



I am writing to request information regarding your council's resident communication systems, digital engagement tools, website usage and performance, operational support centres, and waste and recycling services.

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.

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| 1.1 How are urgent or emergency communications (e.g. flooding, road closures, public health risks) sent to residents? | Social media updates, E-mail newsletters, Letter drops, Website updates |
| 1.2 Are multilingual alerts supported for non-native English speakers? If yes, please specify which languages. | Our website has translation functionality |
| 1.3 How much did the council spend on marketing, communications, and advertising (excluding recruitment) in the most recent financial year? | £135k p/a |
| 1.4 What analytics are available for these communications (e.g., open rates, click-through rates, engagement levels)? | Open rates, click-through rates, reach, views and engagement. Analytics is integrated in our products, for example email advertising, social media and so on. |
| 1.5 How does the council currently communicate with residents during local emergencies or crisis events (e.g. phone lines, website updates, social media)? | Social media, web updates, dedicated phone lines, local/regional press updates |
| 1.6 Does the council use any form of geographic targeting when communicating during a crisis (e.g. postcode-specific alerts)? If so, which? | Via social media accounts such as NextDoor, for example |
| 1.7 What is the estimated cost per inbound call to the council's contact centre? | Not known |
| 1.8 What is the total annual budget allocated to emergency communications or response coordination? | N/A no set budget allocated |
| 1.9 Does the council currently use any third-party tools or platforms for emergency alerts or crisis communication? If so, which? | No |
| 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? | No |

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| 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? | No |
| 1.12 Are analytics currently available to measure the reach or engagement of emergency communications? | As at 1.4 |
| 1.13 Does the council segment digital engagement data by demographics (e.g. age, geography)? If so, which demographics? | Yes – age, gender, geography |
| 1.14 What is the annual spend on digital engagement tools and analytics (if reported separately)? | Not reported separately |
| 1.15 How does the council manage statutory notices? What tools does it use, list as appropriate. | We adhere to the legislation, whether we communicate via the use of site notices, serve personal notices or advertise through the press. |
| 1.16 What is the budget the council has specifically for issuing statutory notices? | Various budgets, usually clients' own budgets or project specific |
| 1.17 How many statutory notices on average per annum does the council send (data on previous year for example)? | <p>Section 12 of the Freedom of Information Act 2000 (FoIA) relieves a public authority from the obligation to comply with a request for information where the estimated time required to locate, review and extract the information exceeds a certain threshold set out in Regulations.</p> <p>The Regulations set out the cost limit for Government departments and for other public authorities. For local government, Regulation 3 states that the cost limit is £450 and Regulation 4(4) states that the prescribed hourly rate is £25. Regulation 4(4) further provides that where the local authority estimates the time taken to gather the information would exceed this limit (which based on the prescribed hourly rate, equates to 18 officer hours), it may refuse the request under section 12 of FoIA. I am satisfied the cost limit applies to your request and will explain why this is the case – <i>In order to establish an estimate, we would need to run off each invoice individually (at the time of answering there were 416) and review each one (one invoice may apply to more than one notice). Additionally we advertise via the press, by posting out notices and putting notices on site. We have no way of calculating other notices without cross-referencing property files. Examining the invoices alone again is individual officer time to go through all property cases. We have calculated this at approximately 45 minutes per invoice and cross referencing resulting in over 300 hours – far in excess of the 18 hour officer hours stipulated in the FOI Act.</i></p> |

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.

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| 2.1 What is the council's annual budget for its call/contact centre or resident services support? | Data not recorded by Contact Centre. |
| 2.2 What is the average number of inbound calls per: Month / Quarter / Year | For the period 3 rd June 2024 – 31 st May 2025:- Month - 22,930 / Quarter - 55,031 / Year - 137,578 <i>Please note that we changed from one call system to another in November 2024 and there is a couple of days worth of data missing.</i> |
| 2.3 Please provide a breakdown (total calls or as a %) of calls by topic (or best estimate): <ul style="list-style-type: none">• 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.) | With regards to queries for Bin collection dates, missed bin collections, reporting issues – we do not track this specifically. We can share that for the period of 3 rd June 2024 – 31 st May 2025 our Environmental services line received 19,068 which would include the above – in addition to other Environmental queries. We do not track calls related to Events or public meetings, local service queries, contacting local councillors or school information. |
| 2.4 What percentage of calls are redirected to online services or self-service platforms? | Data not recorded |
| 2.5 Does the council use any triage or automation tools (e.g. AI chat, IVR) for inbound call routing? | Yes - we use IVR |
| 2.6 What CRM or ticketing system is used to log call centre interactions? Is this integrated with other departments? | We have no CRM for the contact centre. |
| 2.7 Does the council track average resolution time or cost per resident query? If so, what is it? | Not recorded |
| 2.8 Does the council operate its own call/contact centre or is it outsourced? | Council operated. |
| 2.9 Are multilingual support services offered through the call centre? If so, how many languages and what percentage of calls use this service? | We use Language line. Language Line Solutions advise that they offer services in more than 290 languages. These calls are less than 5% of our total. |

Part 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.

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| 3.1 What was the total number of website visitors in the past:- Month / Quarter / Year | Month (May) - 354,491 / Quarter (Jan to March) - 1,086,988 / Year (jun24-june25) - 4,329,227 |
| 3.2 What are the ten most visited pages / sections on the council's website? For each, please provide:- Website Page / Website Section (Bins, Waste & Recycling, Schools, Tax, etc.); Number of visits to each page (month / quarter / year) | See attached spreadsheet |
| 3.3 Does the council operate any standalone websites or microsites for specific services or initiatives? If so, how many? | The council does operate some standalone websites, where there has been a strong business need approved. We are unable to provide the exact number, as it isn't centrally recorded |
| 3.4 What is the total annual spend (or latest budget allocation) for: Hosting; Maintenance; Content updates; Technical development | Hosting – refer to contracts register . Maintenance – refer to contracts register . Content updates – no budget allocation, forms part of existing roles within Web Team, PR and Services. Content is co-produced. Technical development – no budget allocation, forms part of roles within Web team. Where a need is identified, any costings will form part of a service business plan. |
| 3.5 Does the council use in-house or contracted web developers? | We use in-house web developers. |
| 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)? | Not available |
| 3.7 What was the total number of visitors (by month, quarter, year) for the following categories:- Bin collection dates/schedules; Reporting issues (e.g. potholes, fly-tipping); Events or public meetings; Local services (e.g. libraries, health services); Contacting Local Councillor; School Information (Team Dates, Applications, etc.) | See attached spreadsheet |

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.

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| 4.1 | What tools or platforms does the council use to run resident surveys or consultations? | Go Vocal online platform. |
| 4.2 | How frequently does the council conduct public engagement surveys? | There is no set frequency. |
| 4.3 | How is survey data reviewed and actioned by the council? | Reviewed by service leads and this helps inform policy or service change. |
| 4.4 | How does the council currently conduct resident surveys or public consultations (e.g. online tools, post, telephone, in-person events)? | Primarily in-person and online. |
| 4.5 | How frequently does the council run resident surveys or polls in a typical year? | There is no set frequency. |
| 4.6 | What is the annual budget the council allocates to Resident Polling & Community Engagement | There is no centralised budget. Cost is spread throughout the organisation as all services conduct community engagement. |
| 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? | Go Vocal online platform. £20,580 annually. |

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.

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| a. Which organisation manages household waste and recycling collection? | Wigan Council – Waste Services |
| b. If different, who manages garden waste, bulky waste, or other services? | Wigan Council – Waste Services |
| c. How many household waste and recycling centres (HWRCs) are in the council area? | Three |
| d. Do residents need to book visits to HWRCs or can they turn up freely? | No booking, turn up freely. Unless commercial vehicle or twin axle trailer when they need to apply for a waste permit. |
| e. If booking is required, which system or tool is used? | NA |
| f. Does the council send printed bin calendars to residents? If so, what is the annual cost? | Yes, £25,000/annum. |
| g. How are changes to bin collection schedules communicated? | Bin Calendar/ Information leaflet, Social media |
| h. What is the cost associated with notifying residents about bin changes (e.g. print, phone, digital)? | Dependant on the scale of changes. Estimated £35,000. |
| i. Does the council maintain a bin schedule database? | Yes |
| j. If so, does the council offer an open API or ability for an external system to integrate with the bin schedule database? | Not open API, but ability to integrate from an accessible credentialised API that we use |
| k. Who manages this service internally (name or role of contact)? | Interim Service Manager – Waste and Recycling |
| l. How frequently are bin collection schedules changed or updated? | Usually every two years unless services are changed. |
| m. Does the council offer an app for residents to look up and keep informed about bin schedules? | Not an app but a function on website |
| n. If the council has an app, was it built internally or by a 3rd party? | Website function built by Council's IT partner. |
| o. If there is an app, what was the a) cost to develop the app and b) annual cost to maintain the app? | Website function was built for £5,000 and no annual costs. |

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.

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| a. What platform(s) does the council use to manage resident-reported issues (e.g. potholes, fly-tipping, missed bins)? | For the majority of environmental issues we use Jadu Connect and Jadu Central. With regard to missed bins, we use a web application developed with our IT Partners. |
| b. Is the reporting tool an in-house system or a third-party provider? If third party, what platform(s)? | We use Jadu Connect and Jadu Central third party software to build in-house digital processes for reporting environment issues. |
| c. What is the annual cost of any third-party reporting tool(s)? | The costings for Jadu are listed on the contract register (<i>link provided earlier</i>) |
| d. How many reports/issues are submitted monthly or annually via these tools? | For the financial period 1 April 2024 to 21 March 2025, an average of 3,000 cases through the Jadu software per month were raised |
| e. If the tool/platform has an app that can be downloaded, how many downloads does it have for the councils? | No |
| f. What is the backend process once a report is submitted? (e.g. does it route into a CRM, issue tracking, or manual workflow?) | Jadu Central online form creates a case within Jadu Connect (light CRM). The workflow for each case type is unique depending on the needs of the service on how the contact type needs to be managed. Workflows are built in house. |

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.

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| a. Does the council provide any digital tools or pages for local councillors to share updates with residents? If so, which? | The Council does not provide any digital tools or pages for local Councillors to share updates with residents. Neither does it provide any official social media accounts or platforms for Councillors. Should they choose to, Councillors are responsible for creating/managing their own social media/platform/s. |
| b. Does the council monitor councillor communications for compliance with public guidance or party-neutral guidelines? | The Council does provide each Councillor with a webpage containing information about them/contact details/surgery details, and these can be accessed via the following link: <ul style="list-style-type: none">• Your Councillors |
| c. Does the council currently use any platform to manage councillor or MP digital activity? If so, which platform(s)? | The Council does not actively monitor Councillor communications for compliance. However, Councillors are expected to adhere to the Council's ICT Policy and are issued with Social Media Guidance. |
| d. 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 |
| e. 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? | <p>The Council has received complaints about Councillor communications on social media. These complaints are handled through a formal process involving the Monitoring Officer, Independent Persons, and the Standards Committee (if appropriate), and it is not appropriate to reveal information in relation to these complaints – as any information/complaints that are deemed to be open to the public, will already be in the public domain via the relevant means.</p> <p>There is no formal internal approval process for Councillors before posting public-facing content. Councillors are however, expected to comply with the Elected Members' Code of Conduct, the Council's ICT Policy, and also give due regard to the issued Social Media Guidance.</p> |
| f. 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? | No |

g. 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? No

h. 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? No

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.

a. What CRM platform(s) does the council use? We use Jadu Connect which is a light CRM.

b. Does the CRM support dynamic segmentation of residents based on geography or service use? If so, how are residents segmented? We are not aware that we can automatically group or categorise residents based on their current location or the services they are using within Jadu Connect