East Cambridgeshire
District Council

www.eastcambs.gov.uk
ContactUs@eastcambs.gov.uk
01353 665555

Further to your information request FOI/EIR 25/26-137, please find your question and our response below.

Request:

1. Resident Communication & Digital Notifications

This section explores how councils deliver real-time digital updates to residents, including tools used (e.g. email, SMS, app alerts), targeting methods, and performance tracking. It also covers accessibility, language support, and the integration of these systems with wider council services.

1.1 How are urgent or emergency communications (e.g. flooding, road closures, public health risks) sent to residents? Communications are shared with residents via our social media platforms – Facebook, X, YouTube, LinkedIn – as appropriate and relevant to the platform audience. The council communications team is also involved in the Cambridgeshire and Peterborough Local Resilience Forum and liaises with colleagues across the LRF to share posts from the lead authority. A banner may also be displayed on the homepage of the website to alert residents to any notification. The communications team also maintains close links with the media and would approach them as appropriate. The communications team also maintains an up-to-date emergency communications plan.

1.2 Are multilingual alerts supported for non-native English speakers? If yes, please specify which languages. This is not an automatic process; however, the council does use a translation service and would instigate this as appropriate. In some circumstances we may liaise with colleagues in other departments who are multi-lingual if we need to target a specific audience they are regularly in contact with.

1.3 How much did the council spend on marketing, communications, and advertising (excluding recruitment) in the most recent financial year? The communications team does not pay for marketing or advertising; this is managed in-house as part of communications.

1.4 What analytics are available for these communications (e.g., open rates, click-through rates, engagement levels)? We do not operate paid-for communications; therefore, any analysis is done for our general communications via the free services of social media platforms.

1.5 How does the council currently communicate with residents during local emergencies or crisis events (e.g. phone lines, website updates, social media)? Predominantly website updates, including alert banners on the home page and social media.

1.6 Does the council use any form of geographic targeting when communicating during a crisis (e.g. postcode-specific alerts)? If so, which? If appropriate, the communications team would post directly into Facebook location specific groups.

1.7 What is the estimated cost per inbound call to the council's contact centre? Based on Customer Services team salaries only - £1.09

1.8 What is the total annual budget allocated to emergency communications or response coordination? The Communications team would do this work under their general remit; there is not a specific communications budget.

1.9 Does the council currently use any third-party tools or platforms for emergency alerts or crisis communication? If so, which? We do not, other than highlighting the government's emergency alert service

1.10   Does the council operate or plan to operate a dedicated emergency communication system or interface (e.g. SMS alerts, mass notification platforms)? If so, which systems or interfaces? There are no plans to do so.

1.11   Does the council have access to a system that allows for geo-targeted notifications (e.g. by ward or postcode)? If so, what is it? We do not.

1.12   Are analytics currently available to measure the reach or engagement of emergency communications? No, other than the generic analysis offered by social media platforms.

1.13   Does the council segment digital engagement data by demographics (e.g. age, geography)? If so, which demographics? No, other than the generic analysis offered by social media platforms.

1.14   What is the annual spend on digital engagement tools and analytics (if reported separately)? N/A

1.15 How does the council manage statutory notices? What tools does it use, list as appropriate. The communications team liaises with newspapers for specific statutory notices, as requested by departments. Democratic Services publish all statutory notices directly on to our website. The Planning Department use the Uniform software programme to manage statutory notices.

1.16 What is the budget the council has specifically for issuing statutory notices? No

1.17 How many statutory notices on average per annum does the council send (data on previous year for example)? Please see: www.eastcambs.gov.uk for all statutory notices.

2. Call Centre & Resident Support Operations
This section looks at how councils manage resident support through call centres or helplines. It includes query volumes, cost, service breakdowns, automation, CRM use, and multilingual support. The goal is to understand operational efficiency and how digital tools enhance service delivery.

2.1 What is the council's annual budget for its call/contact centre or resident services support? £661,877 this includes website and online services

2.2 What is the average number of inbound calls per:
- Month : 3634
- Quarter 10906
- Year 43608

2.3 Please provide a breakdown (total calls or as a %) of calls by topic (or best estimate):
- Bin collection dates/schedules
- Missed bin collections

- Reporting issues (e.g. potholes, fly-tipping)
- Events or public meetings
- Local service queries (e.g. libraries, health services)
- Contacting Local Councillor
- School Information (Team Dates, Applications, etc.)

Spreadsheet attached provides a breakdown of contact by topic and whether the contact came via customer services or via self service

2.4 What percentage of calls are redirected to online services or self-service platforms? This is not measured

2.5 Does the council use any triage or automation tools (e.g. AI chat, IVR) for inbound call routing? No

2.6 What CRM or ticketing system is used to log call centre interactions? Is this integrated with other departments? Granicus Gov Service

2.7 Does the council track average resolution time or cost per resident query? If so, what is it? No

2.8 Does the council operate its own call/contact centre or is it outsourced? Own

2.9 Are multilingual support services offered through the call centre? If so, how many languages and what percentage of calls use this service? Yes, via Cintra Ltd and supports 60 languages – we do not have the % of calls that use this service ; however it is very low

3. Council Website Performance & Maintenance

This section focuses on the reach, content, and costs of the council's primary website(s). It covers visitor numbers, most viewed pages, technical management, accessibility standards, and the frequency of updates to assess digital service quality and resource use.

3.1 What was the total number of website visitors in the past:
- Month – 124,504 (June 2025)
- Quarter – 421,494 (April, May, June 2025)
- Year – n/a (new website so data not 100%)

3.2 What are the ten most visited pages / sections on the council's website? For each, please provide:

10 topmost visited pages
- Q1 (April, May, June 2025)
  - Homepage - 109,185
  - Mayoral election for Cambridgeshire and Peterborough May 2025 – 30,133
  - Planning applications – 13,170
  - Collection dates – 9,495
  - Sitewide search – 8,750
  - Pay your council tax – 5,696
  - Planning and building control – 5,642
  - County council and mayoral elections 1 May 2025 – 3,990
  - County council elections 1 May 2025 – 3,498
  - Council tax, benefits and business rates – 3,021

3.3 Does the council operate any standalone websites or microsites for specific services or initiatives? If so, how many? Yes one Microsite - Recruitment

3.4 What is the total annual spend (or latest budget allocation) for:
- Hosting £2800
- Maintenance and technical Updates - £18840
- Content updates – not defined within budget

3.5 Does the council use in-house or contracted web developers? Mixture of both

3.6 What was the total amount spent in the last three financial years on developing and maintaining standalone websites or microsites for resident-facing initiatives (excluding the main council website)? Our recruitment microsite went live in May 2025; this was developed in house and is part of the Council website no financial cost available.

3.7 What was the total number of visitors (by month, quarter, year) for the following categories:
Q1 total users (83,044)
- Bin collection dates – 6,605
- Fly-tipping and illegal waste - 110
- Calendar of meetings – 470
- District councilor directory – 986
- School information – N/A

Month total users
January 2025 (24,184)
- Bin collection dates – 1,990
- Fly-tipping and illegal waste - 41
- Calendar of meetings - 208
- District councilor directory - 229
- School information – N/A

February 2025 (24,210)
- Bin collection dates – 983
- Fly-tipping and illegal waste - 45
- Calendar of meetings - 251
- District councilor directory - 236
- School information– N/A

March 2025 (23,788)
- Bin collection dates – 1,296
- Fly-tipping and illegal waste - 52
- Calendar of meetings - 252
- District councilor directory - 227
- School information – N/A

April 2025 (26,066)
- Bin collection dates – 3,585
- Fly-tipping and illegal waste - 43
- Calendar of meetings - 162
- District councilor directory - 266
- School information – N/A

May 2025 (41,506)
- Bin collection dates – 2,540
- Fly-tipping and illegal waste - 30
- Calendar of meetings - 250
- District councilor directory - 556
- School information – N/A

June 2025 (24,814)

- Bin collection dates – 1,317
- Fly-tipping and illegal waste - 40
- Calendar of meetings – 180
- District councilor directory - 233
- School information – N/A

4. Resident Polling & Community Engagement
This section examines how the council gathers public feedback through surveys and consultations. It includes platforms used, response rates, data usage, and CRM integration, aiming to understand how resident input informs services and decision-making.

4.1 What tools or platforms does the council use to run resident surveys or consultations? The council utilises website forms in order to undertake surveys with residents, signposting residents to the website in order to complete.

4.2 How frequently does the council conduct public engagement surveys? There is not a regular frequency, it is on an as needed basis.

4.3 How is survey data reviewed and actioned by the council? The responses are analysed by the respective teams, with information communicated to residents via the usual council platforms, as appropriate. The department who undertook the engagement will review the data.

4.4 How does the council currently conduct resident surveys or public consultations (e.g. online tools, post, telephone, in-person events)? The council will signpost residents to the survey, primarily via social media platforms, but also via local media. The surveys are predominantly hosted on the website. However, the council operates a register of consultees who have indicated their preference for contact – email, telephone, etc – and the council would follow the preferences provided.

4.5 How frequently does the council run resident surveys or polls in a typical year? There is not a regular frequency, it is on an as needed basis.

4.6 What is the annual budget the council allocates to Resident Polling & Community Engagement? There is not a budget allocated.

4.7 If the council uses third party tools or platforms to run resident surveys or consultations, what are they and what is the annual cost? This is not something that is typically undertaken, however, the council is currently working closely with the other councils in the Cambridgeshire and Peterborough area regarding Local Government Reorganisation. An independent third party is undertaking engagement with residents on behalf of all the councils.

5. Waste & Recycling Services
This section looks at how waste services are delivered and communicated, including who operates them, how schedules are shared, and whether digital tools or printed materials are used. It also covers booking systems and data formats available for integration.

5.1 Which organisation manages household waste and recycling collection? East Cambs Street Scene Ltd who are a trading company of the Council

5.2 If different, who manages garden waste, bulky waste, or other services? n/a

5.3 How many household waste and recycling centres (HWRCs) are in the council area? One

5.4 Do residents need to book visits to HWRCs or can they turn up freely? Turn up freely

5.5 If booking is required, which system or tool is used? n/a

5.6 Does the council send printed bin calendars to residents? If so, what is the annual cost? Yes – last year this was £6341

5.7 How are changes to bin collection schedules communicated? Revised collection days due to bank holidays are agreed in advance of the calendar being delivered and so residents receive this at the time of receiving their calendar. Reminders are issued via posts on our website, social media pages and also a telephone message on our customer services number nearer the time.

5.8 What is the cost associated with notifying residents about bin changes (e.g. print, phone, digital)? None – we use existing social media assets and phone messages. It is just officer time in updating these, but these costs are not tracked.

5.9 Does the council maintain a bin schedule database? Yes

5.10 If so, does the council offer an open API or ability for an external system to integrate with the bin schedule database? The Council's CRM system is integrated with the waste management software

5.11 Who manages this service internally (name or role of contact)? Internally – the Council's Digital Services Team

5.12 How frequently are bin collection schedules changed or updated? Not very frequently other than the revised dates over bank holidays.

5.13 Does the council offer an app for residents to look up and keep informed about bin schedules? No

5.14 If the council has an app, was it built internally or by a 3rd party? n/a

5.15 If there is an app, what was the a) cost to develop the app and b) annual cost to maintain the app? n/a

6. Reporting Issues & Digital Workflows
This section reviews how residents report issues like potholes or missed bins, and how those reports are processed. It asks about the platforms used, backend workflows, costs, resident feedback, and system integration to assess ease of use and operational efficiency.

6.1 What platform(s) does the council use to manage resident-reported issues (e.g. potholes, fly-tipping, missed bins)? Granicus Gov Service

6.2 Is the reporting tool an in-house system or a third-party provider? If third party, what platform(s)? E.g. in house, FixMyStreet (https://www.fixmystreet.com/), LoveClean Street (https://lovecleanstreets.info/), other (please specify). We use Granicus Gov Service to develop our online forms for members of the public to report issues.

6.3 What is the annual cost of any third-party reporting tool(s)? £17,446

6.4 How many reports/issues are submitted monthly or annually via these tools? 5101 in 24/25

6.5 If the tool/platform has an app that can be downloaded, how many downloads does it have for the councils? Does not have an app

6.6 What is the backend process once a report is submitted? (e.g. does it route into a CRM, issue tracking, or manual workflow?) Submitted reports raise a case in our CRM and follow workflow through to resolution. If the resident has a self-service account, on resolution the case passes back to the customer for them to close if they are happy with the resolution or refer back to the Council within 10 days if they if they are not satisfied.

7. MP/Councillor Communications & Digital Profiles
This section covers how councils support or oversee digital communication by elected officials. It includes whether profiles or tools are provided, the nature of updates, and whether content is moderated to ensure consistent, transparent public engagement.

7.1 Does the council provide any digital tools or pages for local councillors to share updates with residents? If so, which? This is not provided by the council.

7.2 Does the council monitor councillor communications for compliance with public guidance or party-neutral guidelines? As part of general monitoring of social media platforms, the communications team would bring to the attention of the democratic services manager and director legal (monitoring officer) if they felt any communications would not be compliant.

7.3 Does the council currently use any platform to manage councillor or MP digital activity? If so, which platform(s)? n/a

7.4 Has the council experienced any reputational or compliance issues due to councillor communications on social media in the past 3 years? If so, please provide details. No

7.5 Are councillors required to follow any internal approval or oversight process when posting public-facing content related to council matters? If so, what is that process? The communications team has produced a social media guidance policy for staff and councillors to be aware of. They do not require internal approval or oversight but are expected to follow the Code of Conduct.

7.6 Does the council currently pay for any social media management tools or content platforms to support councillors or communications teams? If so, which and what is the annual cost? The Communications team pays for X Pro; an annual cost is £84 for account verification.

7.7 Does the council currently use any tools for managing or monitoring official social media accounts or those of elected representatives (e.g. Hootsuite, Sprout Social)? If so, which tools? n/a

7.8 Are there any systems in place for archiving councillor or MP posts for transparency, audit or FOI compliance purposes? If so, which systems or processes? There are no systems in place in relation to social media posts.

8. Technical Infrastructure & CRM
This section explores the council's CRM and technical systems, including which departments use them, integration with other services, resident segmentation, and support for open data. It helps assess the adaptability and connectivity of digital infrastructure.

8.1 What CRM platform(s) does the council use? Granicus Gov Service

8.2 Does the CRM support dynamic segmentation of residents based on geography or service use? If so, how are residents segmented? No

Response:
Please see responses above in blue

This concludes your request FOI/EIR 25/26-137.

If information has been refused, please treat this as a Refusal Notice for the purposes of the Act.

If you disagree with our decision or are otherwise unhappy with how we have dealt with your request in the first instance you may approach foi@eastcambs.gov.uk and request a review. A request for review must be made in no more than 40 working days from the date of this email.

Should you remain dissatisfied with the outcome you have a right under s50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.