BEEBOT AI

Halton Borough Council: Beebot AI Customer Story

Introduction

Halton Borough Council wanted to take a more forward-looking approach to strengthening support for children, young people and families by investing in a consolidated digital ecosystem to enhance access, improve consistency, and support early and preventative intervention across services.

Aligned to the national Family Hubs and Start for Life programme, Halton decided to work with Beebot AI to develop a modern delivery model that simplifies how residents find information, navigate support, and access trusted guidance at key moments in their lives. Digital was introduced deliberately to complement and strengthen in-person provision, ensuring families receive timely, relevant support without increasing pressure on frontline teams.

Powered by the Beebot AI Intelligent Automation Platform, Halton's digital transformation provides personalised, on-demand access to support across key life stages, from pregnancy through to adolescence and into young adulthood. Digital and face-to-face services now operate as part of a single, coherent system designed around user need, professional workflows, and long-term service sustainability.

Council Overview

Halton Borough Council is a unitary authority within the Liverpool City Region in the North West of England. As one of the original 75 local authorities selected by the Department for Education to pioneer the Family Hubs and Start for Life programme, Halton has played an early role in shaping how integrated family support can be delivered locally.

The council serves a diverse community and places strong emphasis on early intervention, prevention, and improving long-term outcomes for children, young people and families. Its approach prioritises accessibility, partnership working, and the use of insight to continuously improve service delivery.

Digital Landscape Prior to Platform Adoption

Prior to implementing a consolidated digital platform, Halton faced challenges common across local government. Families were required to navigate multiple access points across services, with limited visibility of available support and inconsistent digital experiences.

Existing online provision was largely text-heavy, difficult to navigate, and poorly aligned to how many families wish to seek information. Awareness of services was low, contributing to under utilisation, while the council lacked the insight required to understand digital engagement, unmet need, or service demand.

These challenges were validated through co-production activity with families, residents, and professionals. Before launch, 31% of stakeholders reported difficulty accessing services and 42% said they did not receive updates or relevant information [Note 1]. Feedback consistently highlighted the need for a clearer digital front door, more personalised communication, and simpler ways for families to self-serve information and support.

In response, Halton launched a Proof of Concept with Beebot AI to explore how intelligent automation could improve reach, simplify access, and strengthen service delivery without diminishing the importance of face-to-face support.

31%
of stakeholders reported difficulty accessing services.

42%
said they did not receive updates or relevant information.

Council Digital Strategy for Children's and Wider Services

Halton's digital strategy for Children's, Family and wider community services focuses on consolidation, consistency and scalability. The council set out to establish a single digital ecosystem capable of supporting multiple services while remaining flexible enough to meet specific service requirements.

The strategy aims to enable:
- A single, intelligent digital front door for residents.
- Increased reach and engagement across universal and targeted services.
- Better integration between internal teams and partner organisations.
- End-to-end analytics to inform decision-making and continuous improvement.
- Proactive engagement through automated notifications, digital pathways and intelligent signposting based on user behaviour.

This approach supports Halton's wider commitments under the Best Start for Life vision, Supporting Families agenda and children's social care reform, with digital acting as a key enabler of prevention, accessibility and consistency.

New Digital Landscape with Beebot AI

Following the successful Proof of Concept, Halton formally partnered with Beebot AI to deliver a consolidated digital platform supporting Family Hubs and a growing number of wider services.

Launched in July 2024, the platform is device-agnostic and accessible via web, desktop and mobile, providing residents with 24/7 access to information, guidance and bookings. The platform brings together content, services and pathways into a single experience, reducing fragmentation across service areas.

Key capabilities include:

Intelligent Support Navigation
Conversational AI to guide users to relevant support.

Proactive Digital Care Pathways
Automated digital pathways for early intervention and prevention.

Smart Automation for Everyday Tasks
Robotic process automation to streamline routine tasks.

Unified Booking & Events Hub
Integrated booking and event management.

Trusted, Clinically Assured Information
NHS-backed and locally approved content.

Tailored Alerts & Engagement
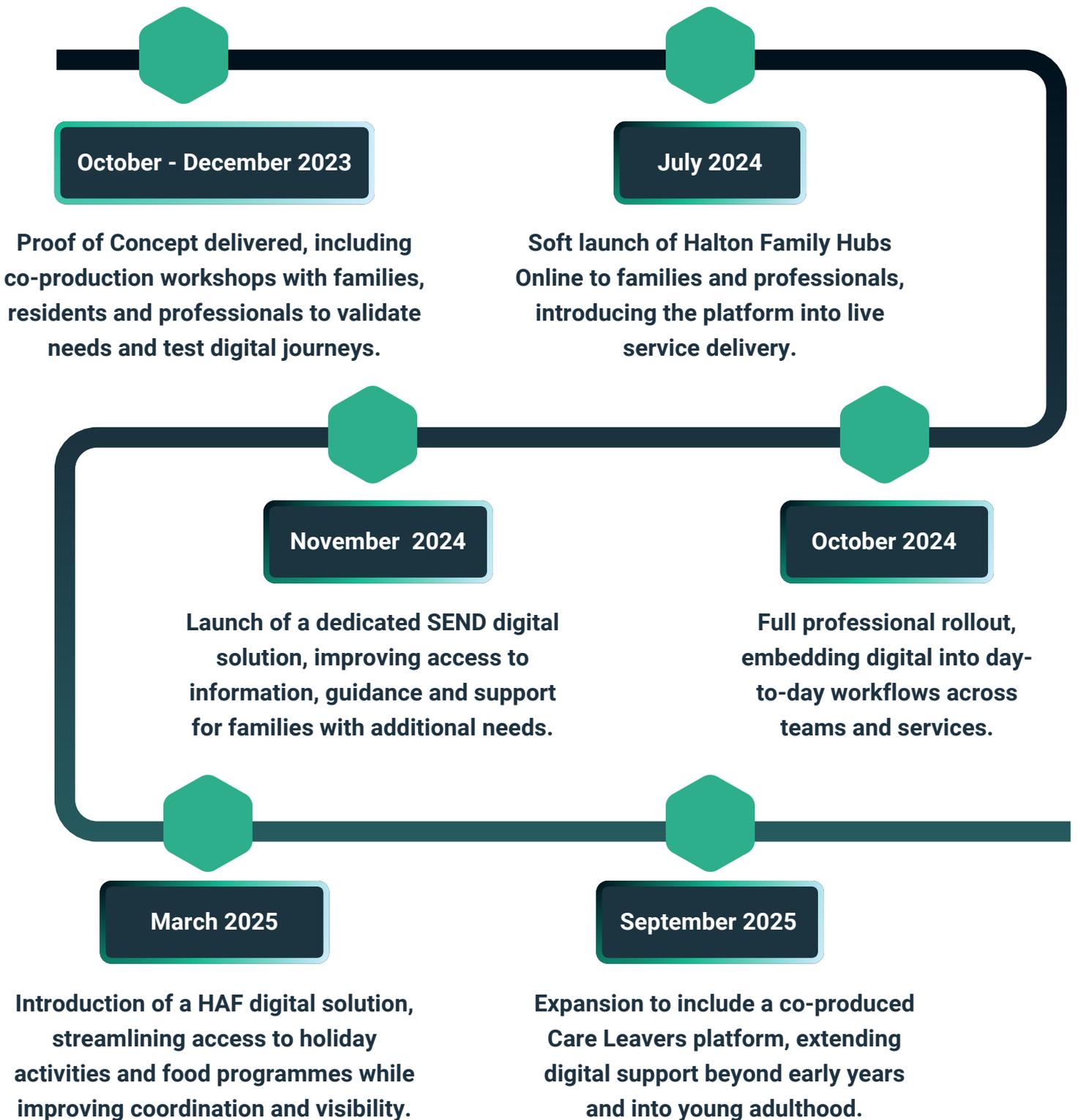Personalised notifications and updates.

Live Insights for Smarter Decisions
Real-time analytics to understand demand and engagement.

While Family Hubs remains a core entry point, the platform has expanded to support SEND, HAF, Care Leavers and other service areas, enabling Halton to deliver consistent digital journeys across its wider ecosystem while keeping face-to-face provision central.

Timeline and Service Expansion

October - December 2023

Proof of Concept delivered, including co-production workshops with families, residents and professionals to validate needs and test digital journeys.

July 2024

Soft launch of Halton Family Hubs Online to families and professionals, introducing the platform into live service delivery.

November 2024

Launch of a dedicated SEND digital solution, improving access to information, guidance and support for families with additional needs.

October 2024

Full professional rollout, embedding digital into day-to-day workflows across teams and services.

March 2025

Introduction of a HAF digital solution, streamlining access to holiday activities and food programmes while improving coordination and visibility.

September 2025

Expansion to include a co-produced Care Leavers platform, extending digital support beyond early years and into young adulthood.

This phased approach has enabled Halton to scale its digital ecosystem over time, adding new services without increasing complexity.

Key Benefits

Through a consolidated digital approach, Halton has achieved:

Simplified Access to Support
Clearer and simpler access to support across services.

Visibility of Local Opportunities
Improved visibility of local provision, events and activities.

Frictionless Self-Service
Increased self-service options that reduce effort for residents and professionals.

Connected Digital & Physical Services
Stronger alignment between online journeys and real-world service delivery.

Tailored Alerts & Engagement
Personalised notifications and updates.

Real-Time Demand Intelligence
Improved understanding of need and engagement through live insight.

These benefits support more proactive engagement, better targeting of resources, and improved service sustainability.

Co-Production

Co-production has remained central throughout Halton's digital journey. Early insight highlighted how difficult it was for families to find up-to-date information and feel confident navigating support.

The platform was shaped directly by this feedback, prioritising clarity, personalisation and ease of use. Features such as automated pathways, NHS-backed content, personalised notifications, and simplified booking were introduced in response to family and professional input [Source1]. Staff now actively use the platform as part of service delivery, reinforcing digital as a trusted extension of in-person support rather than a replacement.

Impact

Since launching Halton Family Hubs Online, the platform has delivered measurable impact across access, engagement and service utilisation.

Over 800k

interactions across the platform since July 2024.
[Source 2]

34%

increase in visits to physical Family Hubs following digital launch since July 2024. [Source 1]

54%

awareness of Halton Family Hubs Online among surveyed users. [Source 3]

84%

of users who accessed the platform found what they were looking for. [Source 3]

Families use the platform to explore services, check timetables, book sessions and access trusted guidance across health, SEND, parenting and wellbeing. Feedback highlights the value of having both digital and in-person options, with digital improving access and continuity while face-to-face support remains central.

Customer Roadmap for the Future

With a strong digital foundation in place, Halton continues to explore opportunities to further embed and extend its digital ecosystem. Together we have achieved a great deal so far, and there is still a significant pipeline of development underway to enhance the offer even further. Future priorities include clearer content, more regular updates, wider promotion, and continued expansion of digital solutions across services. This ongoing development work will help ensure the roadmap remains ambitious, resident-focused, and aligned with emerging needs.

This approach ensures Halton can respond to changing demand, strengthen early intervention, and maintain a consistent, accessible experience for residents over time.

Testimonial

"Working with Beebot has played a major role in developing our integrated digital front door for families. We needed a way to bring all our existing digital information, forms and guidance together so families had one clear place to go for support. Beebot helped us turn that ambition into something practical, accessible and easy to navigate.

What made the biggest difference was the way they approached the work. From day one, Beebot made sure the development process was genuinely collaborative. They brought parents, partners and professionals together in a way that helped us understand what people really needed from a digital front door. Those conversations shaped the design at every stage and ensured the final product reflects real experiences rather than assumptions.

Working with Beebot has genuinely felt like a partnership. They've been flexible, responsive and committed to getting this right for families in Halton. We now have a much clearer, more joined-up digital offer, and their input has been a key part of making that possible."

Adam Hindhaugh, Strategic Lead for Early Help and Family Hubs at Halton Borough Council.

References

1. *Halton Borough Council – Family Hubs Co-Production Findings and Impact Report (Published: September 2025)*
2. *Beebot AI Platform Analytics (Latest Update: January 2026)*
3. *Halton Borough Council – Family Hubs User Survey (Latest Update: January 2026)*

One Platform. Endless Possibilities.

Whether you're improving family support, simplifying resident enquiries, or enhancing frontline workflows, Beebot AI adapts to the needs of every service area. Councils use our solutions to reduce pressure, increase efficiency, and deliver measurable impact across their organisation.

Start your conversation with Beebot AI today!

Visit **beebotai.com**   Call us on **0161 823 1000**   Email **info@beebotai.com**