



WSCC's HAF Booking Service.

Project overview.

Until recently, West Sussex County Council (WSCC) manually managed access to its Holiday Activities and Food Programme via telephone or email, governing eligibility using spreadsheets.

Given the complexity of the HAF service, this manual process was causing unmanageable workloads, admin inefficiencies & a lack of visibility/control.

For citizens, this approach meant an inability to self-serve, an outdated user experience, and limited service access.

The solution.

Working closely with WSCC, we developed a purpose-built HAF Booking Service that has helped to:

1: Simplify access to activities.

WSCC can now manage eligibility workflows, credit allocations & booking limits with:



- A simple, digitised process for approving user accounts
- An upload feature that enables data migration on pre-approved users
- Booking rules & digitised credit allocations that automate & fairly manage access to activities.

2: Improve reporting & streamline admin processes.

WSSC has reduced time-consuming admin processes and improved reporting with:

- Real-time KPI dashboards
- Real-time attendee lists & views
- Automated data collection
- Automated comms
- AI-powered scheduling for multiple locations, activity types & providers
- Reduced reliance on resource-consuming service channels.

3: Enable end-to-end self-service.

WSSC has saved time, reduced costs & increased first-time resolution rates by enabling families/guardians to:

- Self-serve 24/7
- Book for multiple children at once
- Book multiple activities at once
- Register for a 'MyAccount'
- Be assisted by guidance messaging
- Use the service in multiple languages.

4: Make it easy for providers to manage activities.

WSSC has also been able to simplify activity management for providers who can log in to dedicated areas to:

- Create, modify, or cancel their activities
- View bookings and attendance reports

Unlike council staff, providers can only view their activities — this provides the benefits of consolidating bookings in a single platform while still protecting data.

The stats so far:

£185,000+

Based on SOCITM's CPT ratio, we estimate WSSC will save over £187,000 per annum by digitising HAF Programme bookings.

20,000

WSSC has automated over 20,000 bookings & counting.

2,700+

Over 2,700 children have benefited from free activities.

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