Innovation Trail Finalist

StarTraq Limited – Stand J32
StarGo

StarGO is an end-to-end software solution for managing highways licensing and permits, e.g. skips, scaffolding, advertising boards and street cafés. It enables councils to ensure that only permitted obstructions are allowed on the street. This eases congestion for vehicles and increases safety for pedestrians who should not have to step off the pavement to avoid an unauthorised advertising board.

StarGo can be fully hosted so that local government can optimise the application, approval, issuing and enforcement of any permit or highways licence. It includes: easy online permit applications, a smartphone app for the officer to check compliance and the automated issuance of Fixed Penalty Notices (FPNs) and reminders.

Business owners can sign up for an online account and apply or pay for multiple permits.

Enforcement officers can use the latest smartphone technology to view, in real-time, if an obstruction on the highway has a valid permit or licence. FPNs can be issued and printed on-the-spot if a permit has not been purchased or is invalid.

Back office processing staff benefit from an integrated workflow and document management system; all documents are stored electronically which means that local government can realise the paperless office to help to reduce their overall carbon footprint.

Most Councils in the UK currently have paper-based systems to apply for a permit. StarGo enables councils to digitise the whole process from initial applications and online payment through to approval and enforcement. Crucially, it is largely an untapped source of revenue for a Council, e.g. One of our Council clients has over 1000 advertising boards on the street for which only 100 have a valid permit. By digitising and enforcing permit applications they hope to achieve full compliance. An A-board permit costs £170 per annum so an additional 900 paid permits would generate over £150,000 per annum for A-boards alone.