# CASE STUDY : Kingston First

## OBJECTIVES
- Eliminate admin overheads
- Inaccurate reporting

## WHY GEOPAL
- Data Capture
- Reduction in admin time
- On-demand reporting

## RESULTS
- 20% increase in efficiency
- 50% reduction in admin time

*GeoPal allows us to tell a more complete story with real-time reports and photographs. At meetings with members we can show them the work we are doing, the value we are creating and we can back it up with evidence.*

*With GeoPal we can see live what is happening in the town centre. We can respond to issues much more quickly and are in a position to answer any of our members' questions without delay.*

Lucinda Raggett, Operations Manager, KingstonFirst BID

**Kingstonfirst Business Improvement District** aims to lead the renewal and growth of Kingston Town Centre by introducing positive changes through direct intervention, representation, collaboration and monitoring service levels that without business involvement and support would not otherwise happen.

It aims to improve the trading environment for levy paying businesses by animating its streets and creating a high quality experience that draws visitors to the town and keeps them coming back.

Since its launch in 2005 Kingstonfirst has achieved improved cleanliness, reduced levels of crime and fear of crime, increased visitor numbers and satisfaction and improved business and public support and engagement.

As a result Kingston is the safest London borough; retains footfall above the National average; is the leading South East Town Centre for retail spend (outside Central London); and has very low vacancy rates.

## CHALLENGE

One area of great achievement has been its Ranger Scheme which has operated since 2005, the team was hampered by admin overheads caused by manual entry onto spreadsheets, picture uploading and report generation which was laborious and often inaccurate due to misallocation and ling.

The ability to provide evidence and demonstrate value to BID Members is essential and at the core of the organization.

## SOLUTION

GeoPal is a software tool that records street operations and shows to levy payers the improvements you are making in your area. In addition, GeoPal increases ranger productivity by 20% and reduces office administration by 50% by eliminating paper forms.

Rangers use the GeoPal mobile app
to record the BID baseline – cleaning, graffiti, visitor assists and so on.

The street information is sent to the office in real time and actioned immediately by office staff. KPI reports are run at the end of the month in minutes rather than hours or days.

The immediate accurate capture of street issues and the ease of report delivery has been a game changer for Kingstonfirst allowing them to plan for the daily and future needs far more easily.

## BENEFITS

50% reduction in Administrative time - the removal of paper forms and rekeying, combined with automated picture management has freed up the office team to work in more productive areas.

Reports creation - The creation of reports is both fast and accurate, this means that the team can quickly deliver valuable information designed for the audience, be it the
Board, staff of members.

Worker Monitoring - The ability to see each ranger on the GeoPal Portal map means that lone workers have the comfort of knowing the office is aware of their position

20% improvement in Ranger efficiency through better job scheduling.

Member reports can easily be created showing the work being done on their behalf and the value being created by the BID.

*I like the way GeoPal sat down with us, understood the original brief and have tailored a solution to the specific requirements our business.*

Lucinda Raggett, Operations Manager, KingstonFirst BID

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