



Case Study:  
Tewkesbury Borough Council:

Engaging the  
organisation in the  
**Transformation**  
Journey

The logo for Tewkesbury Borough Council, featuring a white silhouette of a castle on a dark blue background. A white wavy line, resembling a river, flows from the castle towards the bottom right. The text "Tewkesbury Borough Council" is written in white, bold, sans-serif font below the castle. The background of the right side of the slide is dark blue with faint, light blue icons: a play button, a telephone handset, and an arrow pointing up and right.

**Tewkesbury  
Borough Council**

## In this case study...

At Tewkesbury Borough Council, process improvement has been a hot topic for a while now. Clare Evans (Associate Director - Transformation), Amy Adams (Programme Officer) and Lin Craven (Business Analyst)

have told us all about how Tewkesbury embarked on their Transformation Journey. Mapping out services, analysing the impact of changes and getting the organisation and its staff involved in the journey.



*'Engage Process has been really helpful in driving a culture change. Working in a more agile way is quite new for services, but being able to get teams involved and making the processes so visual that we can see the impact that we'll be making now or in the future, makes such a big difference compared to systems we've used previously for process mapping.'*

**Clare Evans, Associate Director - Transformation**

# The start of a journey: Working with customer-centric processes

After realizing that there was insufficient capacity at Tewkesbury Borough Council for the many improvement projects, a new Business Transformation team was created to spearhead the transformation and improvement initiatives.

Formed in August 2020, the initial team consisted of several different roles: digital developers, web & digital designers, business analysts and programme officers.

Next, the new team focused on the council's customer-centric services. This led them to shift the primary focus away from simply implementing new technologies, onto understanding the customer journey and experience. In a later stage, new technologies and IT systems would be addressed from that perspective as well.



*'What we're finding is that with all these different skills and talents coming together, it enables us to deliver change in quite a unique and quick way for the council. Which has definitely been recognised within the organisation. This is also due to our digital platform Liberty Create and the use of Engage Process.'*

**Clare Evans, Associate Director - Transformation**

The new Business Transformation team has five principles that sit at the heart of what they do:

- 1 Put the customer first** – digital by preference but access for all.
- 2 Make digital services as simple as possible.** Move away from the complexities of which local governments are known for.
- 3 Support a culture change** which embraces new ways of doing things and show openness to innovative ideas.
- 4 Have a ‘one council’ approach** so that we are all pulling in the same direction. This means streamlining the use of technology and other aspects throughout the organisation.
- 5 Use evidence and insights** to drive our decision making.



# Exploring the customer journey with multi-disciplinary teams

Every organisation has their own ways of discussing their processes. One of the most effective ways to correctly discuss your processes, is to involve the people that are actually part of the process that you're trying to map or improve.

During process workshops they can explore and document the current state of the processes and highlight bottlenecks they experience, to ultimately come up with improvement ideas. The employees can then take ownership of the improvements that were or will be made.

This is also how the team at Tewkesbury did it:

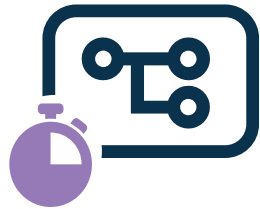
*"We would have a meeting with the service team to discuss how they're working now. Going through each step with them and using Engage Process to map it all out. Sometimes we'd go back to see if there's anything we had missed or to check if we have understood their process and way of working properly".*

**Lin Craven, Business Analyst**

When discussing and mapping the **'AS-IS'** of the process, the team at Tewkesbury would take the following data points into account:



Time spent on each step



Time spent on the process as a whole



Built in breaks and delays



Cost of each stage of a process and cost of each role present in the process



Total cost of the process

With that understanding, the **'TO-BE'** process was created and later compared to the **'AS-IS'**.

# Tewkesbury's journey with Engage Process:

Process management is at the basis of transformation initiatives.

It allows you to get your staff involved and empowered in exploring and redesigning your primary processes, leading to people driven change and an agile and dynamic organization.

Tewkesbury Borough Council has been using Engage Process as an enabling process management platform for this.

Clare Evans briefly summarized Tewkesbury's journey with Engage Process:

- We initially saw Engage Process at the South-West Transformation Group.
- We then visited the neighboring authority Cheltenham Borough Council, who are already using Engage Process, to see how they were using it and hear about their experiences. To read about Cheltenham's Service Redesign journey, visit our website.
- Engage Process is the building block for us to work with teams and get them to really think about their process and identify the changes they could make.
- The visual way in which processes are shown in Engage Process helps our teams to fully understand their processes and be part of the process of mapping it out – ensuring collaboration happens right at the start.

# 7 Things we really like about Engage Process:

Amy Adams, Programme Officer, listed 7 things that the team at Tewkesbury really likes about Engage Process:

- 1** *Teams being involved from the beginning has more impact on the services we are working with.*
- 2** *The icons are meaningful – clearly showing where a step is manual or digital and where the breaks in the process are.*
- 3** *The visual nature of Engage Process makes it easy for the services to relate to their processes.*
- 4** *We can use it to get meaningful analytics on a process.*
- 5** *It's really quick and easy to map processes using Engage Process.*
- 6** *It enables us to hold process workshops with the teams.*
- 7** *The people at Engage Process are really helpful. We have six monthly catch ups where we can get advice and guidance on how to use the software more effectively.*







# EngageProcess

## 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, Sedgemoor District Council and Cheltenham Borough Council.

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