



Business Case:
City of Bradford Metropolitan
District Council

Delivering Change
with Confidence
The Power of Data Driven
Process Improvements



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

In this case study...

City of Bradford Metropolitan District Council was faced with a target of £175 million in savings over five years. To address this, the council needed a way to redesign services, increase efficiency, reduce demand, and support ambitious digital transformation, without cutting essential services.

Bradford selected Engage Process to support organisation-wide process mapping, analysis, and continuous improvement. Utilised across multiple service areas as part of their no-cost, no-commitment trial, the council began embedding the tool into customer services, creating an impact that grew into strategic programmes across the organisation.



The Challenge

For Bradford, their mission is to deliver £175m over the next five years, including:

£ **40 Million**

in savings and increasing income in 2025/26

£ **50 Million**

per year for four subsequent years

Alongside the financial challenge, the Council is undertaking major transformation and modernisation programmes, including:

- ASC system replacement
- CRM replacement and customer experience redesign
- App Rationalisation & Cloud Migration
- Robotic Process Automation (RPA) and AI
- Enterprise Resource Planning
- Cyber security and infrastructure refresh

+156+ active, on-hold and pipeline IT projects

The scale and pace of change require a consistent, data-driven way to understand how services work today, identify inefficiencies, and design future-state (TO-BE) processes quickly and collaboratively.

The Approach | Trialling Engage Process

Bradford Council began by trialling Engage Process within its Customer Journey programme. Teams from Transformation and Change (T&C), business analysts and digital liaison officers assessed the tool across multiple services, focusing on ease of use, data insights, and how well it supported cross-department collaboration.

Key outcomes from the trial

- **Quick to learn:** Staff found the basics intuitive with minimal training, allowing all relevant stakeholders to get involved.
- **Structured storage:** A single, managed environment to house all Council processes.
- **Strong analytics:** Easy assessment of existing processes, highlighting costs, time, value-add and inefficiencies.
- **Instant comparison:** Potential savings easily identified by the comparison of the future state (TO-BE) processes.
- **High engagement:** Easily share processes and receive comments directly within the platform.
- **Reduced Time and Effort:** Simple drag-and-drop interface, Swimlane and alternative views saved days of rework.
- **Consistency by design:** Standardised icons, templates and views brought uniformity without having to define best practice.



Exploring the customer journey with multi-disciplinary teams

The trial included live examples from Member Casework, Council Tax refunds, and customer journey processes, demonstrating measurable opportunities for improvement and scalability.

Building on these insights, the team outlined a Benefits Realisation Framework, developing their approach to service redesign and process improvement:



Council-wide Adoption

The success of the trial built strong interest, with services across the Council approaching IT to get involved. This led to Bradford investing in an Enterprise license, implementing Single Sign On with Azure AD, delivering full training for administrators and modellers, establishing a Teams channel for community support, and embedding Engage Process into operational IT support.

Transformation and Change (T&C) used the platform across all six target service areas within the Customer Journey project, identifying key savings and redesign opportunities.

Embedding Process Thinking into Transformation

Bradford Council is now incorporating Engage Process into strategic frameworks, including:

- Programme and project delivery
- Benefits Realisation Framework developed around the built-in analysis
- Service improvement plans
- Digital and data strategy
- Change management and governance with published processes for the full Council
- Future service redesign and end-to-end reviews

Next steps for the council include expansion of their efforts through a council-wide rollout to formalise process standards and create a structured environment across the council. These efforts will help Bradford Council in moving towards a centralised resources for published, managed processes and shared learning.

Early Impact

Through an early trial and proof-of-concept, Bradford built the business case for Engage Process, demonstrating impact across the council:



Highlights improvement opportunities earlier



Engage staff and SMEs in a shared and visual way



Reduced time spent on process modelling and rework



Provide data to quantify time and cost reduction



Creates consistency across teams



Drive collaboration between digital, operational and transformation teams



Keeps 156+ projects aligned with organisational priorities

Creating a foundation for the future, Bradford is building a more informed, data-driven approach to service redesign, supporting the organisation's strategic goals and enabling measurable improvements when every efficiency counts.



About Engage Process

Engage Process offers an easy, highly effective way of mapping and analysing processes to drive improvements across your organisation. Designed to get your team involved in exploring, documenting and improving your processes. Engage Process is 100% SaaS, so you can be up and running in just one day.

It empowers staff to discuss, evaluate and improve processes together. Putting the employee first makes Engage Process a true “human centric” solution. This means proactively exploring and reimagining processes in real time, by the people who are actively working with these processes day-to-day. Processes create the foundation for management programmes such as cost savings, compliance, service (re) design, and digital transformation.

Over 300 organisations in the UK, Europe and North America use Engage Process on a daily basis. These include City of Edinburgh Council, Somerset Council, Luton Borough Council, MOAT Homes & North Yorkshire Council.

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