet and a staff briefing and sent it all the venues where parents and carers would have contact. For example: school offices, libraries, children's centres, contact centres etc. Staff at these venues were able to raise awareness and help signpost parents and carers to the web.
- We offered free computer use to parents who didn't have access to a computer, enabling them to go to community venues where computer access was available.

What the impact was

A total of 90% of all secondary school applications were completed online during the campaign which ran between September and November, this compared to 22% for the previous year.

A national report from the Local Government Association's Knowledge Hub ranked Nottingham City joint 14th out of 151 local authorities for its number of online school admissions, placing the Council in the top 10% of councils nationally.

The drive to increase the number of online applications has also achieved a reduction in costs and efficiency savings for the City Council, as paper applications are more expensive to process due to digital scanning and manual data entry. The estimated cost of manual data entry per paper application is **£2.10** compared to **£0.05** per online application. Every paper form inputted is the cost equivalent of **42** online applications.

The campaign won GOLD in the value for money category in the Local Government Communications (LGC) Awards.

