

/ Web analytics audit and consultancy

agile {collective}

We believe in making things
better, **together.**

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—> About this service

Our experienced analytics team supports numerous clients across the public sector. We specialise in ensuring your analytics setup—be it Google Analytics 4 (GA4), Google Tag Manager (GTM), or any other platform—is optimised to capture and report on the metrics that matter most to your organisation.

Service features

- Analytics audit of existing setup, including GA4 and GTM configurations
- Tailored recommendations presented in a comprehensive report
- Analytics Consultancy
- Ensure best practice for GTM/GA4 setup
- Strategies for advanced data collection
- Configurations for more nuanced tracking needs
- Develop a sophisticated reporting system
- Support for ongoing analytics challenges
- Automate and streamline the reporting process

Service benefits

- Assess the accuracy of current data collection
- Ensure compliance with cookie consent and regulatory standards
- Understand opportunities for advanced data tracking
- Enhance site usage understanding
- Regular insights and KPIs without manual data compilation
- Analytics infrastructure is robust, compliant, and aligned with strategic objectives.
- Work with an experienced SEO team
- Developers on hand to remediate issues quickly and efficiently
- We can work across single sites or tackle multi-platform scenarios

→ Who we are

We're a different kind of digital agency.

Agile Collective is a purpose-driven business. We want our work to have a big, positive impact on the world, so we seek out clients whose values we share and whose mission we want to help deliver.

With Agile Collective, everyone you work with is a co-owner of the business, bringing an additional level of enthusiasm and commitment to each project.

Working in the open, collaboration and sharing our work are core values that ensure we deliver for our clients and enable us to thrive as a worker-owned cooperative.

{ Find out more
agile.coop }

→ What we do

Agile Collective has been delivering enterprise-scale digital services for over a decade, catering to organisations across the public, private and third sectors.

We have empowered hundreds of organisations at the local, national and international level to better understand and meet their users' needs.

We use Agile methodologies to design, build and support Drupal-powered websites, as well as providing a full suite of digital design and research services.

Our support team have been providing support, maintenance and development services for our clients for over a decade, whether the sites were built by us or another supplier.

{ Find out more
agile.coop }

Commitment to the Local Digital Declaration

We are passionate believers in the principles of the Local Digital Declaration, prioritising real user needs to ensure technology enables better public services for all.

Agile Collective have been key partners in two flagship Local Digital Fund projects:

- As the Lead Technical Partner for LocalGov Drupal, we provided technical leadership for all stages of the project
- We provided communications and website development for Open Digital Planning

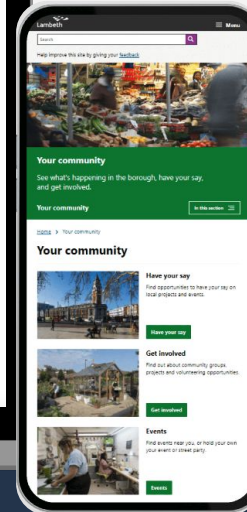
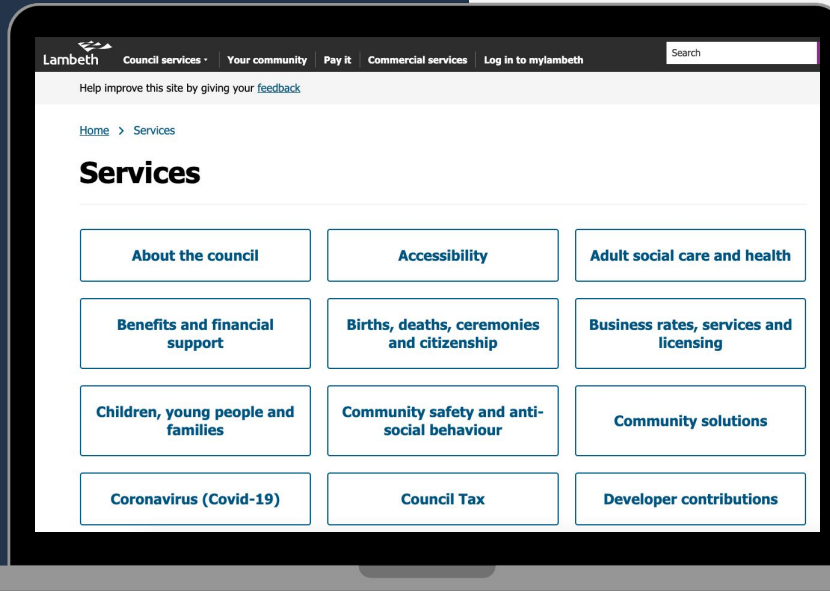
Find out more
agile.coop

→ Our clients

Lambeth Council

Agile Collective partnered with Lambeth Council to rebuild their corporate site using LocalGov Drupal. We supported the council's ambition for a more intuitive, accessible and cost-effective website. Agile Collective helped Lambeth through a rapid, phased release, allowing content teams to work in parallel with development.

www.lambeth.gov.uk



Walsall Metropolitan Borough Council

go.walsall.gov.uk

Webforms project

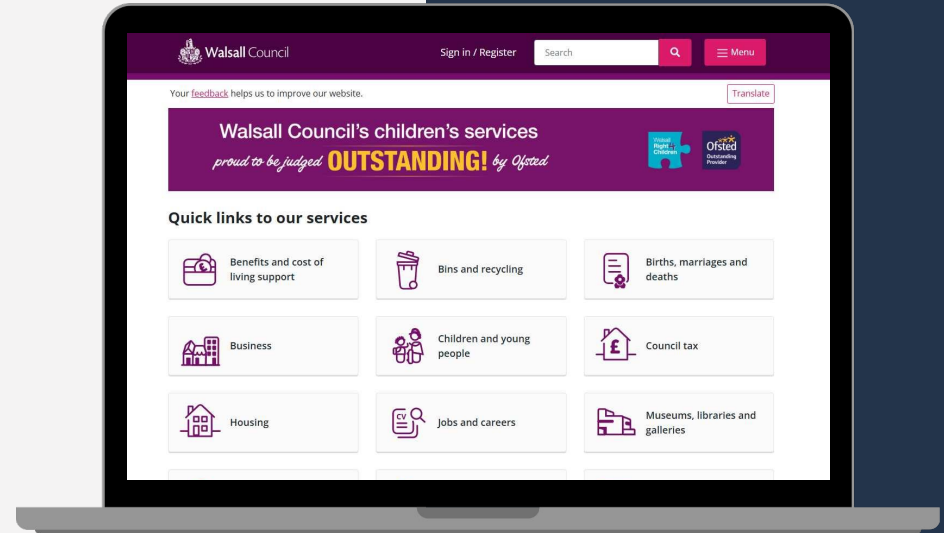
Agile Collective partnered with Walsall Metropolitan Borough Council to create robust, end-to-end digital service journeys on LocalGov Drupal.

We built on Drupal forms and integrated with their existing CRM and Drupal commerce.

Our approach

The aim was to support complex, case-like services, such as planning advice and parking dispensations, without investing in a separate case management system.

Our approach reduced manual handling and improved the resident experience



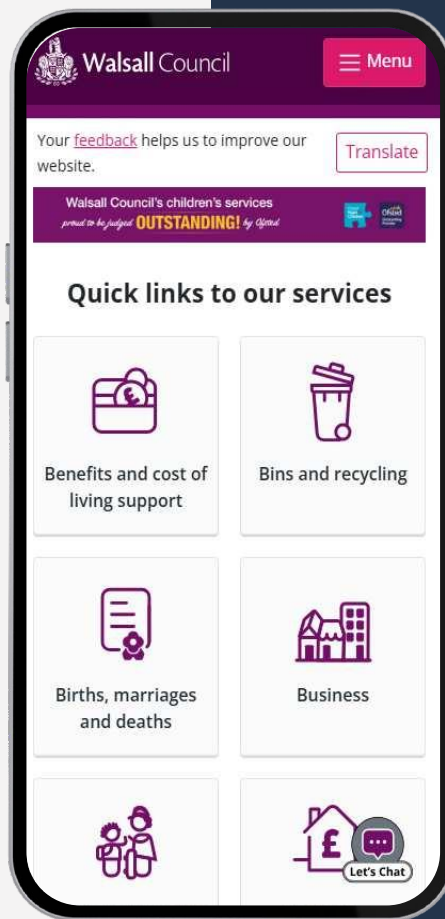
Walsall Metropolitan Borough Council

go.walsall.gov.uk

The work

We delivered:

- Extended LocalGov Drupal webforms to support multi-stage, case-driven workflows
- A custom “process” model linking submissions, officer review, payments and decisions
- Integrated payments via Drupal Commerce and Pay360, including deferred and variable fees
- Secure document uploads, save-and-return journeys and accessibility improvements
- Staff dashboards for case tracking, task management and audit history
- Reusable patterns and components suitable for adoption by other councils



Site rebuild and technical training

Norwich City Council

Agile Collective partnered with Norwich City Council to deliver a full LocalGov Drupal rebuild for their corporate site. Rather than a single “big bang” launch, the project focused on reducing risk, supporting content teams, and maintaining continuity. What we delivered:

- A complete LocalGov Drupal site build
- Editorial workflows and governance controls tailored to council needs
- Theming and front-end implementation based on council designs
- Structured technical training for IT and digital teams
- Documentation and ongoing support to enable independent development

This approach ensured the council gained a modern, best practice site and the skills needed to maintain it.

Content migration and training

Norwich City Council

Agile Collective supported Norwich City Council in moving from a legacy, proprietary CMS to LocalGov Drupal. We helped them focus on content quality, governance, and long-term capability rather than using an automated migration.

What we delivered:

- User-centred content training for council teams, aligned to LocalGov Drupal patterns
- Clear guidance on when to use services, step-by-steps and guides
- Support to strip back duplicated legacy content
- Accessibility best practice embedded into the rewrite process
- Use of the entity share feature to help create a smooth editorial process
- A shared content baseline to support consistent decision-making

Hosting set up and technical consultancy

Norwich City Council

Norwich City Council required its new LocalGov Drupal site to run on Microsoft Azure, aligned with internal security standards and operational policies. What we delivered:

- Azure hosting architecture designed from first principles with council teams
- Multi-environment setup covering development, staging and production
- Azure DevOps CI/CD pipelines for safe, repeatable deployments
- Secure deployment workflows aligned to internal governance
- Specialist support for teams with limited Drupal and Linux experience
- Additional security layers beyond baseline recommendations

The result was a robust, scalable hosting platform that the council could confidently manage in-house.

LocalGov Drupal CMS and Microsite development



Agile Collective served as the lead technical partner for LocalGov Drupal through its Discovery, Alpha and Beta development phases. We also led the development of the LocalGov Drupal Microsites platform. We delivered:

- A robust, sector-leading CMS
- a governance framework and technical standards
- The Microsites platform (allows councils build multiple distinct sites from one instance).
- User research, design, development and testing
- Numerous features, including enabling flexible content, directories, blogs, news and many more page types
- Support for councils to adopt, manage and scale LocalGov Drupal independently

This collaboration has accelerated sector-wide adoption, reduced costs for councils, and improved digital service quality. It has also helped councils adopt a shared, feature-rich CMS, extend it for multi-site use cases, and reduce duplication of effort across local government.

Camden Council

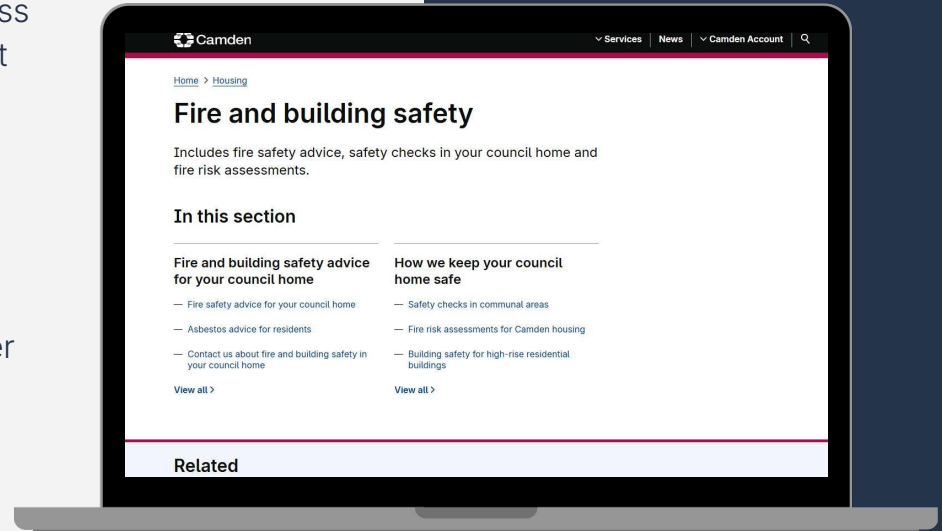
www.camden.gov.uk/fire-and-building-safety

Fire and Building Safety Content Audit

Agile Collective worked with Camden Council to assess how effectively its fire and building safety content met residents' needs. Camden wanted a clear evidence base to guide future decisions.

Agile Collective ran an audit that combined user research, a content review, and accessibility testing. We produced practical, prioritised recommendations that the council could act on immediately or scale over time. We delivered:

- An audit focused on resident needs, not assumptions
- Stakeholder workshops and resident interviews
- WCAG 2.1 AA accessibility and usability reviews
- Clear user needs and journeys
- Actionable recommendations for content, structure and future options

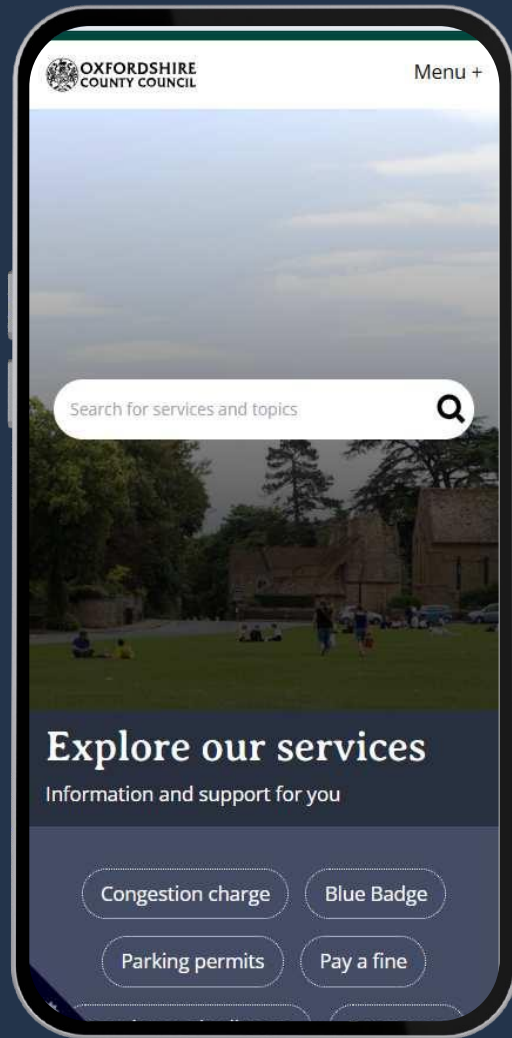


Accessibility training and support

Oxfordshire County Council

Oxfordshire County Council asked us to lead a series of workshops for their content team. Our workshops are informative, conversational and interactive. We illustrate concepts with real-life examples from the organisation's daily practice, tailored to the needs of the group we are working with.

- Scene-setting: understanding the vision, roadmap and current knowledge
- Empathy building: experiencing first-hand the barriers that web content can create
- Accessible content 101: the basics of writing and testing accessible content
- Accessible forms 101: the basics of designing and creating accessible forms
- Accessible PDFs 101: the pros of cons of PDFs and the basics for designing and creating accessible PDFs



Support and maintenance

Crawly, Lambeth and Oxfordshire councils

We're proud to work with several councils supporting their Drupal and LocalGov Drupal websites, including Crawly, Lambeth and Oxfordshire councils.

We have a dedicated support systems and staff, a rock-solid SLA, and a laser focus on customer service. We understand how fundamental long-term support can be to healthy client relationships and often work with these councils on other project as needed.

Here's what **our clients** have to
say about working with us

“

I would have absolutely no hesitation in recommending Agile Collective and have genuinely found them fantastic to work with.

I think you'd be hard pushed to find another whole team of people like this. I usually have one or two people within suppliers I use that I prefer to work with, but I would happily go to any team member at Agile Collective and know that I would receive great service.

Chrissie Duxson

Communications Manager, BISA

“ I felt that everyone I met at Agile Collective understood and shared our objectives and our values as an organisation.

It was great to work with skilled, motivated people who take real ownership of the project and were invested in its success. I'm only sad we were too scattered across the globe to have a beer after work.

Ed Crompton

Web Developer, Oxfam International

“

What really made a difference was the human side of the project.

We had a complex stakeholder context and Agile Collective always knew just what to do. Our project was deeply collaborative and delivered a wonderful website that everybody is over the moon with! I can't thank them enough.

Rob Safar

Digital Producer, ActionAid

“ We've been delighted with their expertise, vision and dedication to the task.

As a group of councils, we didn't have any expertise in collaborative working with open source code. It was essential that our suppliers could guide us, and Agile Collective has been more than equal to the challenge. We recommend Agile Collective wholeheartedly. They are very capable Drupal builders and thinkers, and all round good people to have on your team.

Will Callaghan

Delivery Manager, Croydon Council Digital Service

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We found Agile Collective to be a fantastic co-operative to work with.

They have been helpful and supportive all through the web build process, offering detailed explanations and advice where necessary and also responding quickly to requests and issues as they have arisen. We now have a much quicker website, that has **100%** uptime. Their work on our e-commerce has improved sales by just over **80%** year on year while other metrics have also shown improvement including bounce rates and time on site.

Tim Hunt

Co-Editor and Director, Ethical Consumer