

Mike Raymond. Recent Website Design and content creation

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A full sign redesign with the with the help of Yellowbelly and off-shore developers. I managed overall project and wrote all the copy for the site plus all regular news stories, blogs, case studies and informational pages.





Written by apply4

Cloud based event planning for Local Authorities in Kent – case study

5th April 2019

Events not only add vibrancy to an area for both residents and visitors, they can enable local councils to achieve longer-term strategic goals such as urban regeneration, community benefits, and place promotion.

When it comes to staging large scale events, it is the local council's responsibility to control risks through rigorous planning and consultation with local stakeholders. An incident caused or handled badly due to inadequate risk assessment, or a flawed event plan can spell disaster for the council's reputation. Major disturbance or disruption to local residents and businesses also needs to be carefully controlled.

But developing and implementing a solid event safety and community engagement plan is no small task. Council officers, safety advisory groups and other stakeholders need to communicate and share information easily, sometimes across council or agency boundaries. The fact that event planning is a fluid process adds yet another layer of complexity. Keeping everyone up to date with constantly evolving plans makes considerable demands on resources.

A method of online collaboration between multiple parties is the obvious solution.

Customer feedback leads development

The need to find an appropriate cloud-based event application management solution was high on the agenda of the London Events Forum (LEF). This group was formed in 2013 by several London councils who had already worked together to deliver events around the 2012 London Olympics. Many were already using a cloud based system called FilmApp to handle film permits, so the company behind FilmApp (Apply4 Technology) were approached to see if a new system (EventApp) could be created.

ITC Contracts Manager for Folkestone and Hythe council, Steve Makin, was also on the lookout for software to help deliver his strategy which relied on a cloud-based approach to event planning. Steve first encountered EventApp at a meeting of the LEF where Apply4 Technology were discussing future development plans.

How does the software aid collaboration?

Folkestone and Hythe needed the system to have sophisticated collaboration tools, so that stakeholders (such as the emergency services) could ask questions directly to event organisers, without the council having to relay messages back and forth. Tools to handle every action and message were required, along with the ability to retain a full audit trail. Credit card payment processes, document management and calendar functions were also essential.

Flexible payment terms

Folkestone and Hythe had another problem, the subscription fees that were being charged to busy London councils were more than a small district council in Kent could afford. In response Apply4 Technology developed a flexible payment plan whereby the amount paid relates directly to the amount of events running through the system.

EventApp in Kent

EventApp is now being used in many councils in the UK and USA. In Kent, Folkestone & Hythe, Maidstone, Swale, Sevenoaks, Bromley and Tunbridge Wells are up and running with other neighbouring councils about to start. On a more strategic level the system helps Kent county council to oversee and evaluate potential future demands on the county's essential services.

User feedback

Feedback about the software has been very positive. Steve Makin, Folkestone and Hythe's ITC Contracts Manager has told us that the software "has been a great success and is enabling officers within the council to keep track of multiple applications with ease."

Kent County Council's Community Safety Manager Terry Hughes says that they are using the software to unify the way that their SAGs work together. "Numerous people from multiple agencies can view relevant documents and contact the right people directly, taking care of much of the organisation and coordination between partners."

Andy Pavord is the Chairman and Founder of Apply4 Technology

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Roswell uses Apply4 technology for Special Events and Film Production

17th March 2019

The City of Roswell has become a highly sought-after location for both special events and film production. To help event organizers and film companies more easily navigate the City's permit application and event logistics processes, the City now uses online application tools: EventApp and FilmApp.

Special event and film production requests are facilitated through the City of Roswell's Special Events Division, which coordinates with other City departments such as Police, Fire, Transportation, Sanitation, and Recreation and Parks to provide necessary services and use of facilities. EventApp and FilmApp enables staff to turn around applications more efficiently, bringing all the separate pieces of the permitting and logistics process into one online system.

"Organizations have realized how attractive and welcoming our City is to special events and how desirable Roswell is as a filming location," said Christine Ward, Special Events Manager for the City of Roswell. "We wanted to make our process more user-friendly and provide an easy way to gather more detailed information from the organizers when vetting both event and film production applications. EventApp and FilmApp present us with a great opportunity to help streamline and centralize the permitting and event logistics process for outside organizations."

Before the introduction of film app, paper applications for permits needed to be downloaded, printed and filled out by hand. The organizer either had to mail in their application with payment or physically come in and be walked down to their Community Development office in order to make the payment.

This led to lost applications, lost payments and slow response time. It was also very laborious for the Special Events division, which consisted of only two people involved in processing all the applications

As soon as the software began to be used, the end to end process for issuing permits was drastically improved:

The turnaround time from the time the organizer submitted to the actual permitting was cut by 50%.

Event organizer and production manager feedback was 100% positive, as their processing time was reduced as well.

The team found it much easier to communicate with our organizers if for example they were missing a COI or a site map, all could be done within the app itself.

As Christine also adds, "The application process is completely user friendly and the tech help is just an email or call away."

Roswell was the first City in Georgia to launch EventApp, through which event organizers can make an application online with the help of a live tool kit, providing step-by-step guidance. All supporting documents are uploaded and stored in one place. EventApp even helps the applicant and the administrators communicate with each other and with other stakeholders quickly and efficiently. Milestones are set to meet deadlines, and every action is tracked and recorded.

Movies and television shows are regularly in production in the metro Atlanta area, and Roswell has become one of the premier locations for these productions, as well. FilmApp provides an easier way for production companies to request necessary on-set services —such as Police presence, road closures, and use of facilities. The City of Roswell, the City of Decatur, and DeKalb County are all launching FilmApp and can leverage the success of the City of Atlanta's FilmApp system, which was established in 2014. Many major film production companies are already signed up to use the Atlanta FilmApp system. The technology's unified system of permitting across the metro Atlanta area will encourage productions to consider using locations outside the Atlanta city limits.

"We want event organizers and film production companies to know that the City of Roswell is ready and excited to host them—and EventApp and FilmApp are going to make it even easier to open doors to those opportunities," said Ward.

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