



Client Success Story

London Borough of Barking and Dagenham drives digital transformation with Brightly Software's Confirm

Background

The London Borough of Barking and Dagenham (LBBB) has enhanced its public asset management by fully leveraging Brightly Software's Confirm system through the strategic adoption of Brightly's managed service model. Though LBBB had used elements of the Confirm system for more than 30 years, this extension of the programme as part of a modernisation drive has integrated multiple asset classes and council services under a unified platform, improving efficiency and data quality.

The challenge

LBBB, like all local authorities, has a range of assets under its control and responsibility for a variety of associated services, including (but by no means limited to):

- Highways: inspections and street works
- Street cleansing and fly tipping
- Grounds maintenance
- Trees and arboriculture
- Playgrounds and parks

Historically, LBBB had managed these assets and services individually, often reliant on spreadsheets or paper records, or separate, siloed software systems.

Sean Brindley, Business Information Support Officer, LBBB, comments: "It was difficult to get a complete picture and to identify all the assets that fell under one roof. Some assets were being tracked on spreadsheets, while some were still being managed via paper records, which meant we were really struggling to manage everything accurately and efficiently."

Paul Clark, Head of Parks, Green Spaces and Highways, LBBB, adds: "There are different priorities all the time, and we live in a digital age, so everyone wants all information to be linked directly to their systems."

With growing expectations around digital access, compliance and transparency, the council needed to modernise. Rather than introduce yet more disconnected tools, LBBB made the decision to invest more extensively in Confirm, maximising the potential of the system to deliver a complete asset management solution.



Adopting Brightly's managed service model

In 2024, as part of that strategy, LBBD adopted Brightly's managed service model. This decision meant that server management was now handled by Brightly directly, and system upgrades could happen automatically, leading to greatly reduced downtime and improved tracking of assets.

Brindley comments: "The major impact of using the managed service model is reduced downtime and much smoother system upgrades. In the past, if we had an upgrade, major or minor, it meant raising a project, getting the resources sorted out, and a substantial time commitment. Now we've eliminated all of that."

LBBD has also strengthened its relationship with Brightly, as the team works with a designated Brightly consultant, in which workshops and weekly catch-ups are held to make sure everything is aligned and on track.

Nikki Dunn, Compliance, Systems & Administration Manager, LBBD, comments: "The Brightly representatives who have been coming in to do workshops with us have been absolutely amazing. They engage with the teams that come in. They're very patient. We know we are in the right hands."



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Transforming arboriculture

LBBD has a large variety of assets in arboriculture, and the small team that manages those assets has seen some of the most significant developments as part of the enhanced Brightly partnership.

The council purchased data from BlueSky, who provide its users with a library of high-quality geospatial data. In this case, LBBD were using the data for tree mapping by using LiDAR imaging.

Bridely explains: "Our previous dataset of tree mapping wasn't as detailed as we ideally needed, so we purchased a comprehensive dataset from BlueSky. With the help of Brightly, we've been able to integrate that data into Confirm, so now we have a complete picture of all of our own tree assets in the borough, but also trees within the borough that don't belong to us."

Thanks to this integration with Confirm, LBBD has been able to enhance its tree mapping while also gaining additional information from its dataset collection. This has been a major success story of the new approach and has led directly to improvements in data and inspection records.

Furthermore, the system allows automated calculations for tree valuation based on smart attributes – something that was previously done manually. This integration has meant that LBBD's tree database has had a full reset, as historic records have been archived, and the team can now work with a new, efficient structure within this asset class.

Improved usability and enhanced visuals

New dashboards are also being rolled out and have allowed the team at LBBB to use a map-based visualisation of their assets.

Bridley comments: “Brightly has done loads of new dashboards for us with maps, which is something I didn’t even know was possible. We’re training the team on how to use the system, specifically on Confirm Web, which I was really happy with thanks to its ease of use.”

Confirm Web is a modern, cloud-based interface for Confirm, designed to manage public infrastructure assets.

Clark comments: “While we’ve had Confirm for a long time, our senior tree officer wasn’t aware of the capabilities Confirm has to offer, and now with our tree assets transformed using the solution, he is much more aware of how efficient the process has become, and it’s been a real game-changer for us.”

The digital transformation journey continues

As LBBB continues its digital transformation journey, it expects additional council-owned assets to be integrated into the Confirm system, including playgrounds and grounds maintenance.

The council is also in the process of reviewing its existing workflows to manage its assets as efficiently as possible. Cost codes, service area names, web forms, processes and asset attributes are all currently under review. LBBB has archived numerous asset contracts, and contracts that are still active will get a new contract in the Confirm system.

The ultimate goal, now well underway, is to create an independent, fully integrated platform by using the Confirm system to manage public assets across the borough.

Daniel Mills, Account Director, Brightly Software, comments: “By strengthening its use of Confirm and taking advantage of Brightly’s managed service offering, the London Borough of Barking and Dagenham has taken a significant step towards a more connected, data-driven approach to asset management.

“The result is improved operational efficiency, better visibility of assets and a platform that will continue to support the borough’s services in the years ahead. We’re proud to be working with LBBB in their digital transformation journey and look forward to a long, continued partnership.”

Find out more about [Confirm](#).



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