



BEEBOT AI



North Northamptonshire Council: Beebot AI Customer Story

Visit beebotai.com

Call us on 0161 823 1000

Email info@beebotai.com

Introduction

North Northamptonshire Council set out with a clear ambition: to build a connected, resident focused digital future that places Family Hubs at the heart of prevention, early help and community empowerment. As one of the UK's newest unitary authorities, the transition created a unique opportunity to reimagine how families, young people and professionals access and experience support.

In partnership with Beebot AI, the council began shaping a modern, mobile-first digital ecosystem, bringing together Family Hubs, the SEND Local Offer, local service directories, a Professionals App and a unified booking platform. This "single digital front door" approach aimed to streamline access for residents while providing professionals with meaningful, real-time insight to design services around actual community needs.

Council Overview

North Northamptonshire Council was established as a new unitary authority with a clear ambition: to create the best life for all its residents. Guided by its Big50 Vision, the council set out priorities for building a Proud, Prosperous and Proactive Place, recognising digital innovation as a central enabler of prevention, inclusion and long-term community wellbeing.

Four of the council's six corporate priorities at the time aligned directly with the Family Hubs programme, strengthening the case for a unified digital approach. These included:

Supporting
carers.

Promoting mental
health and
wellbeing.

Enabling modern and
digitally connected
public services.

Strengthening early
intervention.

From the beginning, digital was understood not as a standalone project, but as a foundational pillar to drive system-wide transformation, creating consistent, accessible pathways and empowering families, communities and practitioners alike.

Digital Landscape Prior to Platform Adoption

Before moving towards a consolidated digital ecosystem, North Northamptonshire's online offer was dispersed across multiple standalone platforms. Families, carers and professionals were required to navigate:

- Separate websites for Family Hubs, Family Information Service (FIS) and the SEND Local Offer.
- Inconsistent navigation and content structures, depending on which site they happened to land on.
- Limited digital tools for professionals, making it difficult to manage content, maintain accuracy or understand real-time patterns of demand.

This fragmentation became even more challenging when the existing FIS and SEND platform was scheduled to expire in March 2024. At the same time, the council needed to rebuild significant volumes of content following local government reorganisation and establish a new, unified unitary digital identity. It also needed to meet the requirement to publish a clear and accessible Start for Life Offer (conception to age 2), ensuring families could easily understand and access the support available at the earliest stage of their child's development.

For families, these issues created uncertainty about where to begin their journey. For professionals, they limited consistent signposting, made updates operationally burdensome, and restricted the insight needed to design Family Hubs and early help services around real demand.

Council Digital Strategy for Children's Services

North Northamptonshire's digital strategy placed user experience, consolidation and prevention at its core. The Family Hubs digital model supported wider transformation by:

- Consolidating platforms to simplify access.
- Aligning all of its Information & Guidance duties into one easily accessible place.
- Supporting earlier intervention through digital signposting.
- Strengthening collaboration across Children's Services, Public Health and third sector partners.
- Aligning with Digital Northants principles to connect, collaborate and grow.

This ensured digital services actively supported better outcomes rather than simply hosting information.

New Digital Landscape with Beebot AI

North Northamptonshire made a deliberate decision to move away from service specific tools and invest in a single ecosystem capable of supporting multiple services over time.

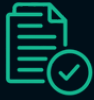
The platform now brings together:

- Family Hubs & Start for Life Offer.
- SEND Local Offer.
- Family Information Service Directories.
- Professionals App.
- Booking System.



This consolidated approach provides families with one consistent experience regardless of where they begin their journey, while enabling professionals to work from a shared digital foundation.

Key outcomes of consolidation include:



Reduced duplication across services.



Clearer routes to support for families.



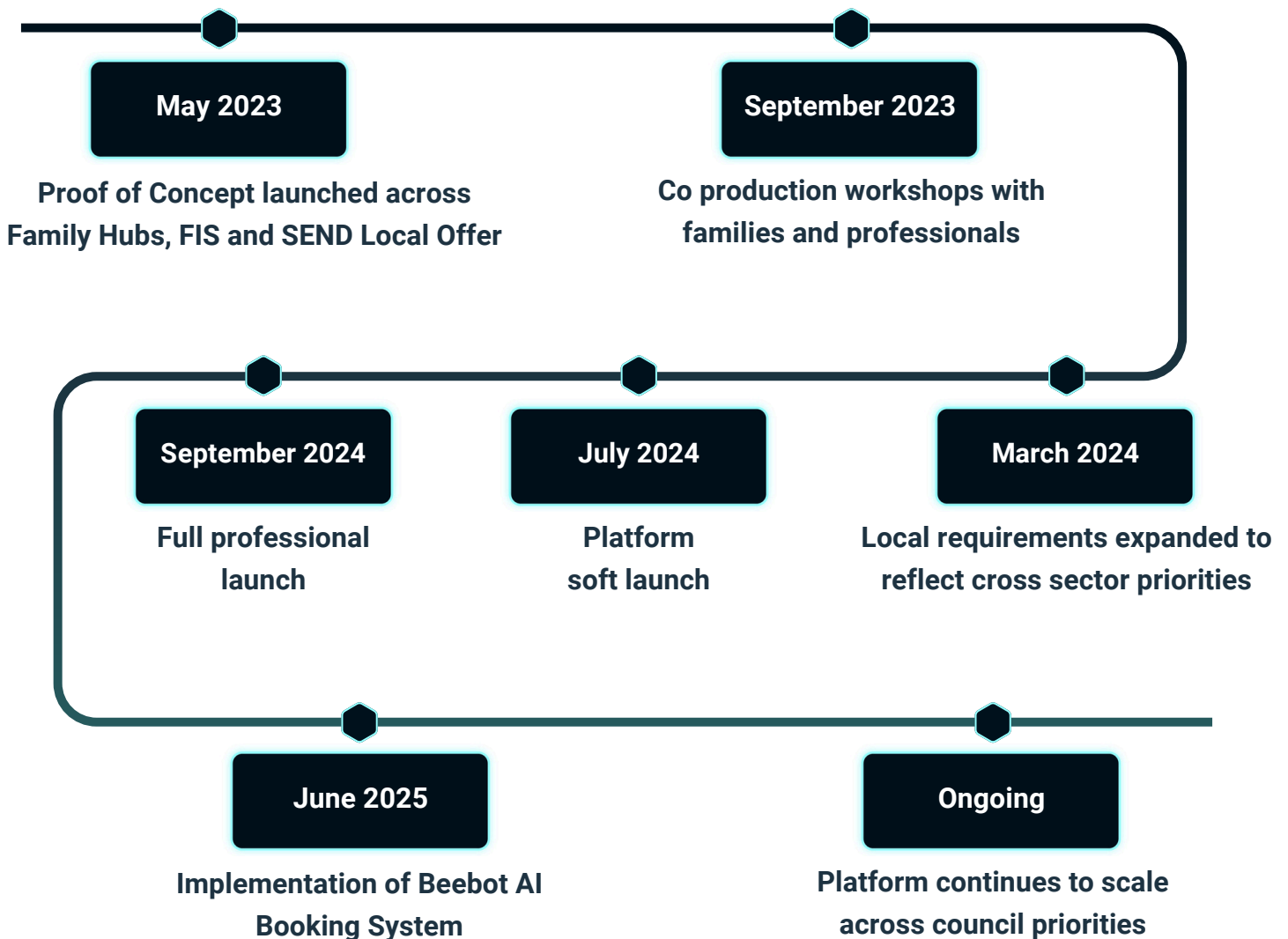
Scalable delivery without increasing complexity.



More consistent professional signposting.

Journey and Timeline

North Northamptonshire's digital journey was phased to allow services to evolve alongside need:



Co Production and Discovery

Research highlighted clear barriers in the previous digital offer and directly shaped the new solution.

Insights from the previous solution



80% found it difficult or very difficult to access



No single source of information across services



Information overload without clear routes to support



Some families disengaged because they did not know where to go

What Families and Professionals Said



"No one source of info. Very hard to navigate."

"Struggling families give up because they do not know where to go."

"Too much information, no clear contact details."



Validation of the New Platform

Families and professionals tested the new Family Hubs app through real world scenarios, including search, preferences, and bookings, providing practical insight into usability and performance.

100%

preferred it to the previous solution.

The platform received 10 out of 10 ratings for:

Look and feel

Ease of navigation

Content quality

Search functionality

Imagery and video content

75%

of users rated the notifications feature highly, recognising the value of timely, proactive updates.

80%

rated the speech search functionality very good, demonstrating strong accessibility and ease of use.

This feedback confirms the platform has successfully addressed the key barriers identified during discovery, delivering a more intuitive, engaging, and accessible digital experience for families and professionals.

Visit beebotai.com

Call us on 0161 823 1000

Email info@beebotai.com

Impact

North Northamptonshire's consolidated digital ecosystem is already driving strong engagement across services.

Family Hubs



Note 1: These figures cover the period from go live in May 2023 to January 2026.

SEND Local Offer



Note 2: These figures cover the period from go live in May 2023 to January 2026.

These figures demonstrate sustained engagement and the value of providing a single, trusted digital access point across services.

Outcomes for Families and Professionals

As a result of consolidation and intelligent design, North Northamptonshire achieved:

- Clearer access to Family Hubs, SEND and local support.
- Reduced duplication and confusion across services.
- Improved confidence for families navigating help.
- Better real time insight for professionals.
- Embedding of locally developed videos and other Aps used across the system.

Recognition

The partnership between North Northamptonshire Council and Beebot AI has been recognised nationally. Together, they were named finalists in the Digital Impact category at the LGC Awards 2025, reflecting innovation and measurable impact.

Customer Roadmap for the Future

With a strong digital foundation in place, North Northamptonshire is well positioned to continue scaling its ecosystem, extending automation, enhancing professional tools and embedding real time insight into commissioning and service design.

Testimonial

“Our partnership with Beebot AI has enabled North Northamptonshire Council to replace a fragmented digital landscape with a single, accessible system that brings together Family Hubs, Start for Life, FIS and SEND Local Offer together with professional tools. This unified approach has improved navigation for families, strengthened early intervention and given professionals real-time insight to shape support around need. It’s been a transformative step in delivering our ambition for modern, connected and preventative services and is evolving all of the time”

Judy Matthews – Strategic Lead, Family Hubs & Family Help

References

Note 1: Beebot AI Platform Analytics – North Northamptonshire Family Hubs

Note 2: Beebot AI Platform Analytics – North Northamptonshire SEND Local Offer

Note 3: Beebot AI and North Northamptonshire Family Hubs Co production

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