ZIPPORAH

The Resource Management blueprint for the

CAN DO COUNCIL

What is a CAN DO council?

The 'can do' council is what every council should be aiming for! It's the council that does more with less. A 'can do' council finds the right solutions to ensure that not only can a swift reduction in expenditure be achieved through a single change, but the thought process is in place to ensure that any solution being introduced can offer more opportunities for change as the months and years go on. It's a council that is looking to ensure its solutions solve as many problems as possible in the fastest way. For many councils they look at the immediate need and miss the opportunity to fulfil longer term goals.

The 'can do' council thinks of today, tomorrow, and the future!

The 'can do' council is a council that understands the key difference between cost and value - knowing that seeking value is a harder task but often brings greater reward. This is the council that wants a partnership that develops and seeks out the most talented suppliers to deliver on those partnerships. It's the council with vision, the council with drive, and the council who 'can do'... even if this is challenging. The council that led the way in innovation, whilst others follow. The councils that innovate their partners to consider new ideas benefiting all. The councils that have a plan and will to see it through.

What can a 'can do council' achieve by managing their
LEISURE SERVICES?

Many Local Authorities are lucky enough to have venues and open spaces which are available for a variety of leisure activities and outdoor events. These can be activity centres used for a range of groups or general leisure and tourism sites or outdoor locations used for fishing exhibitions or market stalls during the festive period. Generating good revenue for the council during relevant seasons is fundamental to ensuring these sites and locations can be maintained for further use. Vital revenue to ensure the future of these sites is spearheaded by the attraction of visitors to these locations. 'Can do' councils have already begun automating their daily workflow to improve efficiency amongst the teams and the service. Moving their services online has already shown an increase in both customer experience and employee satisfaction for 'can do' councils.

Manage leisure, outdoor gatherings, accommodation and activity centre bookings all in one system

'Can do' councils have found innovative ways to support their organisations by having a solution in place that will help advertise, drive revenue and work to allow for quick and easy income capture as a priority. There is an ev-er-growing need for councils to find ways to help support local businesses in the sector and offer solutions which can help them at a time when financial woes are at the forefront of their minds.

When looking at communities - libraries become an extension of your activity centres. Whether booking out a computer, engaging in a 'meet the author' event, or a simple room booking – you need a system that can manage all these facilities and events. A 'can do' council has done just that - resulting in increased use of facilities, improved attendance statistics for events, and an uptake in room bookings for hybrid working by internal staff and the public – all of which create an opportunity to increase revenue.

What's in it for the 'can do' council?

'Can do' councils are saving valuable assets for citizens by providing hotels, B&Bs, and guesthouses by offering the ability to take online bookings without the need to pay extensive and expensive fees that you may find with a third-party booking provider – increasing profit for business owners.

A 'can do' council will always be looking to the future and how they can make changes to achieve steady growth for their events and how they may increase revenue year on year. 'Can do' councils are using the comprehensive Zipporah visual dashboard suite to consistently review yearly percentage comparative reports, visitor reports, and attendance reports to name but a few to bring new ideas to the table on how they might increase footfall for example for the next summer season or Christmas season.

How can Zipporah help

TRANSFORM
your council?

Libraries are the hub of the community – providing events, facilities, and social care services to the wider public. You need a system that can handle the complexity of managing your library facilities. The Zipporah solution gives you the flexibility to develop your system to accommodate all areas that the library offers. Promote and drive footfall to events with the search portal functionality that allows you to display and highlight all upcoming events - letting your citizens pay for a ticket in advance – raising awareness of the exciting things ahead whilst increasing footfall, revenue, and citizen interaction.

From archives, to spaces, to internal and citizen bookings

Manage your archives and microfiche records with the Zipporah archive control functionality – let your citizens book their attendance online, gather specific information relating to the appointment with Zipporah's smart forms and prepare your staff ahead of arrival to minimise the workload for the librarians, giving them more time to carry out any other tasks in the day – completely streamlining their workflow.

Expand the use of your spaces by allowing internal staff and citizens to book library spaces for meetings, amateur dramatic rehearsals, or hybrid working - giving them the ultimate user experience with Zipporah's graphical-led user interface. Let them decide which room to choose dependent on proximity to lifts, and special features such as an air conditioning unit or tea and coffee catering facilities – improving the overall experience for your citizens, and ensuring repeat business opportunities.

Let citizens choose their seats with the graphical floorplan interface

Additionally, the Zipporah interactive graphical floor plans allow you to produce visual maps for the public to choose their stall location. Simply upload your floorplans to the system to create outdoor spaces for your public to decide on a location that works best for their business. Different stall locations may require different costs, whether it is a bigger stall that costs more OR a stall that receives a lower footfall that costs less. These prices can all be viewed upfront before a decision has even been made. Put the control in your citizens' hands.
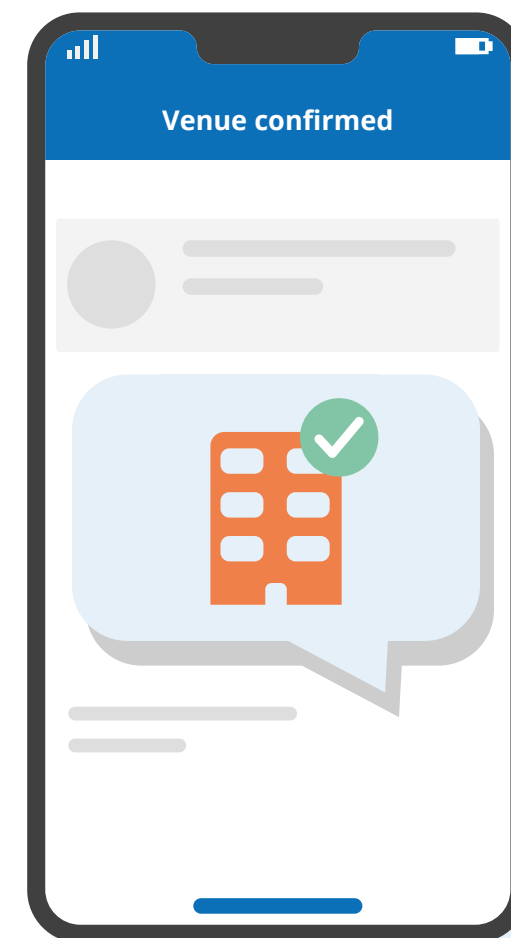
Venue confirmed

How can Zipporah help

TRANSFORM
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Throughout the customer journey, they will be able to view any prices associated with their chosen venue or activity upfront and carry out the payment before confirmation with the Zipporah API - allowing for comprehensive integration with any finance system. Zipporah can help deal with outdoor markets, allowing requests for pitches and authorisation to be performed online and paid upfront. No need to pick up money on the day from the stall holders.

Complete resource management for all service areas

Allow bookers to view costs as they progress through the booking process with a final cost and breakdown of cost including VAT provided for them before confirmation – reducing any risk of incorrect charging and messy complaints for your customer service teams. With the payment engine integration, you can simply allow for purchases of whatever you deem necessary whether fishing permits or other options which traditionally you may have had to take cash on-site for – minimising cash handling discrepancies and ensuring all payments are accounted for and logged.
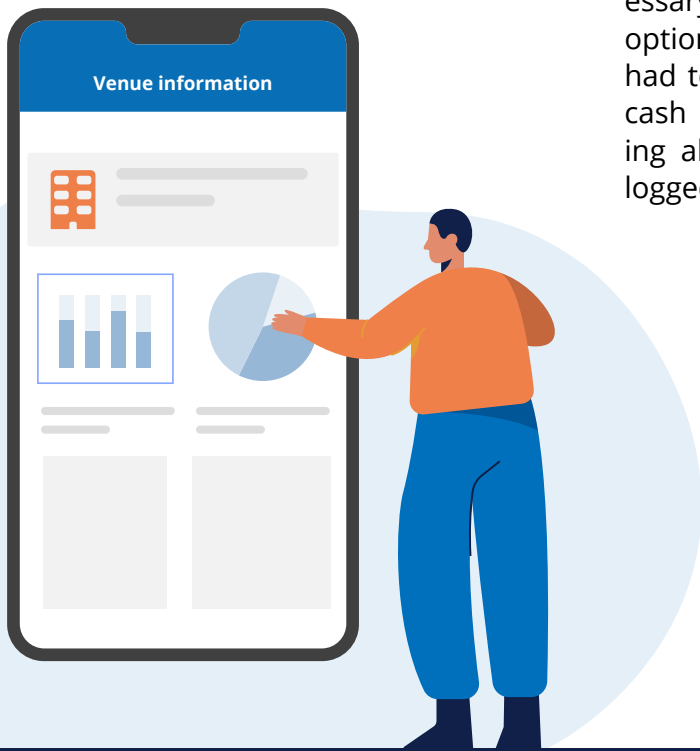
Resource management all in one place

If you're really looking to manage all resources in one place a comprehensive reporting dashboard is just what you need! Zipporah offers a visual reporting suite that allows you to view any data or information you deem fit for example;

• No shows

• Fire and evacuation list for every venue and outdoor event

• Accommodation requirements

• Utilisation of resources

• Visitor reports

• Yearly, monthly, and weekly comparative percentages

• Financial reports

All of which can be downloaded into Excel for manipulation of the information as required. The reporting dashboard allows you to understand how you might be able to maximise those resources for the better or even minimise them to make way for new potential, revenue-generating opportunities.

Venue information

Accommodation and Activity Centre
MANAGEMENT

Councils can use the Zipporah system to provide their hotels, B&Bs, and guesthouses with a portal to make bookings. Become the bookings portal for your council area, allowing your business rates payers to advertise and get their bookings through you. Zipporah's accommodation solution allows you to book rooms if you are running any form of hotel/ bed and breakfast or even a conference centre with rooms. Deliver the ability to pay for parking and choose my pitch/ room to suit my needs online without needing to pay any booking fees to third party providers thus minimising your revenue margins.

The better the effieciency, the better the service

Zipporah delivered the ability to combine the booking of multi-person events and accommodation stays. This allows you to manage events, excursions, hotels, and weddings all in one combined leisure and tourism management tool. You decide how to set up the different types of resources based on your specifics, allowing you to offer different ways of booking that work dependent on the event. Enabling customers to book accommodation, decide catering options, pre-book excursions and manage their experience upfront not only improves the user experience, but it gives all your teams (receptionists, caterers, activity coordinators, etc.) any information in advance. The system produces lists for convenience to give you staff key dietary requirements, expected attendance lists, accommodation special requests, and any guest information ahead of time - as well as daily task lists and management to sufficiently prepare for the day ahead and improve the workflow between the different areas of your leisure teams.

All under your control, all the time