BARNSLEY
Metropolitan Borough Council

CUSTOMER PROFILE

- Responsible for the Metropolitan Borough of Barnsley in South Yorkshire

- Covers an area of 130 square miles and is responsible for over 220,000 residents

- Key responsibilities are local government and service provision including planning and transportation

Executive summary

Barnsley Council wanted to make cost efficiencies and improve service delivery by making the information it holds on properties, locations and other geographical assets more accessible. It also wanted to encourage citizen self-service online, in order to use resources more effectively.

Using Pitney Bowes Software's (PBS) MapInfo Manager, Professional and Stratus solutions it has created a range of new applications that support business processes and service delivery, harnessing the power of location information to provide better services to the public.

Delivered as a SaaS solution, the new system has proven to be significantly cheaper over five years than an equivalent on-premise implementation.

Business challenge

Geographical data constitutes about 80% of all data held by local authorities and is a core element in the provision of services, ranging from highways management through to planning. The development of a suitable GIS (Geographic Information System) was therefore the cornerstone of improved service provision.

Barnsley Council wanted to improve the citizen experience and its own data management processes by providing access to accurate, current and complete geographical information. It considered interactive mapping functionality as the gateway to all of this information and the means to:

- Improve customer interaction
- Enable online access to information and reporting on properties, locations and assets
- Encourage citizen self-service through the transition of routine customer contacts from the call centre to online

The challenge was how best to integrate and deploy its GIS to allow the data to be used and shared within and outside the Council. There was a limited budget and the solution had to deliver an immediate return on investment.

"We chose the MapInfo Stratus SaaS option because the cost and flexibility far outweighed any risks associated with not having the technology in-house. It is half the cost of alternative solutions and Pitney Bowes Software guarantees 99.9% availability."

**Andrew d'Andilly,
Customer & Geographical
Information Analyst**

Pitney Bowes
Software

Solution

Barnsley Council already used PBS's MapInfo Professional® for mapping and geographic analysis and MapInfo Manager to build and manage centralised catalogues of spatial data. The next step was to integrate these with a solution to create the backbone for Barnsley's enterprise data strategy for GIS.

The team at Barnsley Council went through a rigorous selection process before deciding on PBS MapInfo Stratus, as a SaaS (Software as a Service) solution. This integrates with the other GIS elements and enables data publishing across the organisation and externally to the local community.

Using the Stratus Rich Internet Application Controls (RIA Controls), Barnsley has gone on to create MyProperty, a service whereby citizens can enter their postcode and access all the necessary information about their area, including, schools, doctors and service schedules.

Citizens can also access Barnsley Council Interactive Maps that enables them to activate overlays on top of a detailed map of the area. For example, clicking on 'Car parks', instantly highlights the relevant areas on the map. Citizens can also access aerial photography and historical mapping of the region.

In addition real-time traffic information is displayed on the Council's website following integration with the Siemens traffic management system.

TECHNOLOGY USED

- Mapinfo Stratus SaaS to publish data internally and externally

- MapInfo Professional for mapping and geographic analysis

- MapInfo Manager to build maintain and manage centralised catalogues of spatial data

Results and benefits

- GIS forms the backbone of Barnsley Council's enterprise data strategy and makes Council geographic data available via a secure and controlled environment

- The SaaS solution has proven to be 38% cheaper over 5 years, as compared to equivalent on-premise solutions, due to Barnsley requiring no internal servers, support or maintenance

- Further savings have been realised through the consolidation of other software licenses that are no longer required

- Stratus sits at the heart of the customer services organisation corporate project and enables Barnsley Council to create customised applications around development and asset mapping

- Supports and encourages the transition of customer contacts from call centre to online and delivers enhanced analytic capabilities around demographics, crime and transport

"Through the use of Stratus RIA controls, we've integrated geographical data with our applications, thus enriching the user experience and enhancing how services are delivered to the public. Stratus is a corner stone of integration; and provides versatility enabling integration across technologies in a cost-effective and re-usable way."

**Robert Walker,
Senior Developer,
Transformation Support Unit**

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