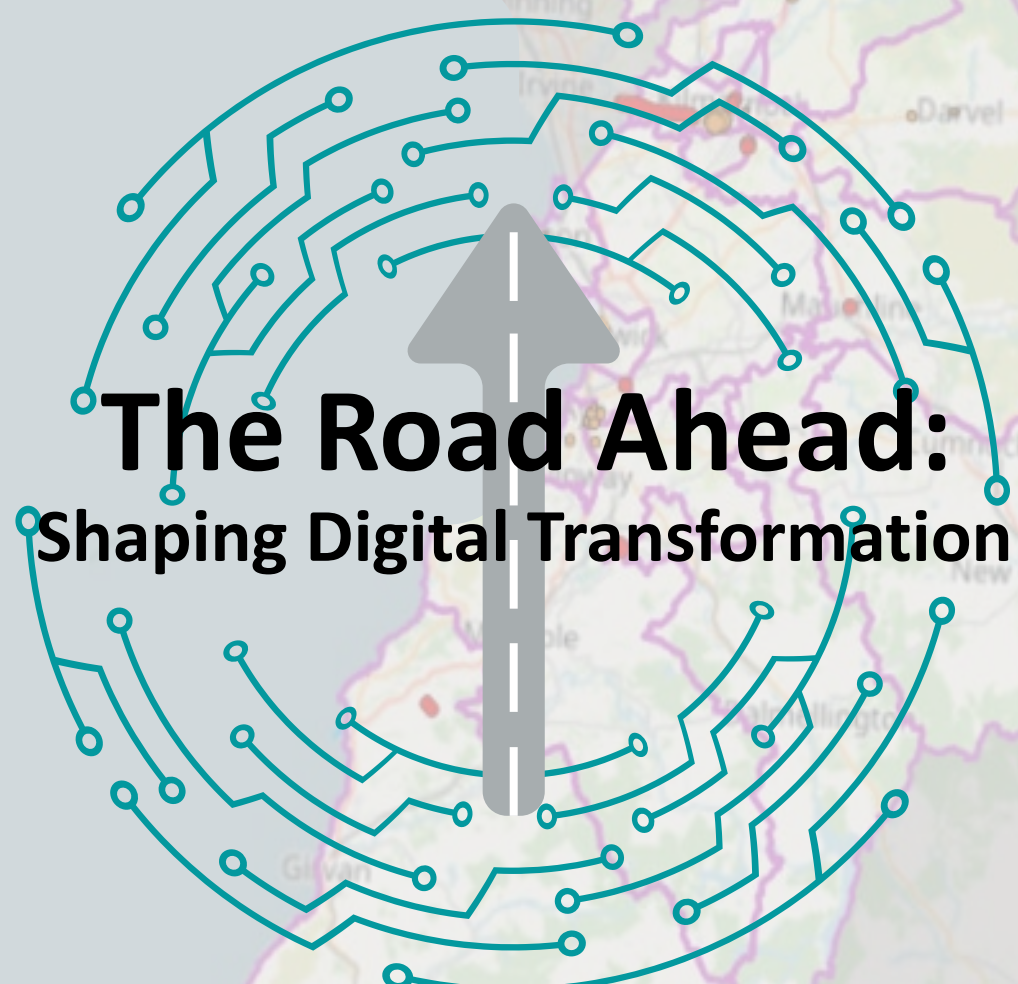




The Road Ahead: Shaping Digital Transformation

Theresa Mackin

Strategic Business Manager
Ayrshire Roads Alliance

Neil McArdle

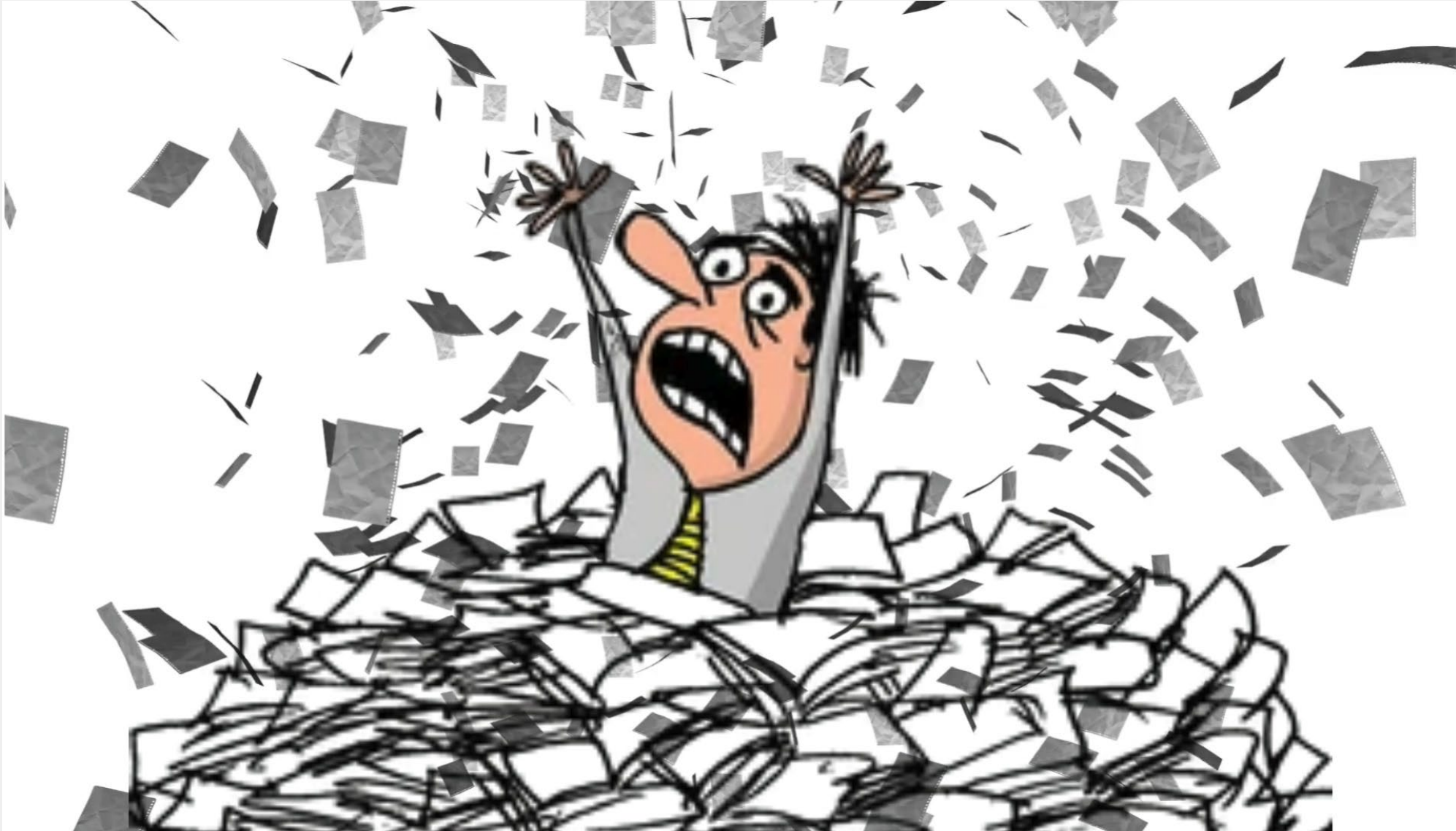
Highways Asset Management Lead Officer
Blackpool Council



Ayrshire Roads Alliance

Blackpool Council

Before Digital Transformation



Question 1

How many Officers processed TTRO's BEFORE the new system was implemented?

1

3

4

7

Answer: 4

Question 2

How many Officers process TTRO's **AFTER** the new system was implemented?

1

3

4

7

Answer: 1

Question 3

What savings has the new system generated?

£1,000 - £10,000

£10,000 - £30,000

£30,000 - £50,000

Over £50,000

Answer: Over £50,000

Question 4

How long did it take to process a TTRO **BEFORE** the new system was implemented?

1 – 2 hours

2 – 4 hours

4 – 5 hours

Answer: 4 hours (spread over a period)

Question 5

How long does it take to process a TTRO **AFTER** the new system was implemented?

1 – 2 hours

2 – 4 hours

Answer: 2 hours on average over a period time for only 1 Officer whereas before it was 4 Officers doing it on average 4 - 5 hours for each TTRO. Over the past 12 months the service has processed over 950 Temporary Traffic Restriction Orders and Notices.

Digital transformation plays a pivotal role in shaping the Local Government services of the future



Success is based on creating the right **digital technology strategy**:

- Save **time** and **money**
- **Productivity improvement**
- **Creating better value** for the service
- Improving the **customer or user experience**

Digital Transformation

Why is Digital Transformation Important?



Digital Transformation uses digital technology to change how a service operates using:

- **Employee empowerment**
- **Innovation and agility** Enabling the workforce to adapt quickly to change
- **Data driven decision making** Using technology to drive forward improvements
- **Sustainability** Ensuring operations run smoothly and efficiently

Digital Transformation

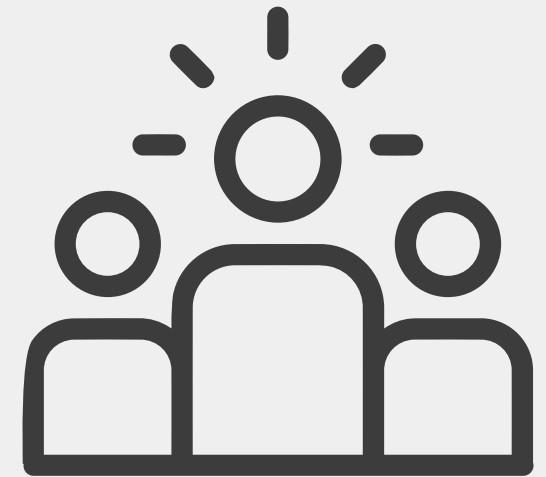
Digital Transformation

Background

- Ayrshire Roads Alliance implemented a Digital Transformation Strategy to embrace digital change across the Service.
- Our digital leaders carried out **thorough research** but **couldn't identify** any existing products that provided a **full end to end digital approach** to manage roads operational activity.

So.....

We set about **building our own** bespoke roads operational system!



Digital Service Redesign



- A digital road map was developed detailing roads operational activity that could be digitally redesigned to **deliver operational efficiencies**.
- Each individual activity was process mapped detailing the vision for the new digital / automated processes.

The Vision

- To create a single **easy to use online system** to manage daily operational activity.



Digital Leaders

The digital transformation journey is not possible without the **meaningful involvement of the workforce.**

We **actively engaged** with employees empowering them to share their roads expertise and **become the innovator** throughout our digital journey



Official Innovation

- On our digital journey we stepped outside of traditional approaches and adopted a **Blue-Sky Thinking approach** to consider options without constraints. This approach resulted in:

- 
- Openness to change and experimentation
 - New TTRO processing methods
 - Embedded a digital-first strategy
 - Enhanced user outcomes
 - Digital workforce



Innovation Brainstorming

Build a foundation for a **fully agile, collaborative** and **resilient** workforce who felt valued and a sense of ownership and accomplishment

Automate tasks such as Orders, Notices, maps, emails, advertising and Social Media

Deliver **real time information** for public, applicants and stakeholders

Replace outdated, complex **processes** with **streamlined digital workflows** including templates and reports

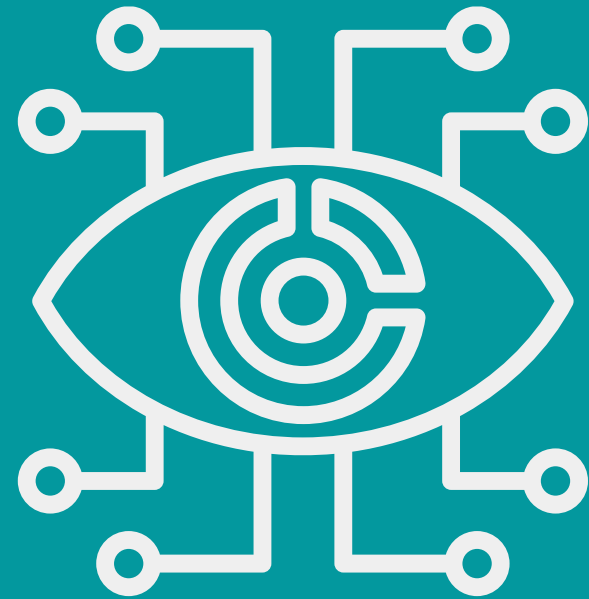
Provide staff with tools that are **intuitive, efficient** and **innovative** not just digital copies of old ways

Create a **dashboard** that acts as a “one stop shop” allowing all users to view all roads activity

Digital Vision vs Digital Reality



Our digital vision was developed through **knowledge sharing** amongst our **digital leaders** and being **open to change** which produced **innovative ideas** that shaped the direction of the project



Digital reality was achieved by partnering with the software development company, **TrueViewVisuals** who turned our vision into a reality!



Collaboration

Partnership with TrueViewVisuals

With extensive knowledge of road operations, the Ayrshire Roads Alliance partnered with the software development company TrueViewVisuals to **modernise legacy systems** and **streamline processes** with the full involvement of our digital leaders.

The merging of these skillsets resulted in the creation of the digital **Roads Online** system which:

- Provides **real time data**
- Improves **internal and external communication**
- **Reduces administrative burdens** and the need for extensive manual work
- Provides **the ability to expand, adapt and change** aspects of RoadsOnline when required

Stronger Together:

Why Inter-Council Collaboration Matters

- **Knowledge Sharing** – Councils can learn from each other which can result in improved service delivery, cost savings and providing opportunities to adopt solutions to deliver more effective and efficient services.
- Staff gain exposure to new ideas, tools and working methods.
- Develop a Stronger Collaboration Culture.

Councils shared learning generates opportunities for better outcomes and greater efficiency.



A vertical image on the left side of the slide showing the Blackpool Tower and the surrounding cityscape of Blackpool, England, under a sunset sky. The tower is a prominent feature, with its lattice structure and observation deck visible. The city below is densely packed with buildings, and the sky is a mix of orange, yellow, and blue.

Official Collaboration

- Blackpool Council attended a Local Council Roads Innovation Group (LCRIG) in 2024 where Ayrshire Roads Alliance were delivering a demonstration of the Roads Online System.
- Blackpool Council were impressed by the benefits the RoadsOnline system could provide and resulted in them procuring the system.
- Demonstrating the **adaptability** of the **RoadsOnline** system to be used by other Local Authorities who have different legislative requirements - Scotland / England.
- Promotion of **best practice in service delivery**.

Features and Benefits of Roads Online

Automated workflows and tasks

- Workflows and back-office procedures streamlined resulting in reduction in human error
- Improved Reporting - Financial /Performance Information
- Automated Emails
- Template Management
- Improved mapping functionality – Digital map can be created in less than 10 minutes

Improved customer experience

- Consistent and efficient processes providing a more professional approach to customers
- Improved cycle time in applications being processed

Saves time and resources

- Processing of various types of applications undertaken with less manual intervention
- Officers' workload reduced significantly and has freed up staff time for higher value tasks

Improved Reporting

- More accurate and up to date reporting is available
- Provide critical performance indicator information at the touch of a button

Improved Auditing

- Provides a detailed audit history which tracks any changes / updates that have been made

Improved accuracy

- Data captured is more accurate

Staff Engagement

- Empowered people to create a make it happen culture
- Improved staff morale by reducing process complexity
- Improve Officer's overall job satisfaction

The TTRO Module

The TTRO module is our innovative solution to the production of Traffic Orders and Notices.

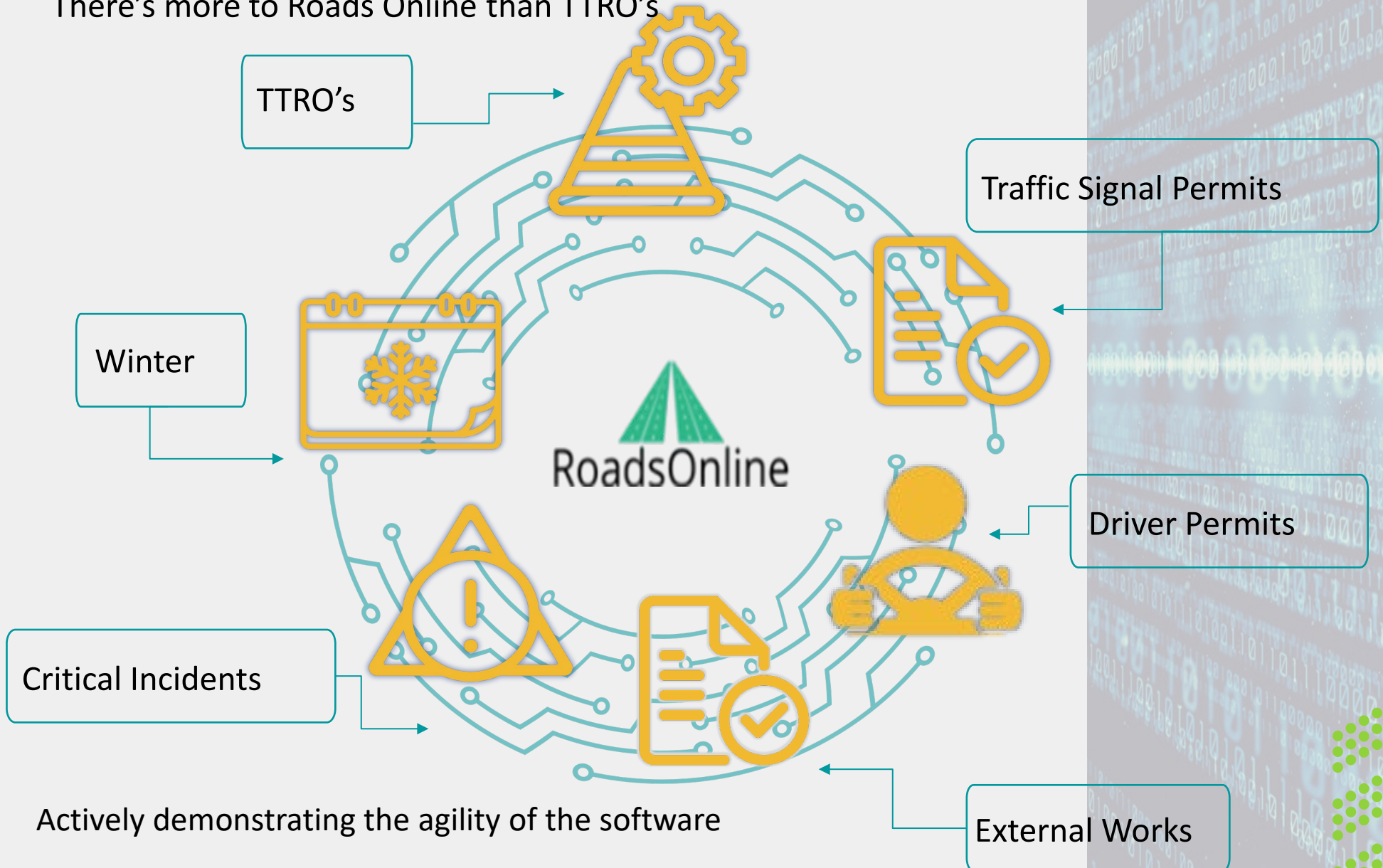
The screenshot displays the RoadsOnline TTRO module interface. At the top, the RoadsOnline logo is on the left, and a user profile for George Banfill is on the right. A navigation bar includes links for Dashboard, Map, Calendar, Go to Module, TTRO, and Management. Below this, a breadcrumb trail shows 'Dashboard / Temporary Traffic Restrictions'. The main header for the 'Temporary Traffic Restrictions - Ayrshire Roads Alliance' section includes the Ayrshire Roads Alliance logo, a search bar, and tabs for 'Application Form' and 'Public Map'. The interface is organized into a grid of status boxes for 'New', 'Legal Documents', 'Approval', 'Advertising', 'Tell Me Scotland', 'Ready', and 'Live'. For 'East Ayrshire' and 'South Ayrshire', the 'New' status shows 0 stars, 'Legal Documents' shows 1 to Create, 'Approval' shows 0 stars, 'Advertising' shows 13 and 10 orders respectively, 'Tell Me Scotland' shows 0, 'Ready' shows 22 and 21, and 'Live' shows 24 and 8. A summary bar at the bottom indicates 23 items need advertising, 0 items are sent to graphics, 0 items are waiting for graphics, 4 print costs are outstanding, 0 works order numbers are pending, and 4 posts need approval. The footer repeats the section title and search bar.

	New	Legal Documents	Approval	Advertising	Tell Me Scotland	Ready	Live
East Ayrshire	★ 0	1 to Create	★ 0	13 Orders	0	22	24
South Ayrshire	★ 0	1 to Create	★ 0	10 Orders	0	21	8

Advertising	Outstanding items
23 Needs Advert	4 Print Costs
0 to send to Graphics	0 Works Order Number
0 Waiting for Graphics	4 Posts to Approve

Other Digital Modules

There's more to Roads Online than TTRO's



Future Digital Modules

Future proofing Roads Services with RoadsOnline





"When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar."

GEORGE WESTERMAN, RESEARCH SCIENTIST
WITH THE MIT SLOAN INITIATIVE ON THE
DIGITAL ECONOMY.



**Thank
you!**

The image features the words "Thank you!" in a bold, blue, cursive-style font. The text is set against a light gray background and is surrounded by several yellow, teardrop-shaped starburst accents. The word "Thank" is on the top line, and "you!" is on the bottom line. The text has a slight red shadow effect.