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Client Success Story

Staffordshire County Council Boosts Citizen Engagement and Satisfaction with Community Central Solution from Brightly Software and Jadu
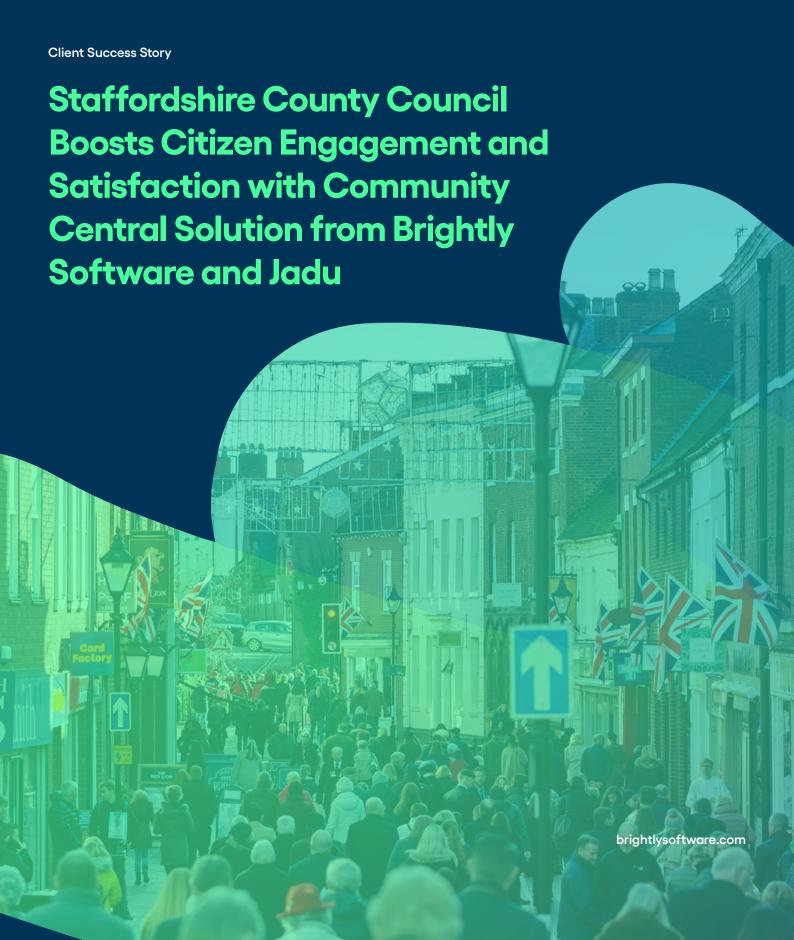
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Background

→ Staffordshire County Council (SCC) was using a functional, but limited, in-house reporting system for residents to report potholes and other highways-related issues.

→ Looking to benefit from access to wider intelligence and to improve the user experience, SCC invested in the Community Central solution from Brightly Software and Jadu.

→ The new system has greatly simplified the reporting process and has led to higher levels of customer satisfaction.

→ A member dashboard links council members to specific reports, based on location – boosting accountability.

→ Improved systems intelligence compared with previous in-house software reduces duplicate reporting – with users prompted to either log new reports or add to existing ones.

→ The system went live in January 2025.

Bringing inefficiencies to the surface

SCC has invested in a software solution to link its highway assets and communities by implementing the Community Central platform from Brightly Software and Jadu.

The council is reporting a smarter and more streamlined process, higher levels of customer satisfaction, and greater visibility and accountability for elected members following the investment.

The new system has reduced the duplication of reports of highways issues, and has greatly simplified the reporting process, making it easier for citizens to navigate. A 'members dashboard' links elected councillors with active and closed reports, to boost accountability, and customer feedback surveys indicate increased customer satisfaction with the system's accessibility and ease of use. Improved efficiencies in the system's backend, meanwhile, have also been noted by the highways team.

How it works

Community Central provides a digital platform for communities to engage with, and feed into, the management of the vital assets they use each and every day. In Staffordshire, this system now actively helps residents to report potholes and other highway-related issues requiring maintenance or repairs. A user-friendly interface enables residents to easily report, track, and monitor highway assets that are managed in the Brightly Confirm Enterprise Asset Management System. This provides residents and stakeholders with visual, real-time information on the community assets and what work is planned, from the initial reporting of an issue, through to the resolution.

Critical to the system's success is the deep integration with the Jadu digital platform – a leading, low-code accessible eCRM, forms, and web experience platform. With Jadu, residents can quickly and simply find asset information on a map view and input accurate details about an issue. Highly streamlined and with redundant steps removed, the map view shows real time updates of progress in resolving reported issues.

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A transformed digital experience for citizens

SCC's previous in-house reporting system was fairly simple to use – but Heminsley is delighted with the streamlining plus improved accessibility and user experience that's already evident just three months on from activation. "We do regular customer satisfaction surveys," he explains. "And we've immediately seen an uptick since Community Central went live. The highly visual user interface makes it incredibly intuitive to use, and the seamless integration with Confirm means that report updates automatically feed through to the end user – so residents have a very real appreciation of progress towards resolution of reports that they've raised."

"Everything from indicating the level of urgency of a job, through to describing it, has become simpler, with easy-to-use and easy-to-understand menu options."

"The implementation process in the latter part of 2024 was very smooth," he adds. "We were not a particularly straightforward client to work with because we had a number requirements based on functionality in our original system that we needed to replicate. Both the Jadu and Brightly implementation teams were responsive, open and collaborative and they developed a really strong working relationship with our team that has continued after the go-live date."

Staying accountable

"Elected officials are answerable to their voters," Heminsley concludes. "I see this whole exercise as a great example of SCC's elected members driving a change that is going to improve the lives of the people in the communities they serve. With hugely improved functionality and a member dashboard to link elected councillors to specific projects, SCC members are addressing the frustrations of their communities head on and making themselves a visible part of the solution."

Learn more: BrightlySoftware.com

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>
> **Tim Heminsley,**
> **Head of Projects and Technical Services**
> Staffordshire County Council

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