

MICROSOFT APPLICATION SOLUTIONS

Windows SharePoint Server

Microsoft Content Management Server

**CUSTOMER PROFILE**

Darlington Partnership is the Local Strategic Partnership (LSP) for Darlington, and as such is responsible for producing the Community Strategy, which sets out the opportunities and key issues to move the town of Darlington forward over the next decade.

Darlington Partnership is not a service provider in its own right, but works through the activities of its Community Partners, coordinating and facilitating improvements and growth where needed.

Community Partnerships bring together public, private, voluntary and community sector organisations - such as local schools, churches, community associations, Darlington Borough Council councillors and local businesses.

The types of projects that have been developed, awarded grants and delivered by Community Partnerships include environmental projects, play sessions for young people and art classes.

Darlington Partnership on-line

“Waterstons were creative in their approach, sensitive to our needs and challenging in their solutions. The ongoing relationship and support is exemplary through practical guidance as well as evolutionary refinement.”

Steve Rose, Chief Executive, Darlington Partnership

THE CHALLENGE

Darlington Partnership required a medium for promoting the partnership and bringing the range of projects and services that they were involved with to the attention of Darlington citizens.

In addition, there was a desire to provide Darlington's business community with a vehicle that would make the full range of private and public services in the town visible and accessible to residents and business people.

The collaborative nature of the Partnership's activities also raised the problem of managing and sharing knowledge and ideas between the various participants.

IMPLEMENTATION

To address this challenge, Waterstons developed a comprehensive public access web site and a closed and secure collaboration portal using Microsoft Content Management Server and Windows SharePoint Services.

The solution was comprised of four primary components:

- Darlington Partnership web site communicates to the community the roles, purpose and achievements of the Partnership. This includes a series of targeted portals that address the specific needs of particular groups of residents and the business community.
<http://www.darlington.org.uk/>
- The bulletin board provides a forum for Darlington citizens to exchange and express their views on key issues related to the town.

- Darlington Directory allows local public and private service providers and community groups to advertise their services on-line.
- The collaboration portal gives Community Partners a secure facility through which they can share information and knowledge, and exchange experiences when developing and deploying new projects or Partnership initiatives.

POTENTIAL REALISED

- Darlington Partnership's web site has provided a global vehicle for the Local Strategic Partnership to present its aims and progress to the citizens of Darlington.
- Darlington Directory has enhanced the awareness and accessibility of products and services available to the population of Darlington, whilst providing a valuable promotional service to Darlington's local businesses and community groups.
- The collaboration portal eases and encourages the exchange of information and ideas between the Community Partners, stimulating stronger partnerships and greater creativity.
- The system is available to off site users wishing to access customer data from any Personal Digital Assistant (PDA), laptop or browser.
- Microsoft Dynamics CRM 3.0 is easy to customise and adapt to future business plans and growth.