

Situated on the North Kent coast at the heart of the Thames Estuary, Medway is a thriving community of over 250,000 people. Medway Council is a unitary authority, providing all local government services for the people of Medway, embracing the towns of Rochester, Strood, Chatham, Gillingham and Rainham and rural areas such as the Hoo Peninsula.



‘Confirm has truly delivered on the core element of our business case; a simple robust system linking information and communication with asset management needs’

*Adrian Hipkins - Corporate Project Manager - Medway Council*

## The Background

In 2003, Medway Council undertook a review of services and efficiencies in a move to further support its e-government aims and to deliver on the Council’s Core Values and Best Value commitments to the community ([www.medway.gov.uk/index/council/corevalues.htm](http://www.medway.gov.uk/index/council/corevalues.htm)). To this end a private sector partnership tender was issued, and in December of that year, Medway selected MapInfo’s Confirm™ asset and infrastructure management system.

### The Challenge

The selection of Confirm was based on Medway Council’s conviction that it would deliver on both the key objectives and the savings and benefits targets outlined in the business case. The key objectives were:

- To support Medway Council’s e-government strategic aims by providing a single system capable of linking the Council with contractors, thus enabling the use of electronic transactions and service delivery
- To provide a source of information available both internally and for public access to support the requirements of First Point of Contact
- To provide a core back-office system capable of servicing FLTF (Front Line Taskforce) asset management requirements and enquiry activities as well as other services
- To deliver a system that would support both Best Value and Medway Council’s Core Values by making best use of limited resources through the provision of access to information and improved decision-making
- To provide a coherent and consistent source of information for all Council staff engaged in managing every aspect of FLTF assets

Key savings specified in the business case included:

- A 10% reduction in contact centre traffic through provision of customer access to information and reports via the Medway Council website
- Provision of electronic transactions for contractors, releasing approx. 5% of staff time
- Efficient data sharing across departments
- Reduction on insurance claims by 25% through improved maintenance management
- The reduction of time related to administration through an integrated asset management system
- Elimination of duplication leading to 3% saving in staff time

### The Results

Deployment of MapInfo’s Confirm system across specified asset management channels within the Council has taken approximately 24 months and, at an initial investment of £200,000, is already paying great dividends. A team of ten consultants have worked closely with the user departments to implement a comprehensive information and communications system to generate significant efficiencies across the Council.

Specific asset divisions include:

- Highways
- Bridges & Structures
- Street Lighting
- Pavement Management
- Customer Services
- CRM Integration

The council has scheduled grounds, trees, waste and country parks for deployment in 2006.

Confirm has provided Medway with a single, user friendly system to link data with services

## THE MAPINFO ADVANTAGE



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and applications across the directorate, accommodating an effective interface between staff, contractors and customers to deliver upon the key objectives, Council Core Values and Best Value objectives laid down at the outset.

In line with the priority objective of meeting e-government deliverables (BVPI 157 and Priority Outcomes), Confirm has actively helped Medway Council achieve:

- 100% completion of BVPI 15 six months in advance (main impact on Provision of Information and Application for Services)
- PO R7: online reporting and tracking of environmental services
- PO G24: integration of CRM with back office systems
- Assisted towards PO E12, E17, E19: efficiency saving targets
- Working towards PO G14: web availability of street work information
- Access channels: a) introduction of mobile technology, and b) integration with CRM
- Enablers: a) link to content management system and document management, and b) link to GIS

### The Feedback

'The link created by Confirm between CRM and our back office is immediately paying dividends and significant efficiencies are now being realised with contractors, which can now deliver real time feedback to allow highly accurate repair and maintenance and related cost and settlement.

'Confirm has significantly supported our efforts on e-government goals by providing a single source of comprehensive information which can be easily accessed by a range of users both internally and externally,' comments Adrian Hipkins, Corporate Project Manager, Medway Council.

- Core systems: provision of asset management system for highways, green spaces and waste services



'Medway is a highly progressive council which has a clear vision of how it wishes to best serve the community.'

'Our consultants have worked closely with the Council's user groups for almost two years and have been privileged to enjoy the insight and enthusiasm which uptake has generated – we truly expect Medway to reap significant rewards from Confirm on completion of the project,' says James Buckley, Public Sector Director, MapInfo.

For further information about Medway Council, see: [www.medway.gov.uk](http://www.medway.gov.uk)

For further information about MapInfo Confirm, see: [www.mapinfo.co.uk/confirm](http://www.mapinfo.co.uk/confirm)